



**Royal School of Design
(RSD)**

Department of Communication Design

Learning Outcomes based Curriculum Framework (LOCF)

For Undergraduate Programme

B.Des. in Communication Design

WEF AY 2022-23

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1. Preamble

Higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. Higher education significantly contributes towards sustainable livelihoods and economic development of the nation.

A holistic and multidisciplinary education would aim to develop all capacities of human beings - intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner. Such an education will help develop well-rounded individuals.

As India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education at making higher education multidisciplinary learning process. In other words, the curriculum will be flexible, it will allow students to take up creative subject-combinations.

The new curriculum of B.Des. in Communication Design under The Assam Royal Global University will be more flexible, multi-disciplinary and holistic.

2. Introduction

The prime focus of the syllabus aims at a new and forward-looking Vision for India's Higher Education System. At the societal level, higher education must enable the development of an enlightened, socially conscious, knowledgeable, and skilled nation that can find and implement robust solutions to its own problems. Higher education must form the basis for knowledge creation and innovation thereby contributing to a growing national economy. The purpose of quality higher education is, therefore, more than the creation of greater opportunities for individual employment. It represents the key to more vibrant, socially engaged, cooperative communities and a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation.

This policy envisions a complete overhaul and re-energising of the higher education system to overcome these challenges and thereby deliver high-quality higher education, with equity and inclusion-- moving towards a more multidisciplinary undergraduate education, revamping curriculum, pedagogy, assessment, and student support for enhanced student experiences etc. A university will mean a multidisciplinary institution of higher learning that offers undergraduate and graduate programmes, with high quality teaching, research, and community engagement. Looking

at all these new concepts and progress, the detailed syllabus of B.Des. Communication Design has been designed.

3. Approach to Curriculum Planning

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications such as a Bachelor's Degree programmes are earned and awarded on the basis of (a) demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills, attitudes and values) and (b) academic standards expected of graduates of a programme of study.

The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn will help in curriculum planning and development, and in the design, delivery, and review of academic programmes.

Learning outcomes-based frameworks in any subject must specify what graduates completing a particular programme of study are (a) expected to know, (b) understand and (c) be able to do at the end of their programme of study. To this extent, LOCF in Design is committed to allowing for flexibility and innovation in (i) programme design and syllabi development by higher education institutions (HEIs), (ii) teaching-learning process, (iii) assessment of student learning levels, and (iv) periodic programme review within institutional parameters as well as LOCF guidelines, (v) generating framework(s) of agreed expected graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes.

The key outcomes that underpin curriculum planning and development at the undergraduate level include Graduate Attributes, Qualification Descriptors, Programme Learning Outcomes, and Course Learning Outcomes.

The LOCF for undergraduate education is based on specific learning outcomes and academic standards expected to be attained by graduates of a programme of study. However, an outcome-based approach identifies moves way from the emphasis on what is to be taught to focus on what is learnt by way of demonstrable outcomes. This approach provides greater flexibility to the teachers to develop—and the students to accept and adopt—different learning and teaching pedagogy in an interactive and participatory ecosystem. The idea is to integrate social needs and teaching practices in a manner that is responsive to the need of the community and the future of the community. HEIs, on their turn, shall address to the situations of their students by identifying relevant and common outcomes and by developing such outcomes that not only match the specific needs of the students but also expands their outlook and values.

3.1 Nature and extent of the B.Des. Communication Design

Communication Design is a component of design that uses visuals that strategically convey a message or express information. Communication Designers take an approach to engage their viewers and communicate the data and knowledge in the message clearly, majorly through print or electronic media. The key areas of study in communication design are:

- I. Empathy mapping
- II. Art Design History
- III. Visualisation Techniques
- IV. Design Thinking
- V. Colour Theory
- VI. Socio Cultural Understanding
- VII. Typeface Design
- VIII. Semiotics
- IX. Branding
- X. Print Publication
- XI. New Media
- XII. Experiential Design
- XIII. User Experience and Interface Design
- XIV. System Design
- XV. Design Entrepreneurship

To broaden the interest for interconnectedness between formerly separate disciplines one can choose from the list of Generic electives for example one can opt for economics, physics, chemistry or any other subject of interest offered by different departments and schools of the Assam Royal Global University as one of the GE papers. Skill enhancement Courses enable the student acquire the skill relevant to the main subject. Choices from Discipline Specific Electives provides the student with liberty of exploring his interests within the main subject. Communication English and Behavioural Science are compulsory papers for students of B.Des. Communication Design which enable them to be a better communicator and develop better personality.

As a part of effort to enhance employability of design graduates, the well- structured programme empowers the students with the skills and knowledge leading to enhance career opportunities in various sectors of human activities.

3.2 Aims of B.Des. Programme in Communication Design

The overall aims of B.Des. Communication Design Programme are:

- To create strong interest in learning and understanding design.
- To be able to unlearn and get rid of societal and cognitive biases.

- To develop broad and balanced knowledge and understanding of the elements and principles of design.
- To enable the learners to familiarize with suitable methods and skill of design to solve specific problems of real world applicability and providing creative solutions.
- To provide sufficient knowledge and skills that enable the learners to undertake further studies in design and the areas on multiple disciplines concerned with design.
- To encourage the students to develop a range of generic skills helpful in employment, internships and social activities.
- To impart research-based knowledge to create interest for further study.
- To enable the students to become entrepreneurs and job creators.

4. Graduate Attributes in Design

Some of the graduate attributes in design are listed below:

GA – 1: Disciplinary knowledge: Ability of demonstrating comprehensive knowledge of design and its subfields, and its applications to one or more disciplines.

GA – 2: Communications skills: Ability to express thoughts and ideas effectively in writing, presenting ideas and orally; Communicate with others using the different kinds of media at their disposal with the ever changing fabric of our society in communication; confidently share one's views and express her/his ideas and concepts; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

GA – 3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

GA – 4: Problem Solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems with creative and innovative solutions, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

GA – 5: Analytical Reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints. Ability to be able to ask the right questions for reasoning with counter reasoning.

GA – 6: Research-related skills: Ability to define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the findings of the topic.

GA – 7: Team Work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team as a designer will always work in or with a team.

GA – 8: Reflective Thinking: Critical sensibility to cognitive experiences, with self awareness and reflectivity of both self, society, enterprises and the world.

GA - 9: Digital Literacy: It is imperative for a designer to be aware of all new emergence of technology and well versed with the trends to be able to keep himself/herself relevant.

GA – 10: Self-Directed Learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

GA – 11: Multi-Cultural Competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups. To be able to design and empathize with all ethnic and cultural groups in mind.

GA – 12: Moral & Ethical Reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

GA – 13: Lifelong learning: Ability to earn knowledge and skills through self-learning that helps in personal development as well as skill development to make them suitable for changing demands of work place.

5. Qualification descriptors for B.Des. in Communication Design

The course structure of B.Des. in Communication Design starts with getting the student to unlearn all his biases and build on his cognitive base. The course covers the sensitisation to Art history and cultures globally and locally, and also learning about the famous works of designers and artists through history up till now. The elements and principles of design is given importance to build a strong foundation of learning leading to understanding the basics of colour. The course further gives the students minor understandings in photography, material studies, film making, semiotics, motion graphics and software skills. Branding Identity Design, Visual Language, Illustration Techniques, Research Methods, Printing Techniques, Visualization Techniques, User Interface Design & User Experience, Publication Design, Experiential Graphic Design, Advertising & Marketing concepts are different courses that impart core understandings in the field of Communication Design. A major emphasis is given on the process of executing their creative projects and assignments through the learnings of Design Thinking enabling the students to think critically and analytically solving problems with innovative and creative solutions.

For some 'Design' is a noun that describes the expressive and functional attributes of artifacts and environments crafted through professional expertise. For others, it is a verb that refers to problem-solving activities such as planning and prototyping. And for others it is a discipline or domain with its own ways of knowing and doing. Today's world demands a search for innovation strategies that respond to complex environmental, social, technological and economic problems – challenges that resist solution through linear, hierarchical processes of the past. These expectations make demands on education to develop critical and creative thinkers in all fields who prepare for a world of ambiguous problems, rapid change and expanding complexity.

To expand the interest and acquire basic knowledge of other disciplines generic electives papers are included for example one can opt for physics/ chemistry/ statistics/economics as one of the GE papers. Ability Enhancement Compulsory Course like Communicative English / Environmental Science, enable the student acquire the skill relevant to the main subject. Discipline Specific Electives course provides liberty of exploring interests within the main subject.

The qualification descriptors for B.Des. Communication Design may include the following:

- Enhance students' flexibility in thinking skills
- Strengthened approaches to creative problem solving
- Promoted self-directed learning
- Applied classroom experiences to everyday life
- Increased student comfort with uncertainty
- Built relationships across different topics and subjects
- Developed communication skills and teamwork
- Cultivated responsible citizens

6. Programme Learning Outcomes in B.Des. Communication Design

6.1 Programme Outcomes

PO1: Knowledge of Communication Design: The student will be able to demonstrate comprehensive knowledge of Communication design and its subfields, and its applications to one or more disciplines.

PO2: Communications skills: The students will be able to express thoughts and ideas effectively in writing, presenting ideas and orally; They will be able to communicate with others using the different kinds of media at their disposal with the ever-changing fabric of our society in communication; confidently share one's views and express her/his ideas and concepts; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical Design Thinking: The course will help the students' capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem Solving: They will be trained in the capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems with creative and innovative solutions, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical Reasoning: The students will have the ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesise data from a variety of sources; draw valid conclusions and

support them with evidence and examples, and addressing opposing viewpoints. Ability to be able to ask the right questions for reasoning with counter reasoning.

PO6: Research-related skills: They will also gain the ability to define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the findings of the topic.

PO7: Team Work: The students will gain the ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team as a designer will always work in or with a team.

PO8: Reflective Thinking: The critical sensibility to cognitive experiences is taught and practiced by the students, with self awareness and reflectivity of both self, society, enterprises and the world.

PO9: Digital Literacy: The students are made to be aware of all new emergence of technology and well versed with the trends to be able to keep himself/herself relevant.

PO10: Self-Directed Learning: They are trained to have the ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO11: Multi Cultural Competence: The students are sensitized and are given the knowledge to possess the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups. To be able to design and empathize with all ethnic and cultural groups in mind.

PO12: Moral & Ethical Reasoning: They are taught to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Also, to be capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO13: Lifelong learning: The students are taught the importance to earn knowledge and skills through self-learning that helps in personal development as well as skill development to make them suitable for changing demands of work place.

6.2. Programme Specific Outcomes

PSO-1: Enable a student to be better and effective communicator in visual communication design

PSO-2: Ability to illustrate ideas keeping in mind the principles and elements of design

PSO-3: Ability to apply design processes and thinking to problem solving assignments and projects

PSO-4: Enable a student to identify applications of design in other disciplines and in the real-world, leading to enhancement of career prospects in a relevant fields and research.

7 Teaching Learning Process

Teaching and learning in this programme involve classroom lectures, practical based assignments and tutorials.

It allows-

- The tutorials allow a closer interaction between the students and the teacher as each student gets individual attention.
- Assignments and projects submitted by students
- Project-based learning
- Group discussion
- Home assignments
- Class & Team/group work
- Presentations and reviews
- Seminars & interactive sessions
- Co-curricular activity etc.
- Industrial Tour or Field visit

8. Programme Evaluation

8.1 The Programme structures and examinations shall normally be based on Semester System. However, the Academic Council may approve Trimester/Annual System for specified programmes.

8.2 In addition to end term examinations, student shall be evaluated for his/her academic performance in a Programme through, presentations, analysis, homework assignments, term papers, projects, field work, seminars, quizzes, class tests or any other mode as may be prescribed in the syllabi. The basic structure of each Programme shall be prescribed by the Board of Studies and approved by the Academic Council.

8.3 Each Programme shall have a number of credits assigned to it depending upon the academic load of the Programme which shall be assessed on the basis of weekly contact hours of lecture, tutorial and laboratory classes, self-study. The credits for the project and the dissertation shall be based on the quantum of work expected.

8.4 Depending upon the nature of the programme, the components of internal assessment may vary. However, the following suggestive table indicates the distribution of marks for various components in a semester: -

| | Component of Evaluation | Marks | Frequen cy | Code | Weightage (%) |
|----------|--------------------------------|---|-----------------------|-------------|--------------------------|
| A | Continuous Evaluation | | | | |
| | Analysis/Class test | Combinati on of any three from (i) to (v) with 5 marks each | 1-3 | C | 25% |
| | Home Assignment | | 1-3 | H | |
| | Project | | 1 | P | |
| | Seminar | | 1-2 | S | |
| | Viva-Voce/Presentation | | 1-2 | V | |
| | MSE | MSE shall be of 10 marks | 1-3 | CT | |
| | Attendance | Attendanc e shall be of 5 marks | 100% | A | 5% |
| | Semester End Examinations | | 1 | SEE | 70% |
| | | | | | 100% |

9. Course Structure of B.Des. Communication Design

Semester wise Details of B.Des. Communication Design Course & Credit Scheme

| 1st Semester | | | | | | | |
|-----------------------------------|--------------|---|---|---|---|---|-----|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C111 | Introduction to Communication Design | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C112 | Elements of Design | 0 | 0 | 8 | 4 | 8 |
| 3 | COD082C113 | Colour Theory | 0 | 0 | 8 | 4 | 8 |
| Skill Enhancement Course (SEC) | | | | | | | |
| 4 | COD082S111 | Introduction to Photography | 0 | 0 | 4 | 2 | 4 |
| Value Addition Course (VAC) | | | | | | | |
| 5 | | Select one course from a basket of course | 2 | 0 | 0 | 2 | 2 |
| Generic Elective (GE) | | | | | | | |
| 6 | COD082G111 | Introduction to Workshop | 1 | 0 | 4 | 3 | 5 |
| 7 | | GE-2 | 3 | 0 | 0 | 3 | 3 |
| Ability Enhancement Course (AECC) | | | | | | | |
| 8 | CEN982A101 | Communicative English-I | 1 | 0 | 0 | 1 | 1 |
| 9 | BHS982A102 | Behavioural Science-I | 1 | 0 | 0 | 1 | 1 |
| Total Credit:24 | | | | | | | |

| 2nd Semester | | | | | | | |
|----------------------------------|--------------|---|---|---|---|---|-----|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C211 | Design Thinking | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C212 | Visualisation Techniques | 0 | 0 | 8 | 4 | 8 |
| 3 | COD082C213 | Art of Research | 0 | 0 | 8 | 4 | 8 |
| Skill Enhancement Course (SEC) | | | | | | | |
| 4 | COD082S211 | Illustration Techniques | 0 | 0 | 4 | 2 | 4 |
| Value Addition Course (VAC) | | | | | | | |
| 5 | | Select one course from a basket of course | 1 | 0 | 2 | 2 | 3 |
| Generic Elective (GE) | | | | | | | |
| 6 | COD082G211 | Introduction to Typography | 1 | 0 | 4 | 3 | 5 |
| 7 | | GE Open | 3 | 0 | 0 | 3 | 3 |
| Ability Enhancement Course (AEC) | | | | | | | |
| 8 | CEN982A201 | Communicative English-II | 1 | 0 | 0 | 1 | 1 |
| 9 | BHS982A202 | Behavioural Science-II | 1 | 0 | 0 | 1 | 1 |
| Total Credit:24 | | | | | | | |

| 3rd Semester | | | | | | | |
|-------------------------------------|---------------------------|----------------------------------|----------|----------|----------|----------|----------|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C311 | Communication Design Processes | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C312 | Semiotics | 0 | 0 | 8 | 4 | 8 |
| Discipline Specific (DSE) (Any one) | | | | | | | |
| 3 | COD082D311/ COD082D312 | Visual Language / Form Studies | 0 | 0 | 8 | 4 | 8 |
| Generic Elective (GE) | | | | | | | |
| 4 | COD082G311 | Art History & Culture Studies | 1 | 0 | 4 | 3 | 5 |
| 5 | | GE-2 | 3 | 0 | 0 | 3 | 3 |
| Ability Enhancement Course (AEC) | | | | | | | |
| 6 | CEN982A301 | Communicative English - 3 | 1 | 0 | 0 | 1 | 1 |
| 7 | EVS982A303 | Environmental Science | 1 | 0 | 0 | 1 | 1 |
| Internship | | | | | | | |
| 8 | COD082G321 | 4 weeks internship after 2nd sem | 0 | 0 | 0 | 4 | 4 |
| Total Credit:24 | | | | | | | |

| 4th Semester | | | | | | | |
|-------------------------------------|---------------------------|---|---|---|---|---|-----|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C411 | Brand Identity Design | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C412 | Typeface Design | 0 | 0 | 8 | 4 | 8 |
| Discipline Specific (DSE) (any one) | | | | | | | |
| 3 | COD082D411/ COD082D412 | Packaging Design / Retail Design | 0 | 0 | 8 | 4 | 8 |
| Skill Enhancement Course (SEC) | | | | | | | |
| 4 | COD082S411 | Film & Media | 0 | 0 | 4 | 2 | 4 |
| Value Addition Course (VAC) | | | | | | | |
| 5 | | Select one course from a basket of course | 1 | 0 | 2 | 2 | 3 |
| Generic Elective (GE) | | | | | | | |
| 6 | COD082G411 | Printing Technology | 1 | 0 | 4 | 3 | 5 |
| 7 | | GE-2 | 3 | 0 | 0 | 3 | 3 |
| Ability Enhancement Course (AEC) | | | | | | | |
| 8 | CEN982A401 | Communicative English - 4 | 1 | 0 | 0 | 1 | 1 |
| 9 | | Digital Tools | 1 | 0 | 0 | 1 | 1 |
| Total Credit:24 | | | | | | | |

| 5th Semester | | | | | | | |
|------------------------------------|---------------------------|--|---|---|---|---|-----|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C511 | User Interface Graphics | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C512 | User Experience | 0 | 0 | 8 | 4 | 8 |
| Discipline Specific Elective (DSE) | | | | | | | |
| 3 | COD082D511/ COD082D512 | Publication Design/ Product Photography | 0 | 0 | 8 | 4 | 8 |
| 4 | COD082D513/ COD082D514 | Motion Graphics / Animation | 0 | 0 | 8 | 4 | 8 |
| Value Addition Course (VAC) | | | | | | | |
| 5 | | Select one course from a basket of course | 1 | 0 | 2 | 2 | 3 |
| Internship | | | | | | | |
| 6 | COD082G521 | Four weeks of Internship after 4 th Sem | 0 | 0 | 0 | 6 | 6 |
| Ability Enhancement Course (AEC) | | | | | | | |
| 8 | CEN982A501 | Communicative English - V | 1 | 0 | 0 | 1 | 1 |
| 9 | | Digital Tools | 1 | 0 | 0 | 1 | 1 |
| Total Credit:26 | | | | | | | |

| 6th Semester | | | | | | | |
|----------------------------------|---------------------------|---|---|---|---|---|-----|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C611 | New Media Design | 0 | 0 | 8 | 4 | 8 |
| 2 | COD082C612 | Experiential Graphic Design | 0 | 0 | 8 | 4 | 8 |
| Discipline Specific (DSE) | | | | | | | |
| 3 | COD082D611/ COD082D612 | Print Advertising / Ad Films | 0 | 0 | 8 | 4 | 8 |
| 4 | COD082D613/ COD082D614 | Design Management / Brand Journalism | 0 | 0 | 8 | 4 | 8 |
| 5 | COD082D615/ COD082D616 | Exhibition Design / Set Design | 0 | 0 | 8 | 4 | 8 |
| Skill Enhancement Course (SEC) | | | | | | | |
| 6 | COD082S611 | Documentation & Presentation | 0 | 0 | 4 | 2 | 4 |
| Value Addition Course (VAC) | | | | | | | |
| 7 | | Select one course from a basket of course | 1 | 0 | 2 | 2 | 3 |
| Ability Enhancement Course (AEC) | | | | | | | |
| 8 | CEN982A601 | Communicative English - VI | 1 | 0 | 0 | 1 | 1 |
| 9 | | Digital Tools | 1 | 0 | 0 | 1 | 1 |
| Total Credit:24 | | | | | | | |

| 7th Semester | | | | | | | |
|----------------------------------|---------------------------|---|----------|----------|----------|----------|------------|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C711 | System Design | 0 | 0 | 8 | 4 | 8 |
| Discipline Specific (DSE) | | | | | | | |
| 3 | COD082D711/ COD082D712 | Design Entrepreneurship/Design Business Strategy | 0 | 0 | 8 | 4 | 8 |
| Minor Research | | | | | | | |
| 4 | COD082M721 | Minor Project | 0 | 0 | 0 | 8 | 8 |
| Total Credit:16 | | | | | | | |

| 8th Semester | | | | | | | |
|------------------------|---------------------|--------------------------|----------|----------|----------|----------|------------|
| Core | | | | | | | |
| Sl. No. | Subject Code | Names of subjects | L | T | P | C | TCP |
| 1 | COD082C811 | Portfolio Design | 0 | 0 | 8 | 4 | 8 |
| Major Research | | | | | | | |
| 8 | COD082M821 | Graduation Project | 0 | 0 | 0 | 12 | 12 |
| Total Credit:16 | | | | | | | |

Legend: L: Lecture Class; T: Tutorial Class; P: Practical Class: C: Total Credits

SYLLABUS (1st Semester)

Paper I/Subject Name: Introduction to Communication Design Subject Code: COD082C111

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Introduction to Communication Design (COD082C111)** is to bring about awareness of the world of design.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Remember to unlearn biases and improve their cognitive and knowledge base

CO2: Understand the importance of different art and culture movements

CO3: Apply the understanding of different art and culture movements in their work

CO4: Analyze and synthesize the work of designers in the field of design and art

Prerequisite:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course Contents | Periods |
|----------------|---|----------------|
| I | Learn to Unlearn: Start pulling the students away from the logical conditioning of thought processes and pushing them to keep an open mind. | 16 |
| II | History of Design: Educate the class on the start and conception of design | 16 |
| III | Famous Designers: Work of designers of the world and their contributions | 16 |
| IV | The future of design: Conceptualize on what the future of design can be. How design can provide and change the industry | 16 |
| TOTAL | | 64 |

Text Books:

1. Design as Art by Bruno Munari
2. Focus On : 100 most popular art movements by Various Authors of OK Publishing

Reference Books:

1. Bauhaus by Magdalena Droste and Peter Gossel
2. The Beauty of Everyday Things by Soetsu Yanagi

SYLLABUS (1st Semester)

Paper II/Subject Name: Elements of Design

Subject Code: COD082C112

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Elements of Design (COD082C112)** is to develop skills in manual presentation techniques, use of various media of presentation, principles of compositions and principles of design.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Define concept of design and its elements that comprise it

CO2: Understand the usage of the principles of design

CO3: Apply the various principles of design in their compositions

CO4: Analyze and notice the principles of design used around them and knowing its application and purpose

Prerequisites:

- Basic art and rendering skills to convey their ideas and concepts

Detailed Syllabus:

| Modules | Topics/Course content | Periods |
|---------|---|---------|
| I | Elements of Design: Lines, Shape, Form and Texture | 16 |
| II | Principles of Design: Simplicity, Unity, Proportion, Emphasis, Rhythm and Balance. | 16 |
| III | Perspective and Isometric drawings: One point, Two point and Three point perspective; Isometric & Orthographic drawings | 16 |
| IV | Gestalt Theory: Law of Pragnanz, Good Continuity, Figure & Ground, Proximity, Similarity, Common Fate and Closure. | 16 |
| Total | | 64 |

Text Books:

1. Universal Principles of Design by William Lidwell.

Reference Books:

1. The Perspective workbook by Matthew Brehm
2. Arnheim, Gestalt and Art: A psychological theory by Ian Verstegen
3. Design Elements: Understanding the rules and knowing when to break them by Timothy Samara

SYLLABUS (1st Semester)

Paper III/Subject Name: Colour Theory

Subject Code: COD082C113

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objectives: The objective of **Colour Theory (COD082C113)** is to enable the students to develop the knowledge of colour and its applications.

Course Outcomes:

After successful completion of the course, student will be able to

- CO1: Remember the application and uses of colour
- CO2: Understand the colour terminologies and theory
- CO3: Classify and apply the different colour schemes on compositions
- CO4: Analyze colour psychology in real world scenarios

Prerequisites:

- Basic understanding of primary colours

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|----------------|--|----------------|
| I | Colour Wheel Colour wheel – Primary, Secondary and Tertiary Colours | 16 |
| II | Grey Scale Whites & Blacks, Hues, Tints and Shades. | 16 |
| III | Colour Schemes Monochromatic, Warm, Cool, Complimentary, Split Complimentary, Analogous, Triadic Colours | 16 |
| IV | Colour Psychology | 16 |
| Total | | 64 |

Text Books:

1. Colour Theory by Patti Mollica

Reference Books:

1. The Colour Bible: The definitive guide to colour in art and design by Laura Perryman.

SYLLABUS (1st Semester)

SEC/Subject Name: Introduction to Photography

Subject Code: COD082S111

L-T-P-C: 0-0-4-2

Credit Units: 2

Scheme of Evaluation: V

Objective: The objective of **Introduction to Photography (COD082S111)** is to help the students to understand the styles, techniques and technologies used in photography and be able to communicate visually through the medium.

Course Outcomes:

After successful completion of the course, student will be able to:

CO1: Learn the basic properties of a camera.

CO2: Understand the characteristics, properties, physical and visual potential of film and photography

CO3: Apply learnt concepts to their work and be able to communicate visually

CO4: Analyze and apply its usage in apt areas in given projects.

Prerequisites:

- No prerequisites.

Detail Syllabus:

| Modules | Topics / Course Content | Periods |
|----------------|---|----------------|
| I | Introduction: Definition, meaning & concept, Different types of Photography, Difference between photography and photojournalism | 8 |
| II | Photography & Lights: Photography – definition and meaning; shots, camera – types and parts of camera body – aperture, shutter speed, focus; SLR cameras in brief and the various functions; lenses – types of lenses and the usage. Lights – types; filters, camera techniques; indoor and outdoor photography; depth of field | 8 |
| III | Genres of Photography: Genres – the meaning; genres of photography – portrait, landscape, wild life, sports, cityscape, fashion, night life, food, candid, aerial, black and white, abstract, photo story | 8 |
| IV | Photography Projects: Students will have to submit two photography project portfolios. In the first project they will submit 5 photographs of each genre with caption and technical details. In the second project they will have to submit a photo story. | 8 |
| Total | | 32 |

Text books:

1. Freeman, Michael; An introduction to photography; Grange Book; 1997

Reference books:

1. Photography -The Guide for Serious Photographers (9th Ed); Focal Press; London, UK; 2010
2. Kumar, Kewal J; Mass Communication in India; Jaico Books; New Delhi; 2012

SYLLABUS (1st Semester)

GE/Subject Name: Introduction to Workshop

Subject Code: COD082G111

L-T-P-C: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: V

Objective: The objective of **Introduction to Workshop (COD082G111)** is to learn to explore different materials which will enhance their creative skills.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Remember materials and its properties

CO2: Understand the characteristics, properties, physical and visual potential of materials in design

CO3: Apply knowledge of materials in their work

CO4: Analyze and apply its usage in apt areas in given projects.

Prerequisites:

- No prerequisites.

Detail Syllabus:

| Modules | Topics / Course Content | Periods |
|----------------|--|----------------|
| I | Paper Mache - 3D products to be made each supported with a write up of the idea generation, process, and 2D sketch. | 12 |
| II | Soft materials (Understanding of dimensions and basic shapes like solid, Plaines, Linens etc. using the soft materials like Thermocol, Paper etc.) | 12 |
| III | Clay modeling (Understanding of clay and its varied methods to form the 3d sculpture for graphic purpose) / Plaster of Paris (Use of POP in direct methods techniques to form the different shapes and its uses) | 12 |
| IV | Use of waste materials in a project to understand the value of upcycling and recycling of materials available. | 12 |
| Total | | 48 |

Text books:

1. Freeman, Michael; An introduction to photography; Grange Book; 1997

Reference books:

1. Photography -The Guide for Serious Photographers (9th Ed); Focal Press; London, UK; 2010
2. Kumar, Kewal J; Mass Communication in India; Jaico Books; New Delhi; 2012

SYLLABUS (2nd Semester)

Paper I/Subject Name: Design Thinking

Subject Code: COD082C211

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objectives: The objective of **Design Thinking (COD082C211)** is to develop cognitive, strategic and practical thinking and ideation processes by which design concepts are developed.

Course Outcomes:

After successful completion of the course, student will be able to

- **CO1:** Remember the use of abductive and productive reasoning
- **CO2:** Understand the theories and models of design thinking.
- **CO3:** Apply and adopt solution focused strategies.
- **CO4:** Analyze and resolve ill-defined or 'wicked' problems.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|--------------|---|---------|
| I | Problem Framing: Rather than accept the problem as given, designers explore the given problem and its context and may re-interpret or restructure the given problem in order to reach a particular framing of the problem that suggests a route to a solution. | 16 |
| II | Abductive Reasoning: The creative mode of reasoning in design thinking is abductive reasoning, rather than the more familiar forms of inductive and deductive reasoning. | 16 |
| III | Co-evolution of problem and solution: In the process of designing the designer's attention typically oscillates between their understanding of the problematic context and their ideas for a solution in a process of co-evolution of problem and solution. New solution ideas can lead to a deeper or alternative understanding of the problematic context, which in turn triggers more solution ideas. | 16 |
| IV | Representations and modelling: Conventionally, designers communicate mostly in visual or object languages to translate abstract requirements into concrete objects. These 'languages' include traditional sketches and drawings but also extend to computer models and physical prototypes. The use of representations and models is closely associated with features of design thinking such as the generation and exploration of tentative solution concepts, the identification of what needs to be known about the developing concept, and the recognition of emergent features and properties within the representations | 16 |
| Total | | 64 |

Text Books:

1. Design Thinking Methodology Book by Emrah Yayici

Reference Books:

1. Design Your Thinking : The Mindsets, Toolsets and Skill Sets for Creative Problem Solving by Pavan Soni
2. Change by Design: How design thinking transforms organizations and inspires innovation
3. The Design thinking playbook: Mindful digital transformation of teams, products, services, business and ecosystems by Michael Lewrick, Patrick Link

SYLLABUS (2nd Semester)

Paper II/Subject Name: Visualization Techniques

Subject Code: COD082C212

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Visualization Techniques (COD082C212)** is to orient and equip the student with skills to bring their ideas and imagination to reality and to be able to visualize and study data and represent them visually.

Prerequisites:

- No prerequisite.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Remember methodologies to be able to visualize and interpret data

CO2: Understand how to create through a process of visualization

CO3: Apply the techniques through all the data and information collected

CO4: To represent ideas visually through different methodologies

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|----------------|---|----------------|
| I | Creative Writing – Write a story | 16 |
| II | Character Development – Build your character in detail | 16 |
| III | Creating Worlds – Imagine environments | 16 |
| IV | Development – Build cohesiveness and display in related medium | 16 |
| Total | | 64 |

Text books:

1. Visual Thinking for Design by Colin Ware

Reference Books

1. Visual Thinking: Empowering People & Organizations Through Visual Communication

SYLLABUS (2nd Semester)

Paper III/Subject Name: Art of Research

Subject Code: COD082C213

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of the course **Art of Research (COD082C213)** is to orient & equip the student with knowing and practicing research processes to bring direction into their project/ideation of their end product.

Course Outcome:

On completion of this course, students will be able to

- CO1: Define raw data efficiently
- CO2: Classify different types of data
- CO3: Apply different research methods on data
- CO4: Analyse different types of data

Prerequisite:

- Basic concepts of averages and statistical data

Detailed Syllabus:

| Modules | Topics / Course Content | Periods |
|--------------|--|-----------|
| I | Data Collection: Concept of a statistical population and sample from a population; qualitative and quantitative data. Primary data, secondary data, questionnaire and schedule. Construction of tables with one or more factors of classification. Diagrammatic and Graphical representation of non-frequency data. | 16 |
| II. | Understanding the brief and putting down what drives the 'product/idea' through the STEEP model – Social, technology, economic, environmental and political values | 16 |
| III. | Data Handling: Diagrammatic method and Mathematical methods of simple correlation, Introduction to selection rejection, Position Matrix models. | 16 |
| IV | Frequency distribution, cumulative frequency distribution and their graphical representation | 16 |
| TOTAL | | 64 |

Text Books:

1. Essentials of Research Design and Methodology by Geoffrey R. Marczyk

Reference Books:

1. Research Methodology: Methods and Techniques by C.R.Kothari and Gaurav Garg
2. Research Design: Qualitative, Quantitative and Mixed Methods Approaches by Jown W. Creswell

SYLLABUS (2nd Semester)

SEC/Subject name: Illustration Techniques

Subject Code: COD082S211

L-T-P-C: 0-0-4-2

Credit Units: 2

Scheme of Evaluation: V

Course objectives:

The objective of the course **Illustration Techniques (COD082S211)** is to guide the students to enhance their hand skills with different media and materials

Course Outcome:

On completion of this course, students will be able to

- CO1: Remember the basics of hand rendering techniques
- CO2: Demonstrate different methods of sketching and rendering
- CO3: Apply different techniques through different mediums
- CO4: Analyze different types of hand rendering techniques

Prerequisites:

- Basic knowledge of Art and Sketching.

| Modules | Topics (if applicable) & Course Contents | Periods |
|----------------|---|----------------|
| I | Pencil Illustration | 8 |
| II | Stippling, Charcoal | 8 |
| III | Mix Media | 8 |
| IV | Digital Illustration | 8 |
| | Total | 32 |

Teaching Learning Activities

Demonstration, Practice session

Text Books:

1. Hand Drawn Illustration Techniques and Creative Expression by Kevn Todd

Reference Books:

2. A guide to pictorial perspective: With numerous illustrations by Benjamin Richard

SYLLABUS (2nd Semester)

GE/Subject Name: Introduction to Typography

Subject Code: COD082G211

L-T-P-C: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: V

Objective: The objective of **Introduction to Typography (COD082G211)** is to help the students to understand the impact of a typeface on a design and human psychology.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Learn the basic properties of type

CO2: Understand the characteristics, properties, physical and visual potential of type

CO3: Apply learnt concepts to their work and be able to communicate visually

CO4: Analyze and apply its usage in apt areas in given projects.

Prerequisites:

- No prerequisites.

Detail Syllabus:

| Modules | Topics / Course Content | Periods |
|------------|---|-----------|
| I | <p>Talking Type: We'll take an up-close look at typefaces, both as physical artifacts and as works of design. We will study the formal elements that define and give character to type, and understand where they came from and why they look the way they do. We will review the terminology and measuring system used to describe type, and look at the way the form and proportion of letters relate to the practical concerns of selecting and combining typefaces</p> | 12 |
| II | <p>Typefaces and their Stories: We'll explore the way typefaces express connotative meaning—tell stories—through their association with different time periods, aesthetics, and ideas. Through six short case studies, we will look at the way a typeface's connotations are shaped by its context, understand the historic evolution of typographic forms, and familiarize ourselves with the way typefaces are classified. You'll extend your exploration through some independent research into a typeface of your choosing</p> | 12 |
| III | <p>Putting Type to Work: We will engage the visual principles and conventions of typesetting. We will look at how the spaces between letters, lines, and blocks of type can be manipulated to refine the appearance and control the meaning of type. We'll explore the ways typographic hierarchy and grid systems can further organize and clarify type. And we'll survey the rules and conventions that can add polish to your typesetting. You'll apply your skills and knowledge in a peer-reviewed typesetting exercise</p> | 12 |

| | | |
|--------------|---|-----------|
| IV | <p>Making Meaningful Type: We'll examine the ways typographic form can dramatically shape the meaning of written language. We'll survey and analyze possibilities for type treatments—from subtle typesetting choices to dramatic manipulations—by looking at examples of expressive and unconventional typography. At the end of the week, you'll bring together and apply everything you have learned in this course in the design of a full-scale typographic poster</p> | 12 |
| Total | | 48 |

Text books:

1. Thinking with Type: A critical guide for designers, writers, editors & students by Ellen Lupton

Reference books:

1. Why Fonts Matter by Sarah Hyndman

SYLLABUS (3rd Semester)

Paper I/Subject Name: Communication Design Processes

Subject Code: COD082C311

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Communication Design Processes (COD082C311)** is to develop a framework of the processes of design and how to conceptualize and refine ideas into executable reality.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Remember the methods and process

CO2: Understand how to intervene and use the process to ideate

CO3: Apply the different processes and methods to bring solutions

CO4: Analyze problems and briefs and follow the processes to get conceptual ideas to the table.

Prerequisite:

- Thorough understanding of Design Thinking

| Modules | Topics / Course Contents | Periods |
|---------|--|---------|
| I | Brief & Re-Brief Statements Concept, Nature, Scope and Characteristics | 16 |
| II | Empathize User Persona creation, Scenarios, Story Boarding, User flow and journey | 16 |
| III | Analyze Understanding that design is not human centered anymore. Taking into various accounts of stakeholders is necessary | 16 |
| IV | Wire Framing and Concept Refining Wireframe testing can give us a lot of insights about an outcome without spending too much time developing ideas into fruition | 16 |
| Total | | 64 |

Reference Book:

1. Design is storytelling by Ellen Lupton

Reference Book:

1. Art of Innovation by Tom Kelly

SYLLABUS (3rd Semester)

Paper II/Subject Name: Semiotics

Subject Code: COD082C312

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objectives of **Semiotics (COD082C312)** is to impart the principles of signs and symbols and their use or interpretation

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Define terms related to symbols & icons.

CO2: Understand the laws guiding semiotics.

CO3: Apply different laws of semiotics to solve related problems

CO4: Examine theories of semiotics to solve real field problems.

Prerequisites:

- No prerequisites.

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|----------------|---------------------------------------|----------------|
| I | History and terminology | 16 |
| II | Human psyche and understanding | 16 |
| III | Interpretation | 16 |
| IV | Iconography | 16 |
| Total | | 64 |

Text Books:

1. Semiotics: The Basics by Daniel Chandler

Reference Books:

1. Semiotics and the Philosophy of language by Umberto Eco

SYLLABUS (3rd Semester)

DSE/Subject Name: Visual Language

Subject Code: COD082D311

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

1. **Objectives:** The objective of **Visual Language (COD082D311)** is to help the students to analyze the system of communication using visual elements. The course will also increase student's ability to comprehend the perception, comprehension and production of visible signs.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Recall different terms and definitions related to visual communication

CO2: Understand the different methods of visual language and terminologies

CO3: Apply different methods to solve related problems of visual language.

CO4: Analyse the solution of visual communication to physical or real-life problems.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Introduction 1. Imaging in the mind 2. Meaning and Expression 3. Understanding the qualities of line and shape, proportion and colour convey meaning directly without the use of words or pictorial representation | 16 |
| II | Perception Building a holistic understanding of human psychology towards visual shapes and imagery | 16 |
| III | Pictograms Understanding the use of pictograms through history and its impact on society | 16 |
| IV | Visual Thinking Developing a cognitive system equivalent with, but different from, the verbal language system | 16 |
| Total | | 64 |

Text Books:

- Visual Thinking: The Hidden Gifts of People Who Think in Pictures, Patterns and Abstractions by Temple Grandin

SYLLABUS (3rd Semester)

DSE/Subject Name: Form Studies

Subject Code: COD082D312

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objectives: The objective of **Form Studies (COD082D312)** is to help the students to be able to create and bring to life forms from their imagination to reality. They will attain knowledge of materials and manufacturing processes.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Recall different terms and definitions related to forms and textures

CO2: Understand the different methods of creating forms

CO3: Apply different methods to make shapes and forms.

CO4: Analyse the solution of visual communication to physical or real-life problems with respect to creating forms.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | Imagining shapes and exploring in perspective Explore forms through sketching using perspective and isometric views | 16 |
| II | Moulding and shaping – Use materials like thermocol or clay to get a 3D understanding of the forms explored | 16 |
| III | Tactile functionality and Form study – Understanding aesthetics and ergonomics of the form in question | 16 |
| IV | Details and functionality – Putting in finer details to the form bringing it closer to a product in reality to prototype stage | 16 |
| Total | | 64 |

Text Books:

1. The Form of Design: Deciphering the Language of Mass Produced Objects

Reference books:

1. The beauty of everyday things by Soetsu Yanagi

SYLLABUS (3rd Semester)

GE/Subject Name: Art History & Culture Studies

Subject Code: COD082G311

L-T-P-C: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: V

Objective: The objective of the course **Art History & Culture Studies (COD082G311)** is to impart a theoretical and practical understanding of art history and practice of planning and projecting ideas from these eras.

Course Outcome:

On completion of this course, students will be able to

CO1: Remember culture and history of different ages and eras

CO2: Understand the concept of these different art eras.

CO3: Apply the concept of art and culture in relevant areas.

CO4: Analyze the different practices of planning and projecting ideas into projects.

Prerequisite:

- Basic knowledge of history and culture

Detailed Syllabus:

| Modules | Topics / Course Content | Periods |
|----------------|---|----------------|
| I | Introduction to Art Films and History - case studies and showcasing | 12 |
| II | Art Movements : Understanding the impact of movements such as impressionism, post modernism, surrealism, art deco, bauhaus | 12 |
| III. | How mediums have been the deciding the factor for art movements | 12 |
| IV | Speculative Future - Get the students to think pre-emptively | 12 |
| TOTAL | | 48 |

Text Books:

1. Indian Art & Culture by Nitin Singhania
2. Gestures of Seeing in Film, Video and Drawing (Routledge Advances in Art and Visual Studies) by Henrik Larson

Reference Books:

1. Pop Art and the Contest over American Culture by Sara Doris

SYLLABUS (4th Semester)

Paper I/Subject Name: Brand Identity Design.

Subject Code: COD082C411

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Brand Identity Design (COD082C411)** is to give essential understanding of what constitutes a brand and how a brand is built from the ground up with all of its visual elements that support it.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Remember what defines a brand

CO2: Understand the theories of building a brand and its identity

CO3: Apply the concepts of branding and the perception dealing with branding

CO4: Analyze brands and its perception among consumers

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics/Course content | Periods |
|----------------|--|----------------|
| I | What is a brand – Brand voice and personality development | 16 |
| II | Brand purpose and positioning – Vision and Mission Statements | 16 |
| III | Market study - competitors, value assessment, brand personality | 16 |
| IV | Brand Guideline Book – Logo, Colour, Do's and Don'ts | 16 |
| Total | | 64 |

Text Books:

1. LOGO Design Love: A Guide to Creating Iconic Brand Identities by David Airey
2. Brand identity: The Must have guide on Branding, Brand Strategy & Brand Development. by Stephan Macdonald

Reference Books:

1. Book of Branding by Radim Malinic
2. Branding: Brand Identity, Brand Strategy and Brand Development by K.L. Hammond

SYLLABUS (4th Semester)

Paper II/Subject Name: Typeface Design

Subject Code: COD082C412

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Typeface Design (COD082C412)** is to understand the basic concepts of fonts and type design.

Course Outcomes:

After successful completion of the course, student will be able to

- CO1: Remember the anatomy and functions of Type.
- CO2: Understand the theories of Typeface Design
- CO3: Apply the understanding and concept of Typeface into their work
- CO4: Analyze different concepts and understanding of Typeface design.

Prerequisites:

- No prerequisite

Detailed Syllabus:

| Modules | Topics /Course content | Periods |
|---------|--|---------|
| I | Type Design Brief: Everything starts with a purpose. A type design brief is exactly that, a purpose statement, the “why”, the reason for making the typeface. It should help determine what the typeface should do; Is it for display, long form reading or short headlines? Is the font intended for screen or print? To whom does it speak to? What are the required character sets for the font? What languages does it cover? These are questions you should answer before embarking on a typeface design project. It will guide you to plan effectively and execute all the tasks at hand so that the purpose is achieved. | 16 |
| II | Type Design Research: Research is done to align better with the goals set in the design brief. The design brief will act as a guide on what to research on so that you won't spend time turning the internet and libraries upside-down searching for information. Research in this case includes looking at what has been done before (usually by looking at old type specimens, manuscripts etc) and visually translating the attributes. | 16 |

| | | |
|-------|---|----|
| III | Drawing Characters : 1. Drawing fonts 2. Glyphs 3. Fontlab studio 4. Digital creation | 16 |
| IV | Font Development: 1. Font mastering 2. Kerning and Spacing 3. Glyph repertoire and character set 4. Open type features 5. Weights | 16 |
| Total | | 64 |

Text Books:

1. Letterforms: Typeface Design from Past to Future by Timothy Samara
2. Contemporary Processes of Text Typeface Design (Routledge Research in Design Studies) by Michael Harkins

Reference Books:

1. ALLAN HALEY ON THE EVOLUTION OF TYPEFACE DESIGN by Linda Nardelli
Linda Nardelli

SYLLABUS (4th Semester)

DSE/Subject Name: Packaging Design

Subject Code: COD082D411

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The objective of **Packaging Design (COD082D411)** is to develop an in-depth understanding and knowledge of packaging processes and how to design for a product.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Recall different terms and definitions related to packaging design

CO2: Understand the different methods related to packaging of products.

CO3: Apply different methods to solve related problems of packaging design

CO4: Analyse the solution of packaging design related to real life situations and knowing its materials and usage.

Prerequisites:

- Basic understanding of packaging materials.

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|----------------|---|----------------|
| I | The 3 kinds of packaging – primary, secondary and tertiary | 16 |
| II | Brand requirements, information needed, budget, materials | 16 |
| III | Creating information architecture | 16 |
| IV | Understanding packaging layers and choosing the right type | 16 |
| Total | | 64 |

Text Books:

1. Package Design Workbook: The Art and Science of Successful Packaging by Steven DuPuis and John Silva

SYLLABUS (4th Semester)

DSE/Subject Name: Retail Design

Subject Code: COD082D412

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Objective: The main objective of **Retail Design (COD082D412)** is to impart fundamental techniques of how to create and improve the image of a store.

Course Outcomes:

After successful completion of the course, student will be able to

CO1: Identify the terms used in retail spaces.

CO2: Understand the concept and theories of Retail Design.

CO3: Apply the different techniques and methods to sell products in retail spaces.

CO4: Analyse different markets and methods to be able display and sell products in challenging spaces.

Prerequisites:

- Understanding of Brands

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|----------------|--|----------------|
| I | History of Retail Design | 16 |
| II | Usage and Design Elements in Retail spaces – Make drawings and plan layouts, Choose materials and textures, know lighting and kelvin rates | 16 |
| III | Shopper Marketing – Understand the pattern of foot mapping and foot fall numbers to gain an insight on product placement | 16 |
| IV | Plannogramming – Using shelf spacing to your advantage, Design shelf spacing for brands | 16 |
| Total | | 64 |

Text Books:

1. Retail Design International, Vol.4: Components, Spaces, Buildings. Focus. Retail & Food by Jons Messedat
2. Retail Desire: Design, Display and the Art of the Visual Merchandiser by Jonathan Tucker

SYLLABUS (4th Semester)

SEC/Subject Name: Film & Media

Subject Code: COD082S411

L-T-P-C: 0-0-4-2

Credit Units: 2

Scheme of Evaluation: V

Course Objectives:

The objective of **Film & Media (COD082S411)** is to familiarize the student with the various elements and processes undertaken for making a film.

Course Outcomes: This course will enable the students to:

- CO1: Remember the different methods and processes of film making
- CO2: Demonstrate different functions of film making in relevant situations
- CO3: Apply the knowledge of filming and production
- CO4: Analyze and know how to produce and make good films that communicate with the masses.

Prerequisites:

- No prerequisite

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Introduction to film and various media | 8 |
| II | Story telling & Script writing | 8 |
| III | Production | 8 |
| IV | Impact through film media | 8 |
| Total | | 32 |

Text Books:

1. Technology and Film Scholarship: Experience, Study, Theory (Film Theory in Media History) by Santiago Hidalgo
2. Cinema and History by Marc Ferro

SYLLABUS (4th Semester)

GE/Subject Name: Printing Technology

Subject Code: COD082G411

L-T-P-C: 1-0-4-3

Credit Units: 3

Scheme of Evaluation: V

Course Objectives:

The objective of **Printing Technology (COD082G411)** is to familiarize every procedures of assembling the films for the operating printing equipments and the well finished jobs of cutting the finished works; are enlightened to the students.

Course Outcomes: This course will enable the students to:

- CO1: Remember the different methods and processes of printing
- CO2: Demonstrate different functions of printing in relevant situations
- CO3: Apply the knowledge of printing techniques
- CO4: Analyze good printing methods and processes in real world situations for clients.

Prerequisites:

- No prerequisite

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | History and kinds of printing | 12 |
| II | Conventional Methods of printing – make the students familiar with block printing methods | 12 |
| III | Offset printing – colour gradation and understanding how a printer works in CMYK values | 12 |
| IV | Screen printing- make frames, screens and prints for screen printing | 12 |
| Total | | 48 |

Text Books:

- Hand Book of Offset Printing Technology by Eiri Board
- Printing Technology: A Medium of Visual Communications by J.Michael Adams , David D. Faux

SYLLABUS (5th Semester)

Paper I/Subject Name: User Interface Graphics

Subject Code: COD082C511

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **User Interface Graphics (COD082C511)** is to give an understanding of interactive graphic interfaces and its kinds.

Course Outcomes: This course will enable the students to:

- CO1: Remember the principles of interface design.
- CO2: Demonstrate different methods of interaction with interfaces.
- CO3: Apply the knowledge of interface design.
- CO4: Analyze user interface designs for real world applications.

Prerequisites:

- Knowing Basics of Visual Language and Semiotics

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Introduction <ul style="list-style-type: none">- What is UI?- History- User Centered Thinking- Context and Empathy- Overview of UI Design Process- Product Development lifecycle | 16 |
| II | User Research <ul style="list-style-type: none">- Why user research- Primary and Secondary research- Choosing the right method- Contextual Inquiry & Brief intro to other methods- Defining research goals, objectives and questions- Persona and scenario development- Prioritisation and scoping- User journey maps- Empathy maps | 16 |
| III | Prototyping <ul style="list-style-type: none">- Psychology and human factors- Conceptual models- Layers of interaction design (Garretts model)- Design principles- Defining user flows- Ideation models (scamper and idea hexagon)- Defining hypothesis- Low fidelity and high fidelity prototyping | 16 |

| | | |
|-------|--|----|
| IV | Usability evaluation <ul style="list-style-type: none"> - Why evaluate designs? - Types of usability evaluation - Nielsens usability heuristics - Designing evaluation protocols - Synthesis of findings | 16 |
| Total | | 64 |

Text Books:

1. The Essential Guide to user Interface Design: An Introduction to GUI Design Principles and Techniques, 2ed by Wilbert O. Galbitz
2. User Friendly: How the Hidden Rules of Design are Changing the Way We Live, Work & Play by Cliff Kuang, Robert Fabricant

SYLLABUS (5th Semester)

Paper II/Subject Name: User Experience

Subject Code: COD082C512

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **User Experience (COD082C512)** is to give an indepth study of the process of understanding user behaviour through usability, usefulness, and desirability provided in the interaction with a product.

Course Outcomes: This course will enable the students to:

- CO1: Remember the different methods undertaken to study user experiences.
- CO2: Demonstrate different methods of understanding user experience design.
- CO3: Apply the knowledge and methods of user experience design.
- CO4: Analyze user experience designs for real world applications.

Prerequisites:

- No Prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | Introduction to UX <ul style="list-style-type: none">- What is UX- History- Overview of UX processes- Development | 16 |
| II | Research and Accessibility <ul style="list-style-type: none">- Identifying patterns & themes (affinity mapping)- Developing insights- User Journey maps- Best practices of conducting user research- Recruiting the right users for research- Research Ethics & Consent | 16 |
| III | Information Architecture <ul style="list-style-type: none">- Affordances- Signifiers- Cultural factors- Inclusivity- Memory, visual perception, action and attention | 16 |
| IV | Laws of UX <ul style="list-style-type: none">- Jakob's law- Fitt's law- Hick's law- Miller's law- Postel's law- Peak end rule | 16 |

| | | |
|-------|---|----|
| | <ul style="list-style-type: none"> - Aesthetic Usability effect - Von restorff effect - Tesler's law - Doherty Threshold - Applying psychological principles in Design | |
| Total | | 64 |

Text Books:

1. UX Design and Usability Mentor Book: With Best Practice Business Analysis and User Interface Design Tips and Techniques by Emrah_Yayici
2. The Golden Ratio In UX Design : And Other Articles On User Experience by Amolendu H
3. Laws of UX by Jon Yablonski

SYLLABUS (5th Semester)

DSE/Subject Name: Publication Design

Subject Code: COD082D511

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Publication Design (COD082D511)** is to give an indepth study on the process of editorial design and its kinds

Course Outcomes: This course will enable the students to:

- CO1: Remember the process of publishing.
- CO2: Demonstrate different methods of making publications.
- CO3: Apply the knowledge and methods of publication design.
- CO4: Analyze good publishing methods and processes in real world situations for clients.

Prerequisites:

- No Prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Editorials and its kinds <ul style="list-style-type: none">- Research- History | 16 |
| II | Structure and Layout <ul style="list-style-type: none">- Grids- Content layout- Hierarchy- Readability | 16 |
| III | Book content and Cover design | 16 |
| IV | Publication <ul style="list-style-type: none">- Print methods- Binding methods | 16 |
| Total | | 64 |

Text Books:

1. What is Publication Design by Lakshmi Bhaskaran

SYLLABUS (5th Semester)

DSE/Subject Name: Product Photography

Subject Code: COD082D512

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Product Photography (COD082D512)** is to study the techniques and methods of product photography

Course Outcomes: This course will enable the students to:

- CO1: Remember the process of photography.
- CO2: Demonstrate different methods of photography in a studio setting.
- CO3: Apply the knowledge and methods of product photography.
- CO4: Analyze good methods and processes of photography for products.

Prerequisites:

- No Prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Introduction <ul style="list-style-type: none">- Choice of camera- Setting- DSLR & Phone camera | 16 |
| II | Lighting <ul style="list-style-type: none">- Window light- Flourescent lighting- Studio flash & Electronic flash- LED lighting- Accessories and equipment | 16 |
| III | Backgrounds <ul style="list-style-type: none">- Table & Background- Background blur | 16 |
| IV | Composition <ul style="list-style-type: none">- Stitching everything together- Post production | 16 |
| Total | | 64 |

Text Books:

1. Lighting for Product Photography by Allison Earnest
2. The Art and Style of Product Photography by J. Dennis Thomas

SYLLABUS (5th Semester)

DSE/Subject Name: Motion Graphics

Subject Code: COD082D513

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Motion Graphics (COD082D513)** is to gain a detailed understanding of what goes into motion graphics in the digital world.

Course Outcomes: This course will enable the students to:

- CO1: Remember the process of motion.
- CO2: Demonstrate different methods and skills to communicate through motion.
- CO3: Apply the knowledge and methods of motion graphics.
- CO4: Analyze the processes of motion in real world situations.

Prerequisites:

- Knowing basic animation & motion software

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | Lines that move – learning how to adapt motion to video | 16 |
| II | Movement & Dynamism – how to make assets that blend within the frames of a film/video | 16 |
| III | Visual Effects and graphics | 16 |
| IV | After Effects – Motion software learning | 16 |
| Total | | 64 |

Text Books:

1. Design for Motion: Fundamentals and Techniques of Motion Design by Austin Shaw

SYLLABUS (5th Semester)

DSE/Subject Name: Animation

Subject Code: COD082D514

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Animation (COD082D514)** is to gain a detailed understanding of what goes into animating and moving art.

Course Outcomes: This course will enable the students to:

- CO1: Remember the process of animation.
- CO2: Demonstrate different methods and skills to communicate through animation.
- CO3: Apply the knowledge and methods of animation.
- CO4: Analyze the processes of animation.

Prerequisites:

- Knowing basic animation & motion software

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Story telling – create a story and develop characters | 16 |
| II | Movement and fluidity – creating characters and showing their movement | 16 |
| III | Frames and sound design | 16 |
| IV | After Effects – Animation softwares – Blender (3D animation software) | 16 |
| Total | | 64 |

Text Books:

2. Animation : From concept to production

SYLLABUS (6th Semester)

Paper I/Subject Name: New Media Design

Subject Code: COD082C611

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **New Media Design (COD082C611)** is to give an understanding of how design is impactful through various kinds of media in context to the present and future prospects of media.

Course Outcomes: This course will enable the students to:

- CO1: Remember the principles and ideologies to media and communication.
- CO2: Demonstrate the process of working with new media.
- CO3: Apply the knowledge gained working with new media.
- CO4: Analyze the usage and application of communication through new media for real world applications.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Various media platforms and its usage | 16 |
| II | Impactful Design – how to create stories that interact and create impact | 16 |
| III | Understanding the market and implementing new technology with the experience | 16 |
| IV | Connectivity and Artificial Intelligence | 16 |
| Total | | 64 |

Text Books:

1. M. Woolman, Type in motion, Innovation in Digital Information Graphics, Thames & Hudson, 2002

SYLLABUS (6th Semester)

Paper II/Subject Name: Experiential Graphic Design

Subject Code: COD082C612

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Experiential Graphic Design (COD082C612)** is to give an understanding of how people interact with a space in order to gain an understanding of what an organization's brand is all about – connecting people to spaces.

Course Outcomes: This course will enable the students to:

CO1: Remember the principles and purpose of how a space can be experienced with the help of using visual graphics and communication tools.

CO2: Demonstrate ways to experience a space in different innovative & unique ways.

CO3: Apply the knowledge gained working with experiential design.

CO4: Analyze the usage and application of experiential graphic design in spaces.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Inclusive space design | 16 |
| II | Studying surroundings and environments | 16 |
| III | Algorithms | 16 |
| IV | AR & VR | 16 |
| Total | | 64 |

Text Books:

1. T. E Graedd and B. R. Allenby, Design for Environment, Prentice Hall, New Jersey, 1996.
2. S. A. R. Scrivner, L.J Ball and A. Woodcock (eds.), *Colloborative Design*, Springer Verlag, London, 2000

SYLLABUS (6th Semester)

DSE/Subject Name: Print Advertising

Subject Code: COD082D611

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Print Advertising (COD082D611)** is to give an understanding of creation and organization of visual artwork used in advertisements for products and services.

Course Outcomes: This course will enable the students to:

- CO1: Remember the principles of advertising
- CO2: Demonstrate methods of printing in advertising.
- CO3: Apply the various methods and principles of advertising.
- CO4: Analyze the usage of print advertising in real world applications.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Function of Advertising | 16 |
| II | Types of Advertising – focus on print advertising and its various kinds like Outdoor Hoardings, Magazines, Brochures, Pamphlets, Banners, Posters, In Shop POS, etc. | 16 |
| III | Principles of good advertisement | 16 |
| IV | Design in marketing & advertising | 16 |
| Total | | 64 |

Text Books:

1. The Advertising Concept Book by Pete Barry
2. Reality in Advertising by Rosser Reeves

Reference books:

1. Indian advertising: laughter and tears – 1950-2013 by Arun Chaudhuri
2. 30 second thrillers by KV Sridhar

SYLLABUS (6th Semester)

DSE/Subject Name: Ad Films.

Subject Code: COD082D612

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Ad Films (COD082D612)** is to give an understanding of creation and organization of making films advertisements for products and services.

Course Outcomes: This course will enable the students to:

- CO1: Remember the principles of advertising
- CO2: Demonstrate methods of advertising with the help of Film.
- CO3: Apply the various methods and principles of advertising.
- CO4: Analyze the usage of film ads in real world applications.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|-----------------------------------|---------|
| I | Creating a story around a brand | 16 |
| II | Pre production and story boarding | 16 |
| III | Impactful communication | 16 |
| IV | Post Production and deliverables | 16 |
| Total | | 64 |

Text Books:

3. The Advertising Concept Book by Pete Barry
4. Reality in Advertising by Rosser Reeves

Reference books:

3. Indian advertising: laughter and tears – 1950-2013 by Arun Chaudhuri
4. 30 second thrillers by KV Sridhar

SYLLABUS (6th Semester)

DSE/Subject Name: Design Management

Subject Code: COD082D613

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Design Management (COD082D613)** is to bring a learning that enables innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

Course Outcomes: This course will enable the students to:

- CO1: Remember the methods of strategic design management
- CO2: Demonstrate the understanding of design management at various organizational levels.
- CO3: Apply the various methods and principles of design management.
- CO4: Analyze the usage of design management in real world scenarios to bring about effective change and value to an organization.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|----------------------------|---------|
| I | Areas of Design Management | 16 |
| II | Factors | 16 |
| III | Organizational Processes | 16 |
| IV | Collaboration & Synergy | 16 |
| Total | | 64 |

Text Books:

1. Organizational Behavior – Includes latest Indian case studies and research – By Pearson
2. The handbook of Design Management by Dr Sabine Junginger, Rachel Cooper et al.

SYLLABUS (6th Semester)

DSE/Subject Name: Brand Journalism

Subject Code: COD082D614

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Brand Journalism (COD082D614)** is to bring a learning that enables involves telling journalism-style stories about a company that make readers want to know more, stories that don't read like marketing or advertising copy

Course Outcomes: This course will enable the students to:

- CO1: Remember the methods of Brand Story telling
- CO2: Demonstrate the understanding of journalism of brands
- CO3: Apply the various methods and principles of journalism.
- CO4: Analyze the usage of Brand journalism in real world scenarios

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Brand Journalism operations – Strong procedures and content to produce compelling content | 16 |
| II | Four Models – Brand Awareness, Industry News, Sponsor and lead generation | 16 |
| III | Think of the constituencies you need to to address -- customers, employees, the world at large, investors. Put yourself in their shoes, imagine what they might find interesting or useful, and start there. | 16 |
| IV | Code of Ethics | 16 |
| Total | | 64 |

Text Books:

1. The language of journalism by Angela Smith

SYLLABUS (6th Semester)

DSE/Subject Name: Exhibition Design

Subject Code: COD082D615

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Exhibition Design (COD082D615)** is to understand the process of conveying information through visual storytelling and environment.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various methods involved in exhibition design
- CO2: Demonstrate the understanding of spaces for exhibition design.
- CO3: Apply the various methods and principles of exhibition design.
- CO4: Analyze the usage of exhibition design in real world scenarios to bring about effective change and value to an organization.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--------------------------------|---------|
| I | Multi-disciplinary Integration | 16 |
| II | Building Spaces | 16 |
| III | Operations & Vendor Management | 16 |
| IV | Story Telling and Experience | 16 |
| Total | | 64 |

Text Books:

1. Exhibition Design Second Edition: An Introduction by Philip Hughes
2. What is Exhibition Design? (Essential Design Handbooks S.) by Jan Lorenc, Lee Skolnick, et al.

Reference books:

1. Graphic Design in Museum Exhibitions : Display, Identity and Narrative by Jona Piehl

SYLLABUS (6th Semester)

DSE/Subject Name: Set Design

Subject Code: COD082D616

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Set Design (COD082D616)** is to understand the process of creating environments for visual storytelling.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various methods involved in set design
- CO2: Demonstrate the understanding of spaces for set design.
- CO3: Apply the various methods and principles of set design.
- CO4: Analyze the usage of set design in real world scenarios to bring about effective change and value to an organization.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|------------------------------------|---------|
| I | Understanding place and time | 16 |
| II | Building Spaces and sourcing props | 16 |
| III | Operations & Vendor Management | 16 |
| IV | Story Telling and Experience | 16 |
| Total | | 64 |

Text Books:

3. The handbook of set design by Colin Winslow
4. Scene design: A guide to the stage by Hake Talbot

Reference books:

2. American Set design by Arnold Aronson

SYLLABUS (6th Semester)

SEC/Subject Name: Documentation & Presentation

Subject Code: COD082S611

L-T-P-C: 0-0-4-2

Credit Units: 2

Scheme of Evaluation: V

Course Objectives:

The objective of **Documentation and Presentation (COD082S611)** is to understand the process of documenting data and information.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various methods involved in documenting.
- CO2: Demonstrate the steps and methods employed to document data.
- CO3: Apply the various methods and principles of documentation.
- CO4: Analyze and use the methods of documentation.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|-------------------------|---------|
| I | Research | 8 |
| II | Data collection | 8 |
| III | Documentation | 8 |
| IV | Presentation | 8 |
| Total | | 32 |

Text Books:

1. LATEX – A beginners guide to documentation by Dr S Swapna Kumar

SYLLABUS (7th Semester)

Paper I/Subject Name: System Design

Subject Code: COD082C711

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **System Design (COD082C711)** is to understand how to intervene and integrate with creative solutions within a system or organization to make it more efficient.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various methods involved in system research and design.
- CO2: Demonstrate the ideologies learnt through system design.
- CO3: Apply the various methods and principles of system design.
- CO4: Analyze and use the methods of design intervention in systems.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|-------------------------------------|---------|
| I | Product Service System (PSS) Design | 16 |
| II | Life Cycle Design | 16 |
| III | System Design in emerging contexts | 16 |
| IV | Methods and tools for System design | 16 |
| Total | | 64 |

Text Books:

1. Thinking in Systems by Donella Meadows

SYLLABUS (7th Semester)

DSE/Subject Name: Design Entrepreneurship

Subject Code: COD082D711

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Design Entrepreneurship (COD082D711)** is about producing and marketing the intellectual properties of a viable concept in terms of assuming risks, financing and managing. So this study is about a discussion on building entrepreneurship skills in design education.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various ideologies in entrepreneurship.
- CO2: Demonstrate the ideologies learnt.
- CO3: Apply the various methods and principles of design entrepreneurship.
- CO4: Analyze and use the methods of design entrepreneurship in real world situations.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | Design Thinking in business and marketing | 16 |
| II | Innovation cycle process | 16 |
| III | Business modelling and planning | 16 |
| IV | Funding and Capital | 16 |
| Total | | 64 |

Text Books:

1. Researching Entrepreneurship: Conceptualization and Design by Per Davidsson
2. Design Centered Entrepreneurship by Michael Goldsby and Min Basadur
3. Advances in Creativity, Innovation, Entrepreneurship and Communication of Design by Evangelous M. and Ravindra SG et al.

SYLLABUS (7th Semester)

DSE/Subject Name: Design Business Strategy

Subject Code: COD082D712

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Design Business Strategy (COD082D712)** is to apply the tactical thinking of a business strategy to the needs of the user to create the most effective product. This intersection between corporate strategy and design thinking achieves long-term goals through creative applications targeted at the end user

Course Outcomes: This course will enable the students to:

- CO1: Remember the various ideologies in strategy and planning.
- CO2: Demonstrate the ideologies learnt.
- CO3: Apply the various methods and principles of design strategy.
- CO4: Analyze and use the methods of design strategy in real world situations.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|---|---------|
| I | Creative Business Solutions <ul style="list-style-type: none">- Business concepts creatives should understand- Benefits of strategic approach- Translating client requests | 16 |
| II | Gathering and organising information <ul style="list-style-type: none">- Reaching the target on behalf of the brand- Understanding features, benefits and values- Implementing the creative strategy framework- Turning data and insights into creative business solutions | 16 |
| III | Developing and Presenting your work <ul style="list-style-type: none">- Positioning, pitching and leading the client- 11 questions a creative brief should answer- Aligning target, channel and messages | 16 |
| IV | Building a successful career <ul style="list-style-type: none">- 7 tips for surviving as a creative- Successfully managing fear- Word problems from relevant practitioners | 16 |
| Total | | 64 |

Text Books:

4. Creative strategy and the business of design by Douglas Davis
5. Advances in Creativity, Innovation, Entrepreneurship and Communication of Design by Evangelous M. and Ravindra SG et al.

SYLLABUS (8th Semester)

Paper I/Subject Name: Portfolio Design

Subject Code: COD082C811

L-T-P-C: 0-0-8-4

Credit Units: 4

Scheme of Evaluation: V

Course Objectives:

The objective of **Portfolio Design (COD082C811)** is to prepare for a professional career with a design document to put forward oneself to the company / client.

Course Outcomes: This course will enable the students to:

- CO1: Remember the various methods involved in system research and design.
- CO2: Demonstrate the ideologies learnt through system design.
- CO3: Apply the various methods and principles of system design.
- CO4: Analyze and use the methods of design intervention in systems.

Prerequisites:

- No prerequisites

Detailed Syllabus:

| Modules | Topics / Course content | Periods |
|---------|--|---------|
| I | Types of Portfolio | 16 |
| II | Importance of work depiction | 16 |
| III | Role of portfolio in jobs and pitching | 16 |
| IV | Digital Platform to showcase | 16 |
| Total | | 64 |

Text Books:

1. Building Design Portfolios : Innovative concepts for presenting your work by Sara Eisenman
2. Design Portfolio : Self promotion at its best by Craig Welsh