(ISO 9001:2015 Certified)

B.DES_GRAPHIC DESIGN

(w.e.f. 2023)

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UPES Campus	Tel : + 91-135-2776053/54
"Energy Acres"	Fax: + 91-135-2776090
P.O Bidholi via Prem Nagar, Bidholi	URL: www.upes.ac.in
Dehradun – 248007	
(Uttarakhand)	

B.Des_Graphic Design

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School of Design

Graphic Design

Course book, 2023

Bachelor of Design

B.Des_Graphic Design

Graphic Design

Graphic designers create visual concepts that inspire, inform, and transform.

Graphic design involves a creative and systematic plan to solve a problem or achieve certain objectives, with the use of images, symbols or even words. It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools.

Intent

Being an aspiring designer, using innovative application from the visual medium and contributing to the society and industry ready professionals, making their paths stronger with impact and change.

Ever changing Indian scenarios, in need for graphic designers, is progressing to demand. such skills and professionals are in Print Media, Film & animation, gaming, interactive communication and applied applications as AR VR, and innovation.

POs / Program Outcomes

PO 1: Develop a Creative Mind-set Develop the ability to think out of the box and come up with alternative solutions for every problem. Prepare the mind for the unexpected and develop the ability to explore the unknown

PO 2: Empathy Develop the empathy towards end users, which will help arrive at solutions that have a long- term benefit for them.

PO 3: Creative Articulation   Develop the ability to articulate and communicate ideas and concepts verbally, through visual representation and through writing

PO 4: Discovery to Realization Develop a strong process oriented mind-set and the ability to identify Insights ranging from small incremental changes to undiscovered value additions for both the end consumer and all stakeholders

PO 5: Design for Future Develop the ability to harness the technologies of the future and create design solutions to that enhance the lives of people.

PO 6: Inter-Disciplinary Approach Inculcate a multidisciplinary mindset that brings a holistic approach towards the overall design process and helps deliver a cohesive outcome.

PO 7: Entrepreneurial Spirit Develop the ability to think innovatively, take risks, develop and successfully commercialize solutions in evolving market conditions

PO 8: Teamwork Demonstrate knowledge and understanding of the design principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO 9: Professional Ethics Apply ethical principles and commit to professional ethics, responsibilities and norms of the design practice.

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PO 10: Sustainable Solutions Understand the impact of design in the societal and environmental contexts, and demonstrate the knowledge of, and ability to come up with sustainable solutions.

PO 11: Local & Global Context To demonstrate the knowledge and sensitivity towards local needs and come up with solutions that contribute towards nation building while achieving international quality and benchmarks.

PO 12: Lifelong learning Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change

PSO / Program Specific Outcomes

PSO 1:
Understand principals of Graphic Design
Visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.

PSO 2:
Learn tools and technology
Including their roles in the creation, reproduction, and distribution of visual messages.

PSO 3:
Conceptualize in words and images
To solve visual communication problems.

PSO 4:
Develop and execute visual concepts
In response to communication problems, coming up with the perfect design solution.

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PSO 5: Eye on Innovation

Ability to break constraints to produce design conception through originality and novelty of the ideas or forms.

Foundation program course grid over view

Foundation Year 1, Semester 1

Hours

Course Code	Course Name	C	L	T	P
SDCS 1014	Sketching Drawing 1	5	4	0	2
SDCS 1026	Elements of Design	3	1	1	2
SDCS 1027	Colour	4	1	2	2
SDCS 1028	Geometry	5	2	2	2
SDCS 1018	SLA	2	1	1	0
SDCS 1006	Material Exploration I	2	1	0	2

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SLLS 0102	Learning how to learn	2	2	0	0	
SLLS 0101	Living Conversations	2	2	0	0	
		25	**14**	**6**	**10**	**30**

Foundation Year 1, Semester 2

Course Code	Course Name	C	L	T	P	
SDCS 1019	Sketching Drawing 2	5	4	0	2	
SDCS 1020	Principles of Design	5	1	3	2	
SDCS 1021	Design Process	6	3	2	2	
SDCS 1010	Material Exploration II	2	1	0	2	
SDCS 1023	Computer Applications	2	1	0	2	
SLLS 0103	Leadership and Teamwork	2	2	0	0	
SLSG 0101	Critical Thinking and Writing	3	3	0	0	
		25	**15**	**5**	**10**	**30**

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Year 2, Semester 3

This year's semesters program's intensive curriculum is to devoted and build basic bricks for visualization, with core courses as developing skills for drawing, space and time with movement, with communication perspective, the courses in life drawing, sequence drawing, color and design, Fundamentals of animation in traditional and unconventional experimental animation styles and mediums explorations, along with required skills.

Semester 3, Course grid with CLTP allocation

Subject Code	Subject	Credits	L	T	p
SDGD 2013	Space & Form	3	2	0	2
SDGD 2002	Typography	3	1	1	2
SDGD 2003	Basic Graphic Design	3	1	1	2
SDPJ 2129	Project 1: Poster Design	5	1	1	6
SLLS 0201	Design Thinking	2	1	0	2
SLSG 0201	Ethical Leadership in the 21st Century (Human Values and Ethics)	3	3	0	0
	Exploratory Elective 1	3	1	0	4
	Professional Elective 1*	3	1	0	4
SDGD 2004P	Photography				
SDGD 2005P	Photo Typo Expressions				
TOTAL		**25**			

Year 2, Semester 4

This year's 4th semesters program's intensive curriculum is to develop yet again the core skills
To attain the knowledge and skills with one could create a narrative write stories and depicting
the same with fluid drawings, skills to portrait visualization. Along with in-depth studies of
traditional animation tools and understanding of timing for animation.

Semester 4, Course grid with CLTP allocation

Subject Code	Subject	Credits	L	T	P
SDGD 2014	Elements of Video	2	1	0	2

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Subject Code	Subject	Credits	L	T	P
SDGD 2015	Elements of Animation	2	1	0	2
SDGD 2008	Illustration	3	1	0	4
SDPJ 2136	Project 2: Branding & Identity Design	5	1	2	4
SLLS 0202	Working with Data	2	1	0	2
SLSG 0202	Environment and Sustainability - Himalaya Fellowship	3	2	0	2
	Exploratory Elective 2	3	1	0	4
	Professional Elective 2	3	1	0	4
SDGD 2016P	Semiotics				
SDGD 2017P	Creative Writing				
	Professional Elective 3	3	1	0	4
SDGD 2018P	Information Design				
SDGD 2019P	Printing Technology				
	TOTAL	26			

Year 3, Semester 5

The Third year takes the work and understanding of the tools and concepts, to a higher
level by incorporating elements such as acting and theater, dialogue, storytelling, treatments,
communication studies and CG computer graphics, at the other hand
diving in to the technical side of the discipline, In the third year, and acquired knowledge
channelized and practiced thru the pipe line of animation film design thru major
and minor projects

Semester 5, Course grid with CLTP allocation

Subject Code	Subject	Credits	L	T	P
SDGD 3002	Graphic Design Trends	2	1	1	
SDGD 3003	Design Research Methods	2	1	0	2
SDGD 3010	Portfolio Creation and Presentation Skills	2	1	0	2
SDPJ 3137	Project 3: Product Packaging	5	2	0	6
SLLS 0301	Persuasive Presence	2	1	1	
SLSG 0301	Start Your Start-up	3	1	1	2
	Exploratory Elective 3	3	1	0	4
	Professional Elective 4	3	1	0	4
SDGD 3004P	Package Design				
SDGD 3005P	Brochure Design				
	TOTAL	22			

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Year 3, Semester 6

This year's 6th semesters program's intensive curriculum is to combine the course out comes and learning to minor and major projects as motion graphic, giving chances to learn something out of the core box of courses in open elective. Learning and managing the design projects as design management courses, which make you estimate your time and work value. Along with 3d animation which is again the next step from the basic 2d traditional animation. Along with appreciation towards sound effects and music, vital part of any communication in frame by frame medium.

Semester 6, Course grid with CLTP allocation

SEMESTER VI					
Subject Code	Subject	Credits	L	T	P
SDGD 3006	Advertising & Marketing	3	1	0	2
SDGD 3007	Broadcast Packaging	3	1	0	2
INDT 3101	Industrial visit	1	1		
SDPJ 3138	Project 4: Website/ App/ Game Design	5	2	1	4
	Exploratory Elective 4	3	1	0	4
	Choose Anyone of the following	3	1	1	2
SLSG 0302	Solving Complex Problems				

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SLSG 0303	Technologies of the Future				
SLSG 0304	Future Casting				
SLSG 0305	Managing Relationships and Being Happy				
	Professional Elective 5	3	1	0	4
SDGD 3011P	Publication Design				
SDGD 3012P	Design for 3D Spaces				
	TOTAL	21			

Year 4, Semester 7

The fourth year semester 7, acquired students typically move to the advanced level in their major project, and working in a group and team. And getting a chance to lead the team, applying all the learnings and experience along last 3 years in a form of the film production with VFX and telling a story, worked in group effort. Getting opportunity to learn in open electives which comes with icing on the cake. Along with an opportunity to explore and get a hang of industry exposure by commencing a short internship.

Semester 7, Course grid with CLTP allocation

Subject Code	Subject	Credits	L	T	P
SDCS 4001	Design Management	2	2		
SDPJ 4134	Project 5: Exhibition Design	5	1	1	6
SIIB 4101	Summer Internship	2			4
	Exploratory Elective 5	3	1	0	4

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		2023-27			
	Choose Anyone of the following	3	2	1	0
SLSG 0401	**India and Its Place in the Contemporary World**				
SLSG 0402	**Theory of Everything**				
SLSG 0403	**Digital Transformation**				
SLSG 0404	**Finding your Purpose in Life**				
	Professional Elective 6	3	1	0	4
SDGD 4001P	Transmedia Design				
SDGD 4002P	Movie Title Sequence				
	Professional Elective 7	3	1	0	4
SDGD 4003P	Magazine Design				
SDGD 4004P	Design for Social Media				
TOTAL		21			

Year 4, Semester 8

The fourth year semester 8 is one of the most important semester in terms of final product out comes, which would reflect the aesthetic ability understanding of the medium and using all the skills acquired during three and half years. This semester provides lot of freedom to make your own project in any visual medium in term of animation films and vfx content or AR or VR or even doing a commissioned film project from outside on the availability basis, one can look for something out in the industry to prove him or herself in this field. students get to the higher level according to their own specific areas of interest. During the program of their studies. students develop a professional-caliber portfolio thru their film projects here at UPES.

Semester 8, Course grid with CLTP allocation

SEMESTER VIII					
Subject Code	**Subject**	**Credits**	**L**	**T**	**P**
SDPJ 4115	Graduation Project: Graphic Design	15	0	0	30
TOTAL		15			

All Courses over view from year 2, year 3 and year 4

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Core Courses	Projects
Space & Form	**(Project-1)**
Typography	Poster Design
Basic Graphic Design	
Elements of Photo & Video	**(Project-2)**
Elements of Animation	Branding & Identity Design
Illustration	
Graphic Design Trends	**(Project-3)**
Design Research Methods	Product Packaging
Portfolio Creation and Presentation Skills	Project **(Project-4)**
Advertising & Marketing	Website/ App/ Game Design
Interaction Design	
Broadcast Packaging	**(Project-5)**
Design Management	Exhibition Design
	Graduation project

Program electives

Professional Elective 1:
(Photography, Photo Typo Expressions)

Professional Elective 2:
(Semiotics, Creative Writing)

Professional Elective 3:
(Information Design, Printing Technology)

Professional Elective-4:
(Package Design, Brochure Design)

Professional Elective 5:
(Publication Design, Design for 3D Spaces)

Open electives

Open Elective-1:
Puppetry, Creativity, Innovation & Foresight

Open Elective-2:
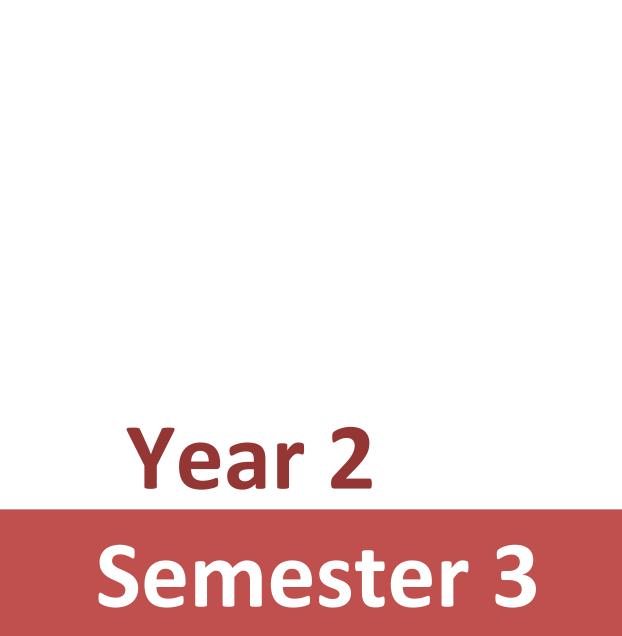Kite Making, Establishing and Cultivating Customer Markets

Open Elective-3:
Cultural Anthropology, Infographics

Open Elective-4:
Social Communication
Health Education & Communication

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Professional Elective 6:
(Transmedia Design, Movie Title Sequence)

Professional Elective 7:
(Magazine Design, Design for Social Media)

Open Elective-5
Fashion Photography
Acting & Theatre exercise

Open Elective-6
Storytelling with Data: Visualization and Communication
Competing in the Global Marketplace

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Year 2

Semester 3

| Course: Space and Form | **C: L: T: P:** 3:2:0:2 |

Course Description

The definitions of the Elements; Volume, Plane, Line and Point applies to tangible form i.e. Positive elements. However, the Basic visual elements can also include spatial enclosures i.e. Negative elements. Positive and Negative elements are similar in that they can both be described as visual components with more or less defined boundaries.

In this course the students understand the immediate environment and explore the physical forms, spaces, structures as well as element of time. It brings out and promotes the learner's potentials of creativity, aesthetic sensitivity and their logical application. It helps sharpen the perception of meaning in the visual structure and narratives. It is a prelude to the learning of Design Process.

Learning Objective

To enhance visual perception and develop sensitivity towards spatial relationship. To instill basic understanding of visual concepts using both verbal and nonverbal means.

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Course Outcomes

The students would need to work on visual compositions, audio, video etc. depending on the assignment.

CO1: understand the immediate environment and explore the physical forms, spaces, structures as well as element of time

CO2: To instill basic understanding of visual concepts using both verbal and nonverbal means.

CO3: Apply this understanding in designing for 2D and 3D spaces.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	1	1	2	1	2	0	3	1	1	1	1	3	1	1	1	1
CO2	3	1	1	3	1	2	0	3	1	1	1	1	3	1	1	1	1
CO3	3	1	3	3	1	2	0	2	1	3	3	3	2	1	3	3	3

0: No Relation   1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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Course: Typography	**C: L: T: P:** 3:1:1:2

Course Description

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters (kerning).

Learning how to use typography effectively is critical for digital designers, since it has to be harnessed effectively to be deployed in different platforms, over the internet and on large touch screen displays. They need to learn the basic structure of a letter and how each element helps to bring a balance and bring out the personality of the font.

They would be exposed to different font families and learn how to use them in different types of layout to convey the relevant message effectively. They would also be exposed to "system safe" fonts and font licensing and be exposed to aspects of IPR in terms of using only fonts that are owned by them or their organization.

This course would include typography theory followed by application of the same in which they create their own letters to understand the character of a typeface including balance, weight, kerning, leading etc. Later they will apply the same understanding on real design artworks to convey a message using any chosen font- for print or web. They could also learn to use these fonts in motion to convey a message.

Learning Objective

This course will provide students with the fundamental skills to design effectively with typography for work produced in Design Communication. Students will also apply skills learned in this class in other areas including motion graphics, interaction and web design.

Course Outcomes

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A thorough understanding of letterforms and typographic concepts as elements of graphic communication emphasizing on developing a modern, practical typographic knowledge based on industry standards.

CO1: Understand Typographic concepts

CO2: Demonstrate use of types in graphic design

CO3: Create innovative designs for print/ motion/web

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand	Learn tools	Conceptualiz	Develop and	Eye on
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	1	1	0	3	2	1	1	0	3	2	1	1	0
CO2	3	1	1	3	1	1	0	3	2	2	2	1	3	2	2	2	1
CO3	3	2	2	3	3	3	1	2	2	3	3	3	2	2	3	3	3

0: No Relation   1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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Course: Basic Graphic Design	C: L: T: P: $3{:}1{:}1{:}2$

Course Description

Initially the course will provide a practical and contextual introduction to the visual language, practices and processes of graphic design. Students will develop an understanding of typography, composition and layout through predominantly paper-based graphic design practices, such as poster design, page layout and logo design on both paper and computer software.

Students will learn to solve design problems, research and generate ideas and test and evaluate them. They will develop an appreciation of the historical and contemporary contexts of graphic design by exploring other graphic designers' work throughout their studies.

Later, they will build on developing their critical and contextual understanding of graphic design in a professional context by undertaking a full-fledged project, and start defining their own voice and visual language within their work.

Learning Objective

This course will give the students a basic understanding of design for print media and its application in web and motion.

Course Outcomes

CO1: Learn the process of graphic design.

CO2: Understand how composition, typography and layout work together.

CO3: Apply various elements of Graphic Design to communicate a visual message.

CO & PO Mapping

B.Des_Graphic Design

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand	Learn tools	Conceptualize	Develop and	Expression/Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

Professional Elective 1: Photography
C: L: T: P: 3:0:1:4

Course Description

Initially the course will provide a practical and contextual introduction to the visual language, practices and processes of graphic design. Students will develop an understanding of typography, composition and layout through predominantly paper-based graphic design practices, such as poster design, page layout and logo design on both paper and computer software.

Students will learn to solve design problems, research and generate ideas and test and evaluate them. They will develop an appreciation of the historical and contemporary contexts of graphic design by exploring other graphic designers' work throughout their studies.

Later, they will build on developing their critical and contextual understanding of graphic design in a professional context by undertaking a full-fledged project, and start defining their own voice and visual language within their work.

Learning Objective

This course will give the students a basic understanding of design for print media and its application in web and motion.

Course Outcomes

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CO1: Learn the process of graphic design.

CO2: Understand how composition, typography and layout work together.

CO3: Apply various elements of Graphic Design to communicate a visual message.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach		Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of	Learn tools and technology	Conceptualize in words and	Develop and execute visual	Eye on visual
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Professional Elective 1: Photo Typo Expression   C:L:T:P::3:1:0 4

Course Description

Initially the course will provide a practical and contextual introduction to the visual language, practices and processes of graphic design. Students will develop an understanding of typography, composition and layout through predominantly paper-based graphic design practices, such as poster design, page layout and logo design on both paper and computer software.

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Learning Objective

This course will give the students a basic understanding of design for print media and its application in web and motion.

Course Outcomes

CO1: Learn the process of graphic design.

CO2: Understand how composition, typography and layout work together.

CO3: Apply various elements of Graphic Design to communicate a visual message.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinar Approach		Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of	Learn tools and	Conceptualize in words and	Develop and execute visual
PO/CO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Open Elective 1: Puppetry   **C: L: T: P:** 3:1:0:4

Course Description

Initially the course will provide a practical and contextual introduction to the visual language, practices and processes of graphic design. Students will develop an understanding of typography, composition and layout through predominantly paper-based graphic design practices, such as poster design, page layout and logo design on both paper and computer software.

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Students will learn to solve design problems, research and generate ideas and test and evaluate them. They will develop an appreciation of the historical and contemporary contexts of graphic design by exploring other graphic designers' work throughout their studies.

Later, they will build on developing their critical and contextual understanding of graphic design in a professional context by undertaking a full-fledged project, and start defining their own voice and visual language within their work.

Learning Objective

This course will give the students a basic understanding of design for print media and its application in web and motion.

Course Outcomes

CO1: Learn the process of graphic design.

CO2: Understand how composition, typography and layout work together.

CO3: Apply various elements of Graphic Design to communicate a visual message.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principle of Graphic	Learn tools and technology	Conceptualize in words and image	Develop and execute	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3:   Substantial (High)

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Project Description

Posters are promotions of ideas, products, or events put up in public spaces for mass consumption. Typically, posters include both textual and graphic elements, although a poster may either be graphic or typographic. Posters are designed to be engaging, visually exciting and being informative at the same time. They are a frequent tool of advertisers, propagandists, protestors, and other groups trying to communicate a message.
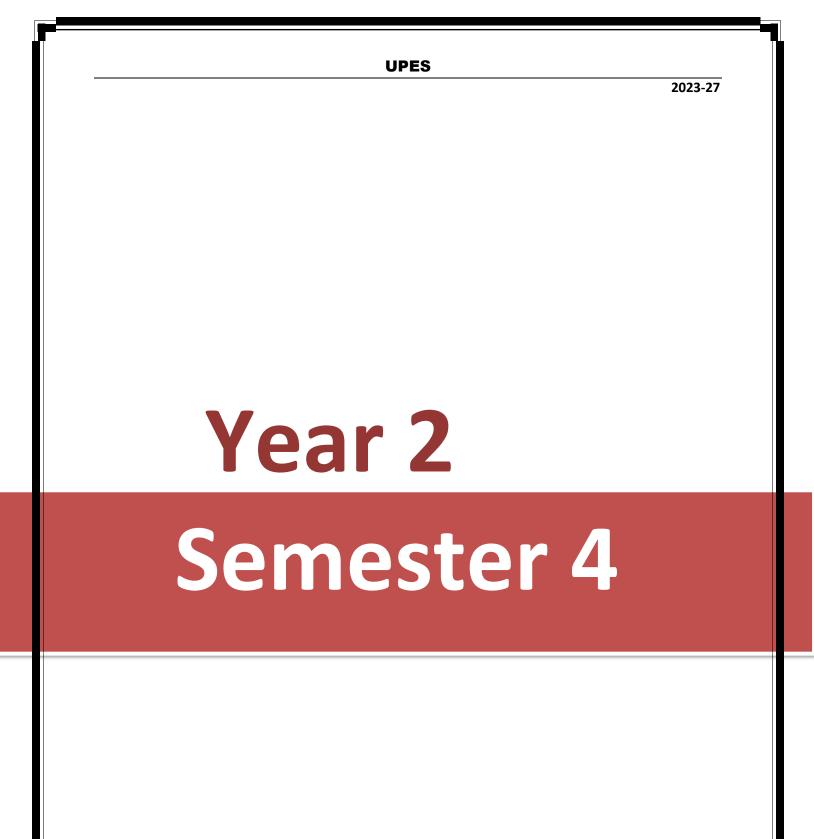
The project will aim to sensitize the students with the process of communicating a message or concept through images and text in a limited space. It will involve a meaningful integration of words and images put together involving their graphic design expertise to reach a particular audience.

The students will work on an Individual as well as a group project as a part of which they will work on a series of posters based on a design brief of their own. They will follow the design process for the same and come up with designs which should be an outcome of their definition, research, Ideation and finally developing the selected ideas.

Learning Objective

Students would learn about the various aspects of Poster Design, understand how a particular scale of their artwork affect their design decisions and how the mode of communication changes as per the content of their communication.

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Year 2

Semester 4

Course: Elements of Video   **C: L: T: P:** 2:1:0:2

Course Description

This course would take the students through the entire process of planning and designing for photography and video, right from the initial research, scripting and shooting to editing and post-production.

The students will be taught how to use a camera, as well as get inputs on editing tools such as Adobe Photoshop, Premiere Pro, Sound forge etc. to edit their photos, films and lay a sound track. They will also be given hands on exposure to the different aspects of Photography and film-making through real life assignments.

Learning Objective

Understand the Basics of Still and Video cameras, Lighting, Shooting, Editing and Color Correction. Understand and apply the same in storytelling using the same tools.

Course Outcomes

Students will demonstrate the ability to depart from traditional or comfortable ways of thinking, to explore, to wander, to get lost, to journey down unfamiliar channels and emerge with renewed perceptions in order to innovate and add extra dimensions to their visual design work.

CO1: Learn the techniques of photo/ video

CO2: Understand the use of these tools

CO3: Apply the same creatively to tell visual stories

CO & PO Mapping

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PO & PSO Vs CO	Develop a	Empathy	Creative	Discovery to	Design for	Multidisciplinary	Teamwork	Professional	Sustainable	Local & Global	Lifelong	Understand	Learn tools and	Conceptualize	Develop and	Eye on
PO/CO	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial

Course: Elements of Animation   **C: L: T: P:** 2:1:0:2

Course Description

Right from a simple walk cycle to a four-camera rendering needed for a holographic image, the students would be exposed to techniques used for different applications for 2D and 3D. They will also be introduced to the importance of acting in animation.

This course would take them through the fine points of environment, asset and character creation for different applications. They would learn different phases in Animation from Scripting, Storyboarding, Background design and Character Design including Model Sheet creation to Sound Design and Planning.

They will also learn about Modelling, Texturing, Rigging and Rendering and finally editing and compositing in Adobe Premiere and After Effects.

Learning Objective

The students will get an understanding of the principles of 2D and 3D animation, drawing, design, cinematic storytelling, artistic expertise and innovation.

Course Outcomes

CO1: Learning the techniques of Animation.

CO2: Understand Pre-Production, Production, Post Production

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CO3: Ability to use animation as a tool for visual storytelling

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principles of	Learn tools and technology	Conceptualize in words and images	Develop and execute visual	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	1	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

Course: Cultural Anthropology   **C: L: T: P:** 3:3:0:0

Course Description

Cultural anthropology addresses broad questions about what it means to be human in contemporary societies and cultures, as well as those of the recent past. Cultural anthropologists systematically explore topics such as technology and material culture, social organization, economies, political and legal systems, language, ideologies and religions, health and illness, and social change.

Design practice is centered on an audience. It matters little whether the audience is hypothetical, real or imagined, there is always someone for whom designs are created. The challenge of course is how do we understand audience, client and user or, in the digital design world, the agent, interactor or participant?

So, the design world is becoming more and more interested in anthropology- why? Well, the short answer is: good design is made for people, and anthropology is all about trying to understand people.

Learning Objective

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One of the most important aspects in design is to "get people right," and to get that designers need anthropological study to understand who their customers are and what they really want.

Course Outcomes

Ability to understand the user or target audience better with anthropological studies so that design solutions don't fail

CO1: Learn the concepts of cultural anthropology.

CO2: Understand how to use anthropological study to better understand a user group.

CO3: Apply anthropological data to profile a target audience.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinar y Approach		Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principles of	Learn tools and	Conceptualize in words and	Develop and	Eye on
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PP O8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	1	1	1	1	2	2	0	0	0	0	0	0	0	0	0	0	0
CO2	1	2	1	3	3	2	0	0	0	0	0	1	0	0	0	0	1
CO3	2	3	1	3	3	2	0	0	0	0	1	3	0	0	0	1	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial

Course: Creative Writing　　　　　　**C: L: T: P:** 3:2:0:2

Course Description

Creative Writing is at the heart of crafting, developing, and sharing any narrative, no matter what medium one choose to reach audiences.

This course will develop students' abilities for creative thinking, effective communication and persuasion. Creative Writing is a valuable skill for professionals in the field of visual design. This course will touch upon foundational overviews of

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brainstorming and idea generation to profound studies of specific authors or techniques.

It will reinforce essay composition skills and introduce students to the practice of writing for creative design. It will introduce basic writing skills including: conducting research, note taking, paraphrase, summary, direct quotation and positioning. The course will place equal or greater emphasis on macro-level composition skills such as: essay structure, paragraph structure, coherence, unity; and micro-level skills such as: sentence structure, grammar, vocabulary, spelling and mechanics.

Learning Objective

With this course students will have the technical competence and fluency to succeed in the narrative possibilities that print, digital media, and new technologies offer. Confidence in writing will help students think more critically and articulate ideas clearer, in turn, making them more capable designers.

Course Outcomes

Develop an ability to conceptualize and present complex ideas clearly in written words.

CO1: Learn basic writing skills.

CO2: Understand The Power of words in visual communication.

CO3: Apply writing skills in crafting visual messages.

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CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneuria	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principles of	Learn tools and technology	Conceptualize in words and	Develop and execute visual
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2
CO2	2	0	1	3	0	1	0	2	1	2	2	0	2	1	2	2
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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Course Description

Illustration always has a purpose, making sense of complex ideas. As illustrators, the students will work to enable understanding of the everyday; enriching literature and poetry and responding to social issues from science, medicine, politics and economics.

The students will be asked to explore and experiment with materials, technical skills and challenging subject matter, developing visual languages, which communicate in a visceral way. They will define the purpose from their interests and strengths, and by being exposed to ideas and subject matters they are not ordinarily drawn to.

They will test how images 'work', in a variety of environments and scenarios – alongside and integrated with animation, film, printed and digital media. Illustration is constantly extending its reach, and whether it's working with clients and collaborators or authoring and directing their own projects, students will graduate with a multitude of transferable skills.

In an industry that's constantly growing, they will be asked to consider the power of images in a visually saturated world and to shape their own practice enabling their work to speak to audiences in a way that's meaningful and inclusive.

Learning Objective

Exploration of Illustration Tools & Techniques and its application in visual representation.

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Course Outcomes

The end outcome required would be a complete digital solution and a brief design document, which describes the steps followed and their challenges.

CO1: Learn the tools and techniques for visual representation.

CO2: Understand the use of illustration to represent complex ideas.

CO3: Ability to apply the representation techniques in a variety of environments and scenarios.

CO & PO Mapping

PO & PSO Vs CO	Develop a	Empathy	Creative	Discovery	Design	Multidiscipli		Teamwork	Profession	Sustainabl e Solutions	Local & Global	Lifelong	Understan	Learn	Conceptua	Develop	Eye on
PO/CO	PO 1	PO 2	PO3	PO 4	PO5	PO6	PO 7	PO 8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	0	1	0	1	3	1	1	0	1	3	1	1	0
CO2	2	1	1	3	0	1	0	2	3	2	2	1	2	3	2	2	1
CO3	3	2	3	1	1	2	2	2	3	3	3	3	2	3	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| **Course: Semiotics** | **C: L: T: P:** 3:1:0:4 |

Course Description

Semiotics is an interpretive science that provides powerful analytical tools for the study of our perception of reality. Semiotics is the academic field dedicated to the study of signs. A sign (for example, the word "ship") may be recognized by the presence of its constituent parts, which in semiotic theories based on Saussure's, at least, are the signifier (the container, or the sign's perceptible form: the letters s-h-i-p) and the signified (the meaning or content; the notion conveyed by the signifier: 'a vessel of considerable size for deep water navigation').

With these concepts, general semiotics allows us to describe any system of signs: texts, images, performances, multimedia productions, traffic signals, fashion, daily life, etc. There are specific semiotic systems (for text, images, multimedia, and so on) that take into account the specifics of each system of signs.

This course is an overview of general semiotics. We will define the field of semiotics and the concept of the sign, and enumerate the basic concepts and the names of some of the better-known theorists.

Learning Objective

Basic understanding of how signs and symbols (visual and linguistic) create meaning.

Course Outcomes

CO1: Learn the theory of semiotics.

CO2: Understand the language of signs, signifier and signified.

CO3: Apply the language of signs and symbols to create meaningful communication.

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CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	2	2	0	0	0	0	0	0	0	0	0	0
CO2	1	2	1	3	3	2	0	0	0	0	0	1	0	0	0	0
CO3	2	3	1	3	3	2	0	0	0	0	1	3	0	0	0	1

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course: Science and Liberal Arts   **C: L: T: P:** 2:1:1:0

Course Description

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The course will be in general areas of study such as philosophy, literature, art history, or languages, rather than in applied or specialized fields.

Studying liberal arts will provide students with the necessary skill sets to succeed in visual thinking and their life as a design professional in general. These "employability skills" include reading, writing, speaking effectively, knowledge of language, critical thinking, problem solving, basic numeracy, information literacy, and the ability to continue to learn for life.

Learning Objective

A liberal arts education is not meant to prepare a student for a specific job, but instead prepare them with broad skills, including the ability to think for themselves and communicate effectively.

Course Outcomes

CO1: Learn from a variety of areas like philosophy, literature, art history, or languages.

CO2: Understand how subjects like philosophy and literature are connected to design.

CO3: Apply the language of signs and symbols to create meaningful communication.

CO & PO Mapping

B.Des_Graphic Design

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	1	1	1	1	2	3	0	0	0	0	0	2	0	0	0	0	2
CO2	1	2	1	3	3	3	0	0	0	0	0	2	0	0	0	0	2
CO3	2	3	1	3	3	3	0	0	0	0	1	3	0	0	0	1	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Course: Portfolio Creation and Presentation Skills 1	C: L: T: P: $2:0:1:2$

Course Description

The students are in the beginning of their program at this stage. This course will be mainly focused on designing a portfolio for them, both offline and online. They will start the process of digitizing, organizing and collating all their projects and assignments.

They will also be provided with inputs on how to create a visually rich presentation from the body of work they have already created.

Learning Objective

This will initiate the beginning of the entire process of organizing their work so that they can create a presentation from the same later.

Course Outcomes

CO1: Learn to start digitizing and organizing a body of work.

CO2: Apply the learning of presentation techniques to start working on a portfolio.

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CO & PO Mapping

PO & PSO Vs CO	Develop a Creative	Empathy	Creative Articulation	Discovery to	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals	Learn tools and	Conceptualize in	Develop and execute	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	1	1	3	1	3	1	1	0	1	3	1	1	0
CO2	2	1	3	3	1	1	3	2	3	2	2	1	2	3	2	2	1

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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Project: Branding & Identity Design   **C: L: T: P:** 5:1:2:4

Project Description

Brand language is the words, phrases and images that an organization uses to describe its purpose or in reference to its products and services. It may encompass the corporate logo, colors, choice of fonts, tone of language etc. Brand communication is becoming more and digital due to social media and the increasing penetration of smart phones. Most companies are investing in digital marketing where they are looking at innovative ways and new technologies to promote their brand, products and services to the consumers including websites, viral ads, virtual reality, digital experience centers etc. Designers of digital media play an important role in enabling this movement.

The students would be exposed to different successful examples of Brand (Starbucks, FedEx, Colgate, Cadburys, etc.). They would then discuss it as a group and discuss what makes a successful brand. They would then continue in groups and be allowed to create their own hypothetical brand – including the logo and positioning statement. They would then build a media strategy to promote the brand.

This would also extend to the extent of the students creating a brand campaign on a platform of their choice. It could be singular or an assimilated presence on multiple platforms. The idea is to generate the brand into a living and throbbing entity where thrust is on the quality, appeal rather than hits or number of likes.

Learning Objective

Students would learn about the elements of Brand and Brand communication.

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Year 3

Semester 5

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Course: Design Trends	**C: L: T: P:** $2:1:1:0$

Course Description

In the epoch of digital art, graphic design trends can vanish as rapidly as they emerged. What has been contemporary for the past few years may look entirely outdated in the current year. As design professionals, it's significant to understand and analyze the trends that are starting to impact the industry.

The students will become acquainted with the most significant trends for the coming year. The course will cover surface design, fashion, illustration, decor and stationery trends! Students will learn about core creative techniques that will help them innovate and interpret trends in unique ways.

The assignments will invite them to understand better their creative voice and develop their personal style.

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Learning Objective

Research and analysis of the visual design trends, aesthetic styles and content styles.

Course Outcomes

CO1: Learn about visual design trends, aesthetic styles and content styles.

CO2: Apply the same in creation of visual designs.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Enpathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Suite	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principles of	Learn tools and technology	Conceptualize in words and	Develop and	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	2	2	2	3	3	1	3	1	1	1	2	3	1	1	1	2	3

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CO2	3	2	2	3	3	1	3	1	1	1	2	3	1	1	1	2	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Professional Elective 1: Package Design/ Brochure Design **C: L: T: P:** 3:1:0:4

Course Description

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Packaging serves as one of the most influential forms of communication between a product and a consumer. Almost every product on the market needs to be packaged. The better the packaging is, the more likely a consumer will be enticed to purchase it. Consumer packaged goods are highly competitive and it can be difficult to differentiate your product. How can you stand out? An innovative package design can be the draw you need to attract new consumers.

In this course students will use branding, typography, and illustration to apply a visually effective design to a three-dimensional form within given specifications. Coursework will advance student communication, presentation, and storytelling of design work. Packaging projects will focus on structure, visual design, functionality, and modular systems.

This course is designed to make students aware of the various materials used in the package design industry, and how varying shapes of containers play an important part in product marketing and sales. It also allows students to explore the role of graphic design in packaging.

Learning Objective

Product packaging focusing on structure and visual design. Company Brochure focusing on information and visual design.

Course Outcomes

CO1: Learn the foundations of package design.

CO2: Ability to work on design solution for 2D as well as 3D surfaces.

CO3: Apply the learnings to create a range of packaging solutions for a product.

CO & PO Mapping

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PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	0	1	0	1	3	1	1	0	1	3	1	1	0
CO2	2	1	1	3	0	1	0	2	3	2	2	1	2	3	2	2	1
CO3	3	2	3	1	1	2	2	2	3	3	3	3	2	3	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Course: Design Research Methods	C: L: T: P: $2:1:0:2$

Course Description

This course will help students to investigate people, form, and process in ways that can make their work more potent and more delightful.

This will introduce students to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. This will include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn from areas as unique as computer games, museum information systems, and movies.

Design Research charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

Learning Objective

The students will be introduced to the process of design research.

Course Outcomes

CO1: Learn about research tools that can be used to inform design.

CO2: Apply the same in creation of visual designs.

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CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Minded	Empathy	Creative Articulation	Discovery to Delivery	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and techniques	Conceptualize in Design	Develop and execute	Eye on Innovation
PO/CO	PO 1	P O 2	PO 3	PO 4	P O5	P O6	P O7	PO 8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	2	2	2	3	3	1	3	1	1	1	2	3	1	1	1	2	3
CO2	3	2	2	3	3	1	3	1	1	1	2	3	1	1	1	2	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Course: Portfolio Creation and Presentation Skills 2   **C: L: T: P:** $2:1:0:2$

Course Description

The students are done with enough work by this stage. This course will be mainly focused on designing a portfolio for them, which they initiated earlier. They will create a visually exciting presentation of all their projects and assignments along with brief write-up on each course they have been through.

They will also learn how to create a resume that highlights their best capabilities.

Learning Objective

They will also learn how to create a portfolio/ resume that is visually engaging, highlighting their best capabilities.

Course Outcomes

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CO1: Develop a Portfolio of their work offline and upload the same for online consumption.

CO2: Develop a resume highlighting their strengths.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	visual concepts	
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	
CO1	1	1	1	1	1	1	3	1	3	1	1	0	1	3	1		
CO2	2	1	3	3	1	1	3	2	3	2	2	1	2	3	2		

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Venture Ideation   **C: L: T: P:** 2:0:0:4

Do you have it in you?

Create an entrepreneurial peer network, Assess personal capacity for entrepreneurship, Analyze the impact of self-assessment results on entrepreneurial pursuits, Analyze entrepreneurial forms and processes, Assess characteristics of successful entrepreneurs, Explain differences between self-assessments and characteristics of successful entrepreneurs, Create a personal entrepreneurial action plan.

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Finding the right opportunity for you

Apply creative brainstorming techniques, Evaluate entrepreneurial opportunities, Evaluate whether entrepreneurial opportunities align with personal characteristics.

Will your idea work?

Create an elevator pitch for a product or service, Evaluate technical feasibility of a product or service.

Develop measures of technical feasibility, Evaluate measures of technical feasibility, create a prototype for an entrepreneurial opportunity, Evaluate entrepreneurial prototypes, Analyze intellectual property laws applicable to entrepreneurial pursuits.

Who are your customers?

Apply secondary market research resources to an entrepreneurial opportunity, Apply primary market research techniques for an entrepreneurial opportunity, Analyze market segmentation, targeting, and positioning for an entrepreneurial opportunity, and evaluate the market feasibility for an entrepreneurial opportunity.

Who are your competitors?

Analyze industry factors that influence the feasibility of an opportunity, Assess attractiveness of an industry using an industry analysis model, Evaluate product or service based on industry analysis.

What do the numbers tell you?

Apply revenue forecasting techniques, Generate a pro forma income statement, Analyze a pro forma income statement for sensitivity, Evaluate income statement outcomes based on personal expectations and needs, Evaluate financial feasibility for potential ventures, Create a personal entrepreneurial action plan.

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More than just an idea

Create a business model for an entrepreneurial venture, Create a timeline for venture implementation, Analyze challenges associated with starting an entrepreneurial venture, Evaluate entrepreneurial business models, Create an executive summary for an entrepreneurial venture,

Evaluate executive summaries for entrepreneurial ventures, Re-assess personal capacity for entrepreneurship.

Indian perspective

Entrepreneurship and Innovation in Indian context, Indian examples and learnings from them, Societal and Economical implications of starting a new business.

Text Books

Reading Material along with videos is available online to students through Blackboard.

Course Description

This course helps the students with how to make sense of data, present clear evidence of their findings, and tell engaging stories all through data graphics.

The hands-on lessons will focus on techniques for data preparation; how to choose, create, and edit graphics; and best practices for presenting their visualizations as static screens as well as through motion. With businesses generating and capturing increasing amounts of data, the ability to interpret and present insights in a persuasive way is more crucial now than ever before.

The students have already had a course in Typography and have been exposed to animation and the relevant tools. In this course they will learn how to animate types and graphic icons based on the form and its message. Students can explore different visual styles to create their own stories and express them interestingly to a specific target audience.

Learning Objective

Students will understand how to organist, collate and present complex information/ data.

Course Outcomes

Infographic screens in static as well as animated sequences

CO1: Understand data visualization.

CO2: Tell engaging stories through data graphics.

CO3: Demonstrate advance use of Types and graphic images.

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CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realities	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand	Learn tools and	Conceptualize in	Develop and	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	0	1	0	1	3	1	1	0	1	3	1	1	0
CO2	2	1	1	3	0	1	0	2	3	2	2	1	2	3	2	2	1
CO3	3	2	3	1	1	2	2	2	3	3	3	3	2	3	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Course Description

Packaging serves as one of the most influential forms of communication between a product and a consumer. Almost every product on the market needs to be packaged. The better the packaging is, the more likely a consumer will be enticed to purchase it. Consumer packaged goods are highly competitive and it can be difficult to differentiate your product. How can you stand out? An innovative package design can be the draw you need to attract new consumers.

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This course is designed to make students aware of the various materials used in the package design industry, and how varying shapes of containers play an important part in product marketing and sales. It also allows students to explore the role of graphic design in packaging.

Learning Objective

Students will have the understanding of different aspects of Package Design be it structural, or visual and how they affect different aspects of branding and communication.

Course Outcomes

CO 1: Learn the foundations of package design

CO 2: Ability to work on design solution for 2D as well as 3D surfaces

CO 3: Apply the learnings to create a range of packaging solutions for a product

CO & PO Mapping

PO & PSO Vs CO	Aesthetics and Principles of Design	Design Process	Creativity and	Ergonomics and	Prototyping	Fundamentals of	Professional	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global	Lifelong learning	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global	Lifelong learning
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	0	1	1	0	1	0	1	1	2	2	0	1	1	2	2	0
CO2	2	0	1	3	0	1	0	2	1	2	2	0	2	1	2	2	0
CO3	3	2	3	1	1	2	2	2	1	3	3	3	2	1	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Professional Elective2: Brochure Design	C: L: T: P: 3:1:0:4

Course Description

Whether one is trying to drive traffic into a new gym location, showcase a property for sale or get the word out about one's business, brochures are powerful and effective tools for engaging and educating any audience. But only if the brochure design is effective.

In this course, the student will understand the importance of brochure design from a macro perspective before delving into the basics behind a good and effective brochure design. The course will teach students, fundamentals of brochure design and key elements in an effective brochure design aligned with the communication objective.

Learning Objective

The student will have thorough knowledge of strategy, elements, production and creative thought process on brochure design. The students will be sensitized to the importance of layout and organizational skills. In addition to graphic design expertise, they need to understand color management, printing and digital publishing.

Course Outcomes

CO1: develop the editorial direction of a publication based on research into the target

CO 2: Create compelling and appropriate visual concepts through the use of images and type

CO 3: Build effective information hierarchies with typography, images, colors and images

CO 4: Select a channel of delivery, format, materials, printing method, etc.

B.Des_Graphic Design

CO & PO Mapping

PO & PSO Vs CO	Aesthetics and Principles of Design	Design Process	Creativity and Innovativeness	Ergonomics and User Behaviour	Prototyping	Fundamentals of Design Research	Professional Attitude	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO2	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO3	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO4	1	2	3	3	2	1	2	1	2	0	0	2	1	2	0	0	2

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3:   Substantial (High)

B.Des_Graphic Design

Year 3

Semester 6

B.Des_Graphic Design

Course: Advertising & Marketing	C: L: T: P: 3:1:0:2

Course Description

Advertising is at the heart of our fast-moving consumer-centric digital world. The students will learn to be creative with words and images to drive people to notice and connect with their advertising message. This course will emphasize on design and theory, advertising development, implementation and evaluation. Students also have the chance to work on practical projects that reflect theory and current professional standards and requirements.

Students will develop skills in negotiation, team-building and strategy. They'll also use their analytical ability to research brands, markets and consumers, and to interpret audience data. The course offer students the opportunity to work on industry-based briefs for advertising campaigns. Undertaking Industry Insight Tours and listening to advertising alumni share their career experiences will further develop their knowledge of the industry.

Students will be future-ready for roles in advertising, social media and digital media agencies.

Learning Objective

Students would be exposed to Advertising and marketing principles, Media planning and Brand Communications.

Course Outcomes

CO1: Learn the language of Advertising.

CO2: Understand how to use words and images to create engaging communication.

CO3: Apply advertising communication across various medium.

B.Des_Graphic Design

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual assets	Eye on Innovation
PO/CO	PO 1	P O2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	1	1	1	1	0	1	1	1	1	2	2	0	1	1	2	2	0
CO2	2	2	3	3	3	3	3	2	1	3	3	2	2	1	3	3	2
CO3	3	3	3	3	3	3	3	2	1	3	3	3	2	1	3	3	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Open Elective 4: Social Communication   **C: L: T: P:** 3:3:0:0

Course Description

This course addresses - theoretically and practically communications-related issues in the interaction between large and small organizations (public, private, non-profit, etc.) and the wider community (local, national or global).

The course focuses on various aspects of social communication. The students will develop their practical and theoretical competencies in textual and contextual aspects of the field. With this course, the students will bring competencies in creative, reflective, ethical and appropriate communication into their professional lives.

Learning Objective

This course will enable the students to communicate in an ethical, creative and effective way in the organizational and social contexts.

B.Des_Graphic Design

Course Outcomes

CO1: Understand & evaluate relevant content and communication processes in organizational and societal contexts.

CO2: Have insight into ethical and academic questions related to industries, businesses and processes relevant to the field of study.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	1	2	2	0	0	0	0	0	0	0	0	0	0	0
CO2	1	2	1	3	3	2	0	0	0	0	0	1	0	0	0	0	1

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Professional Elective-III: Design for Social Media/ Printing Technology   C: L: T: P::3:1:0:4

Course Description

In this course, students are free to choose the topic of their choice from the courses they have already gone through, or courses of students from other disciplines. Assignments can be done in a group – ideally, which includes students from different disciplines.

B.Des_Graphic Design

The course will not have a theory component but will be supported by a guide.

Learning Objective

Students will be exposed to interdisciplinary design.

Course Outcomes

CO1: Explore interdisciplinary design either from same program or different program.

CO2: Submit Design Document to the guide.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-	Empathy	Creative Articulation	Discovery to	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of	Learn tools and	Conceptualize in words	Develop and execute	Eye on Innovation
PO/CO	PO 1	P O2	PO 3	PO 4	PO 5	PO 6	P O7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	2	1	3	1	2	1	0	1	1	1	2	1	1	1	1	2	1
CO2	2	1	3	1	2	1	0	1	1	1	2	1	1	1	1	2	1

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3:   Substantial (High)

Open Elective-2: Interaction Design	C: L: T: P: 2:2:0:0

B.Des_Graphic Design

Course Description

In this course students will learn the customer-oriented and prototype-driven process of creating efficient interactions between users and an interface. They will develop a deep understanding of usability principles, user needs and design best practices to add more meaning to a product, define a compelling user journey, and give their audiences an unforgettable user experience.

Students will be learning how to carry out user research, finding insights through affinity analysis and creating user personas and stories. Furthermore working on creating Information Architecture, Interaction design, layout, and wireframes. Students will also work on conceptualization, visual design along with prototyping and usability evaluation.

Learning Objective

Understanding the theory and methods for developing successful user interfaces.

Course Outcomes

CO1: Learn the methods to design successful user interfaces.

CO2: Understand how to design an unforgettable user experience.

B.Des_Graphic Design

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Activity	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	2	1	3	1	1	1	1	1	0	3	1	1	1	0	3
CO2	1	2	2	1	3	1	1	2	2	0	2	3	2	2	0	2	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Design Strategies & Design Management	**C: L: T: P:** 3:3:0:0

Course Description

Managers with both design and management skills are rare. Today companies recognize and acknowledge the way designers 'think' as a strategic asset; an alternative to traditional management methods and approaches toward company growth.

This course encourages creative strategic thinking, forming multidisciplinary profiles capable of working in areas of product development, operations, marketing, R&D, and brand strategy – the mastermind that is designer and manager.

Learning Objective

Students learn how to develop and apply innovative and creative management solutions to design-based projects.

Course Outcomes

CO1: Develop Integrative thinking, experiential learning and empathy.

CO2: Apply the same to creative methods in the development of new products.

CO & PO Mapping

B.Des_Graphic Design

PO & PSO Vs CO	Develop a Creative	Empathy	Creative Articulation	Discovery to	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals	Learn tools and	Conceptualize in words	Develop and execute	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	1	3	1	1	1	1	1	0	3	1	1	1	0	3
CO2	3	3	2	1	3	1	1	2	2	0	2	3	2	2	0	2	3

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Project-4: Project: Website/ App/ Game Design	**C: L: T: P:** 5:2:1:4

Course Description

This project will be done independently by each student. They will be allowed to choose their own topic, target audience and problem statement. They will go through the complete design process and create a prototype for a digital media element, website, application or a game in the final software. This can be compatible with a mobile, desktop or any wearable device.

Through this project they would learn how to function as almost independent designers. A design document and prototype would need to be created. The output would need to be user tested.

Learning Objective

B.Des_Graphic Design

The students will learn how to do an independent project in Web Design, App or a Game and with a real design brief.

Course Outcomes

CO1: Demonstrate ability to create a Website/ App/ Game Prototype.

CO2: Understand end user testing methods and techniques.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Ability	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	1	1	1	3	3	2	1	1	3	3	2
CO2	3	3	3	3	3	3	1	1	2	1	1	1	1	2	1	1	1

B.Des_Graphic Design

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Year 4

Semester 7

B.Des_Graphic Design

Course: Publication Design   **C: L: T: P:** 3:1:0:4

Course Description

Publication design is a diverse area, covering everything from magazines, newspapers and books to annual reports, product catalogues, newsletters, journals and everything in between.

Good publications require well-written text, appropriate illustrations, intelligent design and layout, careful typography, and good-quality printing and binding. Each step is important, whether you're producing a book, booklet, magazine or newspaper.

This course aims to develop students' skills in art directing and designing market and/or information-driven publications that are visually compelling, editorially thought provoking and financially viable. Students are invited to redefine the contemporary notion of a publication and to question and defy traditional values of publication design.

Learning Objective

The students will be sensitized to the importance of layout and organizational skills. In addition to graphic design expertise, they need to understand color management, printing and digital publishing.

Course Outcomes

CO1: develop the editorial direction of a publication based on research into the target

CO 2: Create compelling and appropriate visual concepts through the use of images and type

CO 3: Build effective information hierarchies with typography, images, colors and graphic elements

CO 4: Select a channel of delivery, format, materials, binding method, etc.

B.Des_Graphic Design

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principle of	Learn tools and technology	Conceptualize in words and	Develop and execute visual	Eye on Innovation
PO/CO	PO 1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO2	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO3	1	2	3	3	2	1	1	1	2	3	3	2	1	2	3	3	2
CO4	1	2	3	3	2	1	2	1	2	0	0	2	1	2	0	0	2

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Course: Design for 3D spaces   **C: L: T: P:** $2:1:0:2$

Course Description

The course will introduce students for the first time with designing and realizing 3d virtual objects and environments. It will start by introducing primitive 3d shapes while focusing on creating and manipulating a single object. Students will then progress to working on a series of objects which share similar attributes but express different character. By the end of the course they will create a fully realized 3d environment considerate of points of view, structure, rhythm and mood.

Learning Objective

By the end of the course students will learn creating images, designs, illustrations and assets for real time environments with a broad understanding of shapes, materials, lighting and spatial design.

Course Outcomes

CO1: Learn to design 3d virtual objects and environments

B.Des_Graphic Design

CO 2: Understand how different shapes, materials, lighting connect with spatial design

CO 3: Build effective 3D environments that work well together

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO 1	P O2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	S 05
CO1	1	1	1	2	2	1	1	1	2	3	3	2	1	2	3	3	2
CO2	2	2	3	3	2	2	1	1	2	3	3	2	1	2	3	3	2
CO3	2	3	3	3	2	3	1	1	2	3	3	2	1	2	3	3	2

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Professional Elective-4: Transmedia Design/ Movie Title Sequence   **C: L: T: P:** 3:1:0:4

Course Description

In this course, students are free to choose the topic of their choice from the courses they have already gone through, or courses of students from other disciplines. Assignments can be done in a group – ideally, which includes students from different disciplines.

The course will not have a theory component but will be supported by a guide.

Learning Objective

Students will be exposed to interdisciplinary design.

B.Des_Graphic Design

Course Outcomes

CO1: Explore interdisciplinary design either from same program or different program

CO 2: Submit Design Document to the guide

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PO
CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1
CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Professional Elective-5: Magazine Design/ Newspaper Design   **C: L: T: P:** 3:1:0:4

Course Description

In this course, students are free to choose the topic of their choice from the courses they have already gone through, or courses of students from other disciplines. Assignments can be done in a group – ideally, which includes students from different disciplines.

B.Des_Graphic Design

The course will not have a theory component but will be supported by a guide.

Learning Objective

Students will be exposed to interdisciplinary design.

Course Outcomes

CO1: Explore interdisciplinary design either from same program or different program

CO 2: Submit Design Document to the guide

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and technology	Conceptualize in words and images	Develop and execute visual concepts	Engage Innovation
PO/CO	PO 1	PO2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PO

B.Des_Graphic Design

2023-27

CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1
CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

Open Elective-3: Type in motion   **C: L: T: P:** 3:1:0:4

B.Des_Graphic Design

Course Description

In Digital Media, the use of typography is a very important element in getting the message across in an effective manner. Typography is used for advertisements, motion graphics, film titles, mobile apps etc. Quite often Typography needs to be animated to make the visual experience more engaging.

Students will understand how to animate types to communicate important messages in the digital medium. They will learn the fundamentals of creating motion based, screen-based typography taking into consideration narrative structures, movement assemblage, and other visual languages, synthesized within a nuanced understanding of typography within digital space.

This course will be purely experimental. Students can write their own stories and express them interestingly to a specific target audience.

Learning Objective

Students will understand the fundamentals of creating motion based, screen-based typography.

Course Outcomes

CO1: Understand Narratives in Motion

CO 2: Compose theme-based Typography in Animation

CO 3: Demonstrate advance use of Typography

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial Spirit	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of	Learn tools and technology	Conceptualize in words and	Develop and	Eye on
PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1
CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0
CO3	1	1	3	1	3	1	1	2	2	2	2	2	2	2	2	2	2

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3:   Substantial (High)

Course Description

In this course, students are free to choose the topic of their choice from the courses they have already gone through, or courses of students from other disciplines. Assignments can be done in a group – ideally, which includes students from different disciplines.

The course will not have a theory component but will be supported by a guide.

Learning Objective

Students will be exposed to interdisciplinary design.

Course Outcomes

CO1: Explore interdisciplinary design either from same program or different program

CO 2: Submit Design Document to the guide

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind- set	Empathy	Creative Articulation	Discovery to Realization	Design for Future	Multidisciplinary Approach	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and techniques	Conceptualize in words	Develop and execute visual concepts	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1
CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design

Summer internship	C: L: T: P: 2:0:0:4

In this period, students will be allowed to go as interns to different organizations such as film and video companies, advertising agencies, design companies etc. to get the first-hand experience of working in a studio in live projects. They are not expected to do a complete project in this case, but mainly to be observers and assist as and when required.

CO1: Field Study outside the campus in the company of their choice preferably related to their program.

CO 2: Develop an Internship report to the mentor.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mind-	Empathy	Creative Articulation	Discovery to	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of	Learn tools and	Conceptualize in words	Develop and execute	Eye on Innovation
PO/CO	PO 1	P O 2	PO 3	PO 4	P O5	P O6	P O7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5
CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1
CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3:   Substantial (High)

B.Des_Graphic Design

Year 4

Semester 8

Dissertation Project   **C: L: T: P:** 15:0:0:30

B.Des_Graphic Design

Here students will work on a complete project in the digital domain. They will be allowed to pick a topic and challenge of their choice. Ideally, this project should be done with a real customer at the customer's location for them to get a real flavor of working as a digital designer in an organization.

CO1: Understand and identify a real customer with an ongoing project

CO 2: This might result in a possible job with the company.

CO & PO Mapping

PO & PSO Vs CO	Develop a Creative Mindset	Empathy	Creative Articulation	Discovery to Delivery	Design for Future	Multidisciplinary	Entrepreneurial	Teamwork	Professional Ethics	Sustainable Solutions	Local & Global Context	Lifelong learning	Understand principals of Graphic Design	Learn tools and techniques	Conceptualize in words	Develop and execute projects	Eye on Innovation
PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	0	1	3	1	3	1	1	1	1	1	0	1	1	1	1	0	1

B.Des_Graphic Design

2023-27

CO2	0	1	3	1	3	1	1	2	2	0	2	0	2	2	0	2	0

0: No Relation 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

B.Des_Graphic Design