SPECIALIZATION PROGRAM IN

BACHELORS OF DESIGN (B.DES) /
BACHELORS OF VISUAL ARTS (BVA)

GRAPHIC &

COMMUNICATION DESIGN

As per the Bengaluru Central University CBCS course structure

From 2019 onwards

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN

COURSE MATRIX   SEMESTER III

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
			Theory		IA	Exam	Total	
Part 1 Languages	University code	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	4	3	30	70	100	2
	University code	Language – II: English	4	3	30	70	100	2
Part 2 Optional		**CORE THEORY**						
	GD31	Theory of Graphic Design I (Theory)	3	3	30	70	100	2
		CORE STUDIO COURSE						
	GD32	Graphic Design and Communication I (Practical)	4	-	30	70	100	2
	GD33	Drawing for Designers I (Practical)	4	-	30	70	100	2
	GD34	Basic Typography (Practical)	4		30	70	100	2
	EL35.1 /2/3	**(Elective)** 35.1 Digital Design-I 35.2 Graphics Design-I 35.3 Revitalization of Arts & Crafts	3	-	15	35	50	1
	GD36	Basic Digital Media (Practical)	3	-	15	35	50	1
Part 3	Foundation/ SD Course	NON CORE / SDC	3		15	35	50	1
		CC & EC – Workshop writing	-	-	50	-	50	1
		Total Marks and Credits					800	16

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN
COURSE MATRIX SEMESTER IV
(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1	University code	Language - I: Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English / Marathi/ Hindi	4	3	30	70	100	2
	University code	Language – II: English	4	3	30	70	100	2
		CORE THEORY						
Part 2	GD41	Theory of Graphic Design II (Theory)	3	3	30	70	100	2
		CORE STUDIO COURSE						
	GD42	Graphic Design and Communication II (Practical)	5	-	30	70	100	2
	GD43	Drawing for Designers II (Practical)	4	-	30	70	100	2
	GD44	Advance Typography (Practical)	4	-	30	70	100	2
	EL 45.1/2/3	**(Elective)** 45.1 Digital Design-II 45.2 Graphics Design-II 45.3 Digital Animation	3	-	15	35	50	1
Part 3	GD46	Advanced Digital Media (Practical)	3	-	30	70	100	2
		CC & EC – Workshop			50	-	50	1
		Total Marks and Credits					800	16

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN
COURSE MATRIX SEMESTER V
(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
		CORE THEORY	-	-				
	GD51	Theory of Advertising Design (Theory)	3	3	30	70	100	2
		CORE STUDIO COURSE						
Part 2	GD52	Graphic Design for gaming (Practical)	6	-	75	175	250	5
	GD 53	Graphic Design for Print & Web Media (Practical)	6	-	90	210	300	6
	GD 54	Information Design (Practical)	4		30	70	100	2
	EL 55.1 / 2 / 3	**(Elective)** 55.1Digital Matte painting 55.2 Camera and Film editing 55.3 Photography	4	-	30	70	100	2
Part 3	**SDC**	Banking and Finance	3	3	30	70	100	2
	CC/ EC	Workshop / Project	1		50	..	50	1
		Total Marks and Credits					**1000**	**20**

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN
COURSE MATRIX SEMESTER VI
(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	`Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
`		**CORE THEORY**	-	-				`
	GD61	Theory of Advertising, Visual communication & Media - (Theory)	4	3	30	70	100	2
		CORE STUDIO COURSE						
Part 2	GD62	Advertising Design & Media (Practical)	6	-	60	140	200	4
	GD63	Packaging Design and Printing Technology (Practical)	6	-	60	140	200	4
	GD64	Introduction to UI/ UX Design- (Practical)	4	--	30	70	100	2
	EL 65.1/2/3	**(Elective)** 1. Interaction Design 2. Motion Graphics **3.** Digital Illustration Technique	3	--	30	70	100	2
	GD 66	Project work	4	--	50	100	150	3
Part 3	**SDC**	Entrepreneurship and Innovation	2	--	30	70	100	2
	CC/ EC	Workshop / Project	1		50	..	50	1
		Total Marks & Credits					**1000**	**20**

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN
COURSE MATRIX SEMESTER VII
(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
		CORE THEORY						
	GD 71	Design Management (Theory)	3	3	30	70	100	2
Part 2		**CORE STUDIO COURSE**	-	-				
	GD72	Introduction to User Interface Design(Practical)	4	3	60	140	200	4
	GD73	Portfolio development (Practical)	2	-	30	70	100	2
	GD74	Advertising Design Research Project (Practical)	10	--	150	350	500	10
	EL 75.1 75.2 75.3	**(Elective)** 75.1 Game Design 75.2 Videography 75.3 Preproduction	4	-	30	70	100	2
	GD76	**Design Thesis (Dissertation)**	6	--	90	210	300	6
		Total Marks and Credits					**1300**	**26**

BVA/B.Des - GRAPHIC & COMMUNICATION DESIGN
COURSE MATRIX SEMESTER VIII
(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
		CORE STUDIO COURSE						
	GD81	Advertising Design Major Research Project –I (Practical)	16	--	210	490	800	16
	GD82	Internship	--	--	150	350	500	10
		Total Marks and Credits					**1300**	**26**

SYLLABUS

YEAR 2 / SEMESTER 3

Course Title: Language I

Course Code: University Code   **Course Credit: 2 credit Hours**

As per the University prescribed Syllabus

Course Title: Language II

Course Code: University Code   **Course Credit: 2 credit Hours**

As per the University prescribed Syllabus

Course Title: Theory of Graphic Design I

Course Code: GD31   **Course Credit: 2 credit Hours**

Brief description of the Course:

This course will introduce basic information and process of communication in everyday life. Introduces Verbal, non –verbal, audio and visual communication in general. Historical understanding and evolution of communication methods and mediums

Learning Objectives:
- After completing this course students will be able to;
- Understand and interpret the communication process
- Explain about different communication modes
- Evolution of communication mediums

Pedagogy: Lecture, discussions & presentations

Course Outline:

Introduction to communication. Its importance in society. Verbal and non verbal communication, audio and visual communication. The communication formula, the purpose of communication as an adjunct to the study of Applied Art. Historical and Chronological survey of the evolution of the following media. Gestures and sign languages, mudra, pictures, cave paintings, Objects artifacts, Iconography, Signs and symbols, Script evolution

Text Books:
   i. *Graphic Design Thinking (Design Briefs) Paperback – July 27, 2011 by Ellen Lupton (Author), Jennifer Cole Phillips (Author)*

ii.   *Graphic Design Theory: Readings from the Field by Helen Armstrong*

Course Title: Graphic Design and Communication I

Course Code: GD32   **Course Credit: 2 credit Hours**

Brief description of the Course:
This Course aims to provide knowledge in various communications prevailing in life and the role of Graphic Design in communication. Course provides introduction to Visual Communication in various contexts and explores the design strategy. Introduces Graphic Design for contemporary communication process. Students work on simple assignments culminating in to a project.

Learning Objectives:
After completing this course students will be able to;
Define and interpret visual communication through Design.
Achieve design solutions in a given context and problem
Use simple visual elements in communication successfully.
Understand and analyze designs as applied in different context

Pedagogy: Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Introduction to Graphic Design: To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.
- Graphic Design : To find out solutions to the typical design problems. Ex; Book Cover
- Different stages of simplification of design
- To design a symbol or a logo with specific objective. Different aspects of Letterform.
- To take-up design problems in designing visiting cards, Letter Heads, Envelop Design, Greetings Designs Invitation Cards etc.

Textbooks:
i.   *Graphic Design as Communication by Malcolm Barnard / Rout ledge*
ii.   *Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Son*

Course Title: Drawing for Designers

Course Code: GD33   **Course Credit: 2 credit Hours**

Brief description of the Course:
This course covers basic drawing skills required for Design students. Introduces conceptual sketches, Presentation drawings. Course also introduces step-by-step process of Technical Drawing and the Visualization methods, Illustrations and designs required in different print and publishing media

Learning Objectives:
After completing the Course students will be able to;
- Visualize the design concepts in their chosen area

- Understand the visual elements and use them appropriately in their design
- Demonstrate strong visual skills
- Analyze their own visual concepts and others better.

Pedagogy : Demonstrations and instructor led assignments

Course Outline:
- To introduce the basic geometry and the guiding principles
- To study Line styles and types such as; *visible/ hidden/center/ cutting/ plane/ section/phantom*
- To introduce different types of projections such as Multiple views and projections
- Orthographic projection /Auxiliary projection /Isometric projection /Oblique projection
- To study Perspective /Section Views /Scale /Showing dimensions /Sizes of drawings
- Graphical representation of figures, objects etc.

Textbooks:
Geometry of Design: Studies in Proportion and Composition by Kimberly Elam, Publisher: Princeton Architectural Press, 2001
Sacred Geometry: Philosophy and Practice (Art and Imagination), by Robert Lawlor, 'Publisher: Thames & Hudson, 1989

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Basic Typography

Course Code: GD34   **Course Credit: 2 credit Hours**

Brief description of the Course:
This course will introduce the basic type forms, terminologies, and specifications. Application of type to layout design, with stress on rendering techniques. Also includes historical development of type**.**

Learning Objectives:
- After completing this course students will be able to;
- Understand and apply the basic principles of typography in their designs
- Experiment and use expressive styles of Type sets.
- Aesthetically explore the design concepts using typography

Pedagogy: Demonstrations and instructor led practical assignments

Course Outline:
- Typography and its power for expressive qualities
- Experiments in typography use
- To explore the aesthetical aspects of color, form and the expressionistic quality of letter form treating it almost abstract composition. Copy based Advertisements from Magazines. Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system
- Lettering and Typography:
- Construction of a San – Serif Font
- Construction of Serif Font
- Parts of the letter
- Assignments based on Optical spacing and Mechanical spacing
- Expressive Typography.

Textbooks:
i. *Type and Typography by Phil Baines, Andrew Haslam / Laurence King Publishing*
ii. *Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baines*

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Core Elective

Course Code: EL35.1/2/3	Course Credit: 2 credit Hours

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge, which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

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Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Basic Digital Media

Course Code: GD36	Course Credit: 1 Credit Hours

Brief description of the Course:

This Course introduces software Adobe Photoshop CS3, Illustrator CS3, in design CS3, Macromedia flash. Course allow students to expertise in the tools and application in the Design art works and rendering the images, image manipulations, Color corrections etc. Course also introduces basics of web design in the context of previously Design.

Learning Objectives:

The students will receive information that will enable them to:
- Understand the concept of creating textures, brushes, abstract and thematic designs.
- Create effective typography designs used for raster and vector illustrations and designs.
- Construct characters using flash symbols and rig it for animation.
- Animate background layouts and characters using 2D animation principles.

Pedagogy: Demonstrations, Lectures, Instructor led assignments

Course Outline:

Theories of Perception, Light and Colour : Essential colours of an artist - Observation, Perseverance, Experimentation, Pre planning, Time Scheduling - Persistence of Vision; Frames per Second, Flip Book, Slow motion and fast motion - Light and Colour Theory; Electromagnetic Spectrum, Chromo and Luma, The Human eye and Vision, Colour Perception - human eye - Colours of Light**,** Additive Theories Subtractive theories Primary Colours Secondary colours, Tertiary colours**,** Warm and Cool colours**,** Colour symbolism Mixing Colours**,** Colour Palettes**,** Colour in painting

Digital Tools, Image Format and Colour Representations : Concept of digital computer, Computer Basics, Hardware and Software, Hardware Sub Modules, Various Platforms, Workstations, Dedicated Machines Software, Operating Systems, BIOS, Firmware Utilities, Application Software - Image and File

Formats: Vector format, Pixel format, File Compression Image formats, File formats, File compression, (Lossy and non lossy compression) Properties of Bitmap Images, Monitor resolution, Image resolution, Resolution for printing, Resolution for display, Pixilation, Interpolation - Colour representation in computers: RGB, HLS, CMYK, Greyscale, Colour pallets. Graphics packages Image formats Vector Formats Pixel format.

Introduction to Photoshop : Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop Environment, Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.

Image Editing and Manipulation – I " Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques - Creating Special Effects, Preparing Images for Printing.

Working with Flash : Introduction to Flash Environment - Drawing in Flash - Basic animation, working in the timeline**,** Key frame Animation**,** working with symbols, Motion tween, Shape tween, Break apart and distribute. Intro to Motion, Guide Motion, Guide Paths, Mask layers, Creating Buttons, Setting up scenes for first project, Publishing movies, Working with custom colours and gradients, Practicing principles of Animation

Teaching Pedagogy: Computer Lab, lecture demonstration

Software: Adobe Photoshop and adobe Flash

Text Books:

Year 2 / SEMESTER 3/ SPECIALIZATION SYLLABUS **Program: BVA/B.Des - Graphic & Communication Design**

Course Title: SDC / Non Core

Course Code: University Code	Course Credit: 2 credit Hours

As per the University syllabus

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS **Program: BVA/B.Des - Graphic & Communication Design**

Course Title: CC & EC – Workshop / Simple project

Simple Project:

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

SEMESTER 4

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Language I

Course Code: University Code   **Course Credit: 2 credit Hours**

As per the University Syllabus

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Language II

Course Code: University Code   **Course Credit: 2 credit Hours**

As per the University Syllabus

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Theory of Graphic Design II

Course Code: GD41   **Course Credit: 2 credit Hours**

Brief description of the Course:
This course will brief about the Graphic design in complex form and application of Symbols, signage, different forms of reproduction process and mediums. History of print medium and evolution of Graphic design I print medium. Graphic Design in digital medium and application of Graphic Design in Film and Animation introduction to Motion graphics.

Learning Objectives:
After completing this course students will be able to;
- Define and explain the importance of Symbols, signage
- Explain the basic principles of Layout design and theory of Typography
- Understand and interpret the history of reproduction process, print medium

Pedagogy: Lecture, Discussions, and Presentations

Course Outline:
- Symbols
- Electrical and electronic signage's
- Principle of Layout Design and Theory of Typography
- History of reproduction and methods and types
- Print media and Society – News paper and Magazines
- Digital Media and society – Film and Television

Text Books:

   i.   *Graphic Design Theory by Meredith Davis / Thames & Hudson, 2012*
   ii. *Graphic Design Theory: Readings from the Field edited by Helen Armstrong*
  iii. *Design Studies: Theory and Research in Graphic Design edited by Audrey Bennett*

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design
Course Title: Graphic Design and Communication II

Course Code: GD42	**Course Credit: 2 credit Hours**

Brief description of the Course:
This course will introduce the ideas for designing the Visual Symbols and logos and other brand or public welfare design initiatives. Course will also discuss various aspects of design process, conceptualization and visualization f the design. Students will get opportunity to research and explore the Social, corporate and other cultural initiatives through dialog, interaction to arrive their design concepts.

Learning Objectives:
Students will be able to;

- Understand the importance of the symbols and signs and visual elements and use them effectively in heir design concepts
- Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
- Explore and experiment with representational designs and abstract designs to achieve their concepts
- Students will be effectively interact with their clients and communicate their ideas

Pedagogy: Demonstrations, lectures and instructor guided project assignments

Course Outline:
- Publication Design
- Press Layout Designing: Study of different spatial arrangements
- Collage and contour drawings for rearrangements of the layouts
- Layout elements in gray scales
- Context based Press layouts
- To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues.
- Commercial aspects of posters : Poster as publicity materials for promoting different commercial and state activities.

Text Books:
   i.   *Graphic Design as Communication by Malcolm Barnard / Routledge*
   ii. *Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Sons*
  iii. *Graphic Communications Toda By William E. Ryan, Theodore E. Conover*
  iv. *User-Centred Graphic Design: Mass Communication And Social Change By Jorge Frascara, Bernd Meurer, Jan van Toorn, Dietmar Winkler*
   v. *Graphic Design & Visual Communication John W. Cataldo International Textbook Company, 1966*

Course Title: Drawing for Designers II

Course Code: GD43   **Course Credit: 2 credit Hours**

Brief description of the Course:
This course is continuation of the previous Drawing course with emphasis on Complex visualization process. Conceptualization exercises, study of Human, animal and other living forms in line, colors and mass. Study of architecture, Design, motives, pattern study etc.

Learning Objectives:
After completing this course students will be able to;
- Visualize complex ideas
- Draw and color human and other living forms
- Design and render Architectural forms, Patterns organic and abstract.

Pedagogy: Instructor led demonstrations, observational studies, out door study

Course Outline:

- Study of Human, animal and other living forms
- Study of objects from observation
- Study of Architectural features from observations.
- Study of Design motifs, Patterns
- To practice, Line drawings, Color sketches.

Text Books:
  i.   *Drawing for Designers by Alan Pipes / Laurence King Publishing, 09-Aug-2007*
  ii. *Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions by Timothy SamaraRockport Publishers, 01-Jul-2011*
  iii.   */ Force: Dynamic Life Drawing for Animators, Second Edition - Paperback (2006) by   Mike Mattesi*
  iv. *Ways of Seeing, John Berger, Penguin ISBN-10: 0140135154, ISBN-13: 978-0140135152*
  v. *About Looking, John Berger, Vintage, ISBN-10: 0679736557, ISBN-13: 978-0679736554*
  vi. *Sense of Sight, John Berger, Vintage, ISBN-10: 0679737227, ISBN-13: 978-0679737223*
  vii. *The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation, Three Rivers Press; ISBN-10: 0517886022*
  viii. *The Illusion of Life: Disney Animation, Ollie Johnston and Frank Thomas, Publisher: Disney Editions; ISBN-10: 0786860707*
  ix. *Gray's Anatomy - Descriptive and Surgical. Drawings by H V Carter, Publisher: Parragon 1995 ASIN: B0018DNF7I*

Course Title: Advance Typography

Course Code: GD44   **Course Credit: 2 credit Hours**

Brief description of the Course:

This is continuation course in which students will be continuously exploring the Typography subject. They will be introducing to the advanced type forms, terminologies, Application of Types in various context based layout designs

Learning Objectives:

After learning this course students will be able to;
- Design and apply advanced type forms in context based lay outs.
- Apply knowledge of composition using type as primary visual elements
- The need of different design concepts, targeted audience, visibility of the style, shape and content

Pedagogy: Instructor led demonstrations, context related projects display and presentations

Course Outline:
- Complex and expressive typographic explorations
- Experiments with letter forms, space related typeset designs, exploring choices of colour
- Designing the layouts on the basis of purpose, context and using type form appropriately suitable to the design and concept

Text Books:
i. *Type and Typography by Phil Baines, Andrew Haslam / Laurence King Publishing*
ii. *Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baine*

Course Title: CORE ELECTIVE

Course Code: EL45.1 /2/3   **Course Credit: 3credit Hours**

CORE ELECTIVE

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Course Title: Advanced Digital Media-II

Course Code: GD46   **Course Credit: 2 credit Hours**

Brief description of the Course:

> This Course introduces software Adobe Photoshop CS3, Illustrator CS3, In design CS3, Macromedia flash. Course allow students to expertise in the tools and application in the Design art works and rendering the images, image manipulations, Color corrections etc. Course also introduces basics of web design in the context of previously Design.

Learning Objectives:

The students will receive information that will enable them to:

- Understand the concept of creating textures, brushes, abstract and thematic designs.
- Create effective typography designs used for raster and vector illustrations and designs.
- Construct characters using flash symbols and rig it for animation.
- Animate background layouts and characters using 2D animation principles.

Pedagogy: Demonstrations, Lectures, Instructor led assignments

Course Outline:

Image Editing and Manipulation - II
Creating Tile able and seamless textures -Creating Textures Defining Patterns Defining Brushes Tiling patterns, Understanding color channels ,Working with color channels, with negatives, and color adjustment levels - Understanding Color Modes-Working with different color modes. Image Adjustments Levels, Histogram Exposure Variations, Threshold Equalize Calculations. Using Photoshop as an artistic tool-Color, Symbolism, Ink and Painting, Colorizing ,Artistic Filters. Abstract Design-Creating Abstract and Thematic Designs, Creating Abstract Brushes, Multilayered Background Design using Blend Modes.

Effects and Text Design
Filters and its Use-All Filters, Understanding How Filters work, Liquefy Tool Extract Tool Vanishing Point. Blending Modes - Lighting Blends, Additive Blends, Subtractive Blends, Color Blends and Transparency Blends - Text Design-Creating work paths, Warping Text, Applying filter effects, Perspective transformation of text, SFX in text, Masking, Bonsai. Contemporary and Hi –Tech Interface Design Studying different interfaces, Working with multilayered color blend, Props and Material design.

File Automation and Visualization Techniques
File Automation-Batch Processing, Automating Scripts, Contact Sheets, Bleaching Process - Designing Fractals - Visualization - Matte Painting and Lighting Modes
Setting up the workspace, Brush definition and configuration, Color palette study, Matte painting for compositing, Understanding different Lighting modes, Organic Lighting, Metallic Lighting Texture Channels.

Key Frame Animation and Character Development
FLASH- Rotoscopy and In Betweening, Onion Skin, Ease In & Ease Out, Transformation, Morphing - Character Construction, Character Rigging, Symbol Construction, Symbol Animation, Symbol Library

Management.

Digital Animation Techniques

Layout Composition – Background, Composition, Background colouring, Camera Movements Staging, Scaling, Proportional twining - Using Principles of animation, Loops, Cycles and Holds, Walk cycles, SFX in Flash, Creating Shadows Lighting Reflections - Working on pencil-tested animation Importing Pencil tested frames, In Betweening, Digital Ink and Paint, Background Compositing - Working with Animation techniques outputs, Importing the footage, Colourizing, Clean up Work.

Teaching Pedagogy: Computer Lab, lecture demonstration

Software: Adobe Photoshop and adobe Flash

Text Books:
  i. *Animation from pencils to pixels: classical techniques for digital animators, Tony White ISBN-10: 0240806700; ISBN-13: 978-0240806709*
  ii. *The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte (Hardcover - May 2001)*
  iii. *Envisioning Information by Edward R. Tufte (Hardcover - May 1990)*

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS **Program: BVA/B.Des - Graphic & Communication Design**

Course Title: CC & EC - Workshop

Brief description of the Course: Suitable Workshop / Activity / Project will be conducted in this semester

Simple Project:

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

YEAR 3/ SEMESTER 5

Course Title: Theory of Advertising Design

Course Code: GD51   **Course Credit: 2 credit Hours**

Part 1

Brief description of the Course:
 This course will introduce some of the important milestones and aspects of Advertising in the last hundred years. The course will discuss about the impact of Industrial revolution on society and Advertisement in relation with Marketing. Different features of Advertisements and qualities and its relevance to the Modern Business trends.

Learning Objectives:
On completing this course students will be able to;
- Understand the important features of Advertisement
- Know and explain the qualities of different aspects of Advertisement
- Role of advertisement in different fields of society

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Introduction to Advertising;
- Post Industrial impact on Rural, urban economy of India
- Mass production and Transportation
- Advertising and Marketing
- Direct and indirect Marketing
- Advertising of an Art, Science and Business profession
- Advertising History and Modern Advertising
- Advertising and Society

   Textbooks:
   i.   *Advertising Theory (Rutledge Communication Series) February 25, 2012 by Shelly Rodgers (Editor), Esther Thorson (Editor*
   ii. *The Advertising Research Handbook, Second … by Charles E. Young*
   iii. *Advertising Research: Theory & Practice (2nd Edition) Hardcover – May 23, 2011 by Joel J. Davis (Author)*

PART 2

Brief description of the Course:

This course introduces different methods of Reproduction process. Introduces Campaign planning and objectives. Discuss the functioning of an Advertising agency and consumer needs and demands, psychology of the mass and individual costumer

Learning Objectives:

After completing this course students will be able to;

- Understands the principles and methods of reproduction process.
- Understands the campaign planning and implementation
- Know Consumer psychology and selling points

Pedagogy:

Lecture, Seminars, discussions and presentations.

Course Outline:

Principles and methods of reproduction process.

Campaign planning- Introduction and explanation with examples.

Campaign objectives.

Influencing factors on advertising campaign.

Three basic principles of campaign planning

Importance of unity and continuity, Structure, Function and operations of an advertising agency

Advertising and the consumer: wants and needs.

Advertising primary appeal, unique selling points (USP), Outstanding selling points (OSP).

Consumer psychology

Textbooks:

i. Advertising Design and Typography by Alex W.White / Allworth Press
ii. Advertising Campaign Design: Just the Essentials by Robyn Blakeman / M.E. Sharpe
iii. Advertising Creative: Strategy, Copy + Design by Tom Altstiel, Jean Grow

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Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Graphic Design for Gaming

Course Code: GD52   **Course Credit: 5 credit Hours**

Brief description of the Course:

Introduction to the Game design. Developments of different kinds of gaming Industry. Gaming as modern entertainment. Scope for Visualization of story, Concept and development of visual narratives. Designing the Game assets , Backgrounds and characters etc. Development of a style and visual quality. Drawing story boards. To understand the role of the designer / artist in game development

Learning Objectives:

- On completion of the course student will be able to;
- Understand the Game design process
- Execute drawings, story boards
- Create Game assets.
- To develop a particular style, look and feel

Pedagogy: Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Introduction to gaming and concepts. Meaning and definition
- Classification of gaming
- Game production process
- Pre production for Gaming – Concepts and ideas
- Game assets design
- Production environment steps and planning –Implementation in 2D Flash.
- Post production – Compositing and editing, sound designing

Textbooks:
i. *The Art of Game Design: A book of lenses BY Jesse Schell / CRC Press, 04-Aug-2008*
ii. *Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books) by Steve Swink*
iii. *On the Way to Fun: An Emotion-Based Approach to Successful Game **Design** by Roberto Dillon*

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS   **Program: BVA/B.Des - Graphic & Communication Design**

Course Title: Graphic Design for Print & Web Media

Course Code: GD53   **Course Credit: 6 credit Hours**

Part A - Print Media (3 Weeks)

Brief description of the Course:
In this course Students learning the Graphic design aiming at printing media as the final output. This course will brief how to visually communicate and prepare work for printed reproduction of catalogs, brochures, book jackets, advertisements, Newspapers and Magazines. Course focus on Visual problem solving, application of Art and Design principles and print production standards. . Use of Illustrations and Photography in layout designs, image manipulation in digital medium as required for design.

Learning Objectives:
After completing the course students will be able to;
- Know the Graphic Design in relation to print media
- Use the principles of Design
- Understand the types of Graphics required in print media
- Execute Graphics design for of catalogs, brochures, book jackets, advertisements, News papers and Magazines

Pedagogy:
Lecture, Demonstrations, Studio based practical projects

Course Outline:
Introduce complex design ideas and design principles
Visual problem solving and print production standards
To learn the relative use of Type, graphics, illustration and photography in print media
To understand the Graphic design knowledge required for Catalogues, broachers, book covers, advertisements which involve print media.

Textbooks:
i. *Fundamentals of Graphic Design by Gavin Ambrose, Paul Harris, AVA Publishing*
ii. *Graphic Design Solutions by Robin Landa Cengage Learning*

Part B - Web Media (3 Weeks)

Brief description of the Course:
This course teaches students about Web publishing also known as online publishing.
The process of publishing the content/articles on the Internet.
The process includes building and uploading websites, updating the associated webpages, and posting content to these webpages online.
Student will understand the types of graphic for web publishing. The content meant for web publishing can include text, videos, digital images, artwork, and other forms of media.
Understand Publishing on a web server; web publishing software and online publishing.

Learning Objectives:
After completing the course students will be able to,
- Print and electronic Publishing
- What does Web Publishing mean?
- Components of Website
- Web Navigation
- Web hierarchy
- Data Driven Sites
- Web Integration
- Various types of website:
- Mobile websites, Blogging, Informational, e-commerce etc.
- Web Publishing Technologies: HTML/JS/CSS
- Tools for web publishing

Pedagogy:
Lecture, Demonstrations, Studio based practical projects

Course Outline and Process.
Web Design & Development Process
1. Planning the project is the most important step, and it is even more critical than the actual development.
- Requirements analysis
- Project charter
- Site map
- Contracts that define roles, copyright and financial points
- Gain access to servers and build folder structure
- Determine required software and resources (stock photography, fonts, etc.)

2. Design
- Wireframe and design elements planning
- Mock-ups based on requirements analysis
- Slice and code valid HTML/XHTML/JS/CSS etc

3. Development
- Build development framework.
- Code templates for each page type.
- Develop and test special features and interactivity
- Fill with content.
- Test and verify links and functionality.

4. Launch
- Polishing
- Transfer to live server
- Testing

- Final cross-browser check (IE, Firefox, Chrome, Safari, Opera, iPhone, BlackBerry)

5. Post-Launch
- Hand off to client
- Provide documentation and source files
- Project close, final documentation
- Files and Archive

6. A Process Puts the Client at Ease
- Documenting The Process
- Using The Process
- Refining the Process

7. Risks & Tips

Textbooks:
i.   *Learning web design by Jennifer Niederst Robbins*
ii. *WEB PUBLISHING Introduction to html by Mark kerr, Paperback*
iii. *Don't make me think by Steve krug*
iv. *Making and breaking the grid: a graphic design layout workshop by Timothy Samara*
v.   *Responsive Web Design with html5 and css3 by Ben Frein*

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Information Design

Course Code: GD54   **Course Credit: 2 credit Hours**

Brief description of the Course:

Information design is the practice of presenting information in a way that fosters efficient and effective understanding of it. The term has come to be used specifically for graphic design for displaying information effectively, rather than just attractively or for artistic expression. Information design is closely related to the field of data visualization and is often taught as part of graphic design courses.

Information design is explanation design. It explains facts of the universe and leads to knowledge and informed action.

Learning Objectives:

After completing this course students will be able to understand about the following:

- Exploratory data analysis
- Information design
- Interactive data visualization
- Descriptive statistics
- Inferential statistics
- Statistical graphics
- Plot
- Data analysis
- Infographic

Pedagogy:
Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Data visualization
- Information architecture

- Knowledge visualization

Textbooks:
i. *Information Design Handbook by Jennifer Visocky O'Grady and kenneth O'Grady*
ii. *Designing Information Human Factors and common sense in information Design by Joel Katz*
iii. *An introduction to information design by Andy Ellison & Kathryn Coates*
iv. *Visual display of Quantitative Information By Wdward Tufte*

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: CORE ELECTIVE

Course Code: EL55.1/2/3   **Course Credit: 2 credit Hours**

Brief description of the Course: Aim of this course is to introduce both conventional and digital knowledge, which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

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Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Banking and Finance

Course Code: University Code   **Course Credit: 2 credit Hours**

Simple Project:
> Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:
> Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: CC & EC – Workshop / Simple project

Simple Project:
> Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:
> Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

SEMESTER 6

Course Title: Theory of Advertising, Visual communication & media -1

Course Code: GD61   **Course Credit: 3 credit Hours**

Brief description of the Course:

This Course introduces the history of design and the Art of Electronic media. Here in the course discussions around the Computer as new environment, digital technology, Photography Design of the new generation, Film and Animation as new age communication mediums

Learning Objectives:
- After completing this course students will be able to;
- define and explain the design in the age of electronic media
- Understand the possibility in digital medium and its influences on Print, film and Television mediums
- Explain the historical evolution of the design school

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

Introduction to Electronic medium
- Computer Imaging, Digital Photography, Moving images, Film language.
- Television as powerful communicate on medium - Television commercials
- Animation, traditional narrative school, digital Animation, Animation in non narrative styles
- Design Schools: Bauhaus philosophy.
- Books as Visual Communication medium from 16th century on wards. Books in the modern time.

Textbooks:
  i. *Visual Communication: Images with Messages by Paul Martin Lester / Thomson Wadsworth, 2006*
  ii. *Visual Communication: More Than Meets the Eye By G. Harry Jamieson / Intellect Books, 2007*
  iii. *Bauhaus,1919- 1933 by Magdalena Droste / Taschen, 2002*
      Visual Communication: Integrating Media, Art, and Science- By Rick Williams, Julianne Newton

Course Title: Advertising Design & Media

Course Code: GD62   **Course Credit: 4 credit Hours**

Brief description of the Course:
course will brief the advertising layout designs for the purposes of Institutional needs like Educational, Hospitals etc.

Learning Objectives:
On completion of the course students will be able to;
- Create advertisement concepts and designs for various institutional needs
- Create advertisement concepts and designs for various services
- Create advertisement concepts and designs for social welfares and causes
- Create advertisement concepts and designs for various consumer durable goods

Pedagogy:
Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Advance Layout design for advertising;
- Advertisement for non commercial services like Educational Institutions, Hospitals etc
- Advertisements for consumer goods. Pictorial based advertisements
- Magazine advertisements for commercial services like Hotels, travel and hospitality
- Advertisements for Consumer products like, Health care products
- Advertisement for public and social welfare events and awareness

Textbooks:
i. *Citizen Designer: Perspectives on Design Responsibility by Steven Heller, Véronique Vienne /Allworth Press*
ii. *Advertising by Design: Generating and Designing Creative Ideas Across Media by Robin Landa / John Wiley & Sons*
iii. *The Design Manual by David Whitbread / UNSW Press*

Course Title: Packaging Design and Printing Technology

Course Code: GD63   **Course Credit: 4 credit Hours**

Brief description of the Course:
  This course introduces package design including various media, typography, and colour analysis. Provides field trips and interaction with industry resource people. Also briefs about the application of the Graphic Design for packaging design**.** Course will explain the process of printing in Offset method and the digital methods. Course will explain in detail the technical procedures involved in printing and provide the necessary information to the graphic designer.

Learning Objectives:
After completing the course students will be able to;
- Know about Packaging design and Industry, and printing process

- Understand Screen printing techniques
- Understand the Litho - offset printing technology
- Understand the Digital printing technology

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:
- Introduction to Packaging Design – including the various media, typography, and Colour schemes analysis.
- Introduction to Graphic design for packaging – Application of Graphic Design and problem relating to packaging design Types of packaging, printing and fabrication methods, regulatory guidelines and application of digital medium.

History of Printing technology
- Litho-Offset printing –Plano Graphic ,Line& half tone printing in single colour. Comparison of different process from the economic and suitability point of view
- Screen printing process –Fundamentals of line and half tone printing, Printing on different surfaces
- Digital Printing process – Image Resolution, file format – printing output

Textbooks:
   I. *What is Packaging Design? BY Giles Calver /RotoVision, 2004*
   II. *Package Design Workbook: The Art and Science of Successful Packaging BY Steven DuPuis, John Silva / Rockport Publishers*
   III. *1,000 Package Designs: A Comprehensive Guide to Packing It In BY Grip / Rockport Publishers*

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Introduction to - UI/UX

Course Code: GD64   **Course Credit: 2 credit Hours**

Brief description of the Course:

User Interface refers to the design of the interface between the user and the product on the other hand User Experience refers to the user's overall experience of using the product. Here the students are required to go through the fundamentals of UX/UI which includes the introduction to literature around the subject, Basic UX research methods, information architecture and lean UX.

Learning Objectives:

The students will be able to go through the fundamentals of UX/UI which includes the introduction to literature around the subject, Basic UX research methods, information architecture and lean UX.

Pedagogy: Lecture, Discussion, Presentation, Field research

Course Outline:

Students are required to go through the fundamentals of UX/UI which includes the introduction to literature around the subject, Basic UX research methods, and information architecture and lean UX.

- Introduction to UX/UI: Introduction to the History, present and future of UX.
- Introduction to UX research methods: A quick hands on practice of UX research methods.
- Introduction to information architecture and its importance: Understanding Information and architecting it is very important to create a good experience in UX.

- Introduction to Lean UX: An introduction to lean UX will help students to understand the working process and the environment of UX.
- Making report: Students are required to create a report

Textbooks:

1. *Design for everyday things by Don Norman*
2. *Don't make me think, Steve Krug*
3. *Designating the User Interface: Strategies for Effective Human-Computer Interaction B.Shneiderman, , 3rd Ed., Addison Wesley, 2000.*
4. *Design: Beyond Human –Computer Interaction, J. Preece, Y. Rogers and H. Sharp, John Wiley & Sons, Delhi, 2003.*
5. *Human Computer Interaction, A. Dix, J. Finlay, G.D Abowd and R. Beale, 3rd Ed., Pearson Education Ltd., 2004.*
6. *The Essential Guide to User Interface Design of Interaction Design, W.O. Galitz, John Wiley & Sons, 2002.*

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: CORE ELECTIVE

Course Code: GD EL65.1/2/3	**Course Credit: 2 credit Hours**

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Project work

Course Code: GD 66	**Course Credit: 3 Credit Hours**

Brief description of the Course:
In this course students will be taking a mini project work on Graphic Design topic. Students need to discuss with the mentor for specific area of working in Graphic Design.

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Entrepreneurship and Innovation

Course Code: University Code	**Course Credit: 2 credit Hours**

Simple Project:

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

Course Title: CC & EC – Workshop / Simple project

Simple Project:

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

YEAR 4/ SEMESTER 7

Course Title: Design Management (Theory)

Course Code: GD71   **Course Credit: 2 credit Hours**

Brief description of the Course:

This course introduces Design as a strategic tool in the corporate sector. Also explain the Design strategy formulation. Case studies in event, brand, and advertisement management. Discuss Product management.

Learning Objectives:

After completing this course students will be able to;

- Understand the Business related works and knowledge to execute them
- Understand the Market
- Understand the organization and its structure and the way of functioning
- Understand the Managerial works and administrative jobs
- Build the team relevant to work / projects
- Project planning, estimations etc
- Learn public relations

Pedagogy: Lecture, Discussions, Case studies and writing assignments

Course out line:

- Introduction to marketing and consumer behavior.
- Organization, structure and functioning.
- Interactive role of Design including administration.
- Design documentation and management of processes such as ISO 9000,ISO 14000, Quality Function Deployment etc.
- Creativity, innovation and its management in a team work. Team building, interpersonal relationship and conflict resolution.
- Professional practice, contracts, fees, negotiations, ethics and public relations, project planning.

Text Books:

i. *Design Management – A handbook of Issues and Methods, M. Okley (ed.), Blackwell Pbl. 1990*
Project Management,S.A Chunawalla, Himalaya Pbl. House, Mumbai

Course Title: Introduction to User Interface Design. (Practical)

Course Code: GD72   **Course Credit: 4 credit Hours**

Brief description of the Course:

In this course, you will gain an understanding of the critical importance of user interface design. You will also learn industry-standard methods for how to approach the design of a user interface of most devises you use today. You will then gain an understanding of the user-interface design process. You will be introduced to common design scenarios - e.g. improving on existing designs and starting a new design from scratch and the general design processes that tend to be used for each scenario.

Learning Objectives:

Understanding UI for Different Devices like E-Learning, Kiosk, APPs

After completing this course students will be able to:

-Understanding difference between different digital media/Devices.
-User interface, an effective way of interactive communication to facilitate:
-Understanding of digital environment
-Study of various digital media/Devices

Pedagogy:

Lecture, Demonstrations, field research, Studio based practical projects

Course Outline:

- **Introduction:** to simple digital interfaces such as Phone apps, Kiosks, etc.
- **UI basics:** nature, elements and characteristics and Histories of Devices and Characteristics of Technological Devices.
- **UI Design and Why it Matters**, Advantages and Drawbacks of Devices, Device based Objectives
- **Principles:** Consistency, Feedback, Memory load, Efficiency, Recoverability, User guidance; GUI Advantages, Disadvantages; Difference in Analogue vs. Digital Presentation, Color e.g. Icons, Widgets, menus, Tools, simple website, Flash screens etc.
- **Based on user study**/content development /wireframes/page layouts with reference to navigation
- **Redesign** a simple digital communication

Assignments:

- Creating☐UI for Devices
- Interface plan sketches
- Digital outputs

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

Course Title: Portfolio development

Course Code: GD73   **Course Credit: 2 credit Hours**

Course Description:

This course will brief on the importance of the portfolio, and different types of portfolio and methodology in systematically developing individual Project portfolio. Also, the course briefs about portfolio's for different purpose. Course will provide information and knowledge of different digital and manual methods to build one's portfolio. Under this course students will learn to plan for their final display and presentation of their portfolio for external jury

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Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

<div align="center">

Course Title: Advertising Design Research Project

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Course Code: GD74	**Course Credit: 10 credit Hours**

Brief description of the Course:

Minor Project provides an opportunity to the students to research on the subject areas not considered for the Graduation Project. This project focus mainly on the interdisciplinary or interrelated subject matters where the graduation project may not provide space to further research

Objective of providing an internship to the students is to provide them exposure to the outside world on which their confidence builds. In this Course students will be working on a live project in a Design Studio environment / an Organization similar to that with hands on experience in Research and Product development.

OR

Student will be put under the guidance of an external resource person from the Industry/ Research / Similar Organization.

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

<div align="center">

Course Title: CORE ELECTIVE

</div>

Course Code: EL75.1/2/3	**Course Credit: 2 credit Hours**

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge, which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

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Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: BVA/B.Des - Graphic & Communication Design

<div align="center">

Course Title: Design Thesis (Dissertation)

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Course Code: GD76	**Course Credit: 6 credit Hours**

Brief Description of the Course:

Thesis should reflect on the knowledge gained from all the courses undertaken by the student in all the previous semesters. And the dissertation topic will be chosen with a specific outcome requirement.

Learning Objectives:
Design Thesis, as a dissertation will:

- Be able comprehend the design philosophy, theories, data collection and analysis and application in a chosen area of study.
- Guide students in Report making methodologies and presentation of collected data in a systematic manner for clear understanding.

Pedagogy: Research Methodology, Case Studies and Survey's,

Course Outline:

- Each student is expected to prepare a design thesis based on the topic chosen under an approved guide or mentor.
- Thesis should reflect the knowledge gained from all the courses undertaken by the student in all the previous semesters.
- The particulars of the schedule, content, presentation, format etc. is to be decided by the department from time to time and will be strictly followed.
- At the end of the semester each student is expected to submit all original drawings prepared as per the department specifications. Three copies of the report/dissertation in the specified format should be submitted to the department after the approval of the respective guides.
- The department will schedule the viva voce at its convenience only after the receipt of the thesis by the student. The performance sheet submitted by the guide and thesis committee should be the basis for allowing the student to appear for the final viva voce.
- The end exam is to be conducted by a jury comprising of an external examiner. One internal examiner and head of the department or his nominee.
- Plagiarism check will be undertaken before the internal submissions.

SEMESTER 8

Course Title: Advertising Design Major Research Project

Course Code: GD81   **Course Credit: 16 Credit Hours**

Brief description of the Course:

The emphasis of the project on individually planned design research projects that involve considerations of Advertising Campaign for public welfare for any socially relevant iisue.This will involve wide range of requirements of different types and scope for visual, formal and structural innovations. The project is supported by theoretical information and assignments in the complementary nature of systematic and creative thinking in the various stages of the design process and visual, structural and functional analysis of design system. The outcome of the project will be in the form of innovative and conceptual design proposal that reflect the students understanding of the design process. These will be developed and presented in the form of appropriate and tangible design solutions including models, graphic solutions such as;

- TV Advertising concepts – Story boards
- Poster / Hoardings – Out door

Course Title: Internship

Course Code: GD82   **Course Credit: 10 credit Hours**

Course Description:

Objective of providing an internship to the students is to provide them exposure to the outside world on which their confidence builds. In this Course students will be working on a live project in a Design Studio environment / an Organization similar to that with hands on experience in Research and Product development.

OR

Student will be put under the guidance of an external resource person from the Industry/ Research / Similar Organization.