



**SCHOOL OF PLANNING ARCHITECTURE
AND DESIGN EXCELLENCE**

CURRICULUM AND SYLLABUS

**Under CBCS
(Applicable for Students admitted from Academic Year 2023-24)**

B. DES. (Communication Design)

**HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE
CHENNAI**

Curriculum
Bachelor of Communication Design-(Effective from 2023-24)

SEMESTER- I									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	BS	SCD21032	Types of communication design	3	0	0	3	0	3
THEORY CUM STUDIO									
2	PC	SCD21033	Introduction to Art and Design	2	0	2	3	0	4
3	BS	SCD21034	Material Exploration	2	0	4	4	0	6
STUDIO									
4	PC	SCD21403	Drawing Tools	0	0	8	4	0	8
5	PC	SCD21404	Elements and Applications of Visual Design	0	0	10	5	0	10
PERSONALITY DEVELOPMENT									
6	HS	GLS51001	Communication Skills	2	0	1	2	1	3
			Total	9	0	25	21	1	34
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- II									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	PC	SCD21035	Multimedia communication	3	0	0	3	0	3
2	BS	SCD21036	History of Design	3	0	0	3	0	3
3	BS	SGE51001	Environmental science	2	0	0	2	0	2
THEORY CUM STUDIO									
4	PC	SCD21037	Basics of Typography	2	0	4	4	1	6
5	PC	SCD21038	Basics of Photography and Videography	2	0	4	4	2	6
STUDIO									
6	PC	SCD21405	Principles and Application of Visual Design	0	0	10	5	2	10
			Total	12	0	18	21	5	30
L – Lecture; T – Tutorial; P – Practical; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- III									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	BS	SCD21014	Visual Ergonomics and Human perception	3	0	0	3	0	3
THEORY CUM STUDIO									
2	BS	SCD21015	Graphic tools and narratives	2	0	2	3	1	4
3	PC	SCD21016	Graphics Design for Communication-I	2	0	2	3	1	4
4	PC	SCD21017	Animation for communication	1	0	4	3	0	5
5	BS	SCD21018	Introduction to user centric design	2	0	2	3	1	4
STUDIO									
6	PC	SCD21800	Communication Design Project - I	0	0	10	5	2	10
Total				10	0	20	20	5	30
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH - Total Contact Hours									

SEMESTER- IV									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	PC	SCD21019	Design in India	3	0	0	3	0	3
2	DE	SCD215**	Elective -I	3	0	0	3	0	3
THEORY CUM STUDIO									
3	PC	SCD21020	Graphics Design for Communication - II	2	0	2	3	0	4
4	BS	SCD21021	Interaction Design	2	0	2	3	0	4
5	EEC	SCD21022	Advanced Techniques of communication design	2	1	2	4	0	5
6	EEC	SCD21023	Advance Animation Techniques	2	0	2	3	0	4
STUDIO									
7	PC	SCD21801	Communication Design Project - II	0	0	10	5	0	10
Total				14	1	18	24	0	33
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- V

SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	PC	SCD21024	Information Design	3	0	0	3	0	3
2	DE	SCD215**	Elective –II (MOOC)	3	0	0	3	0	3
THEORY CUM STUDIO									
3	NE	****	Non-Department Elective	2	0	4	3	0	6
4	PC	SCD21025	Futuristic Design	2	0	2	3	1	4
5	EEC	SCD21026	Graphics Design for Communication - III	2	0	2	3	1	4
STUDIO									
6	PC	SCD21802	Communication Design Project - III	0	0	10	5	3	10
Total				12	0	18	20	5	30
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- VI

SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	PC	SCD21027	Design Research	3	0	0	3	0	3
2	DE	SCD215**	Elective –III	3	0	0	3	0	3
3	DE	SCD215**	Elective -IV	3	0	0	3	0	3
THEORY CUM STUDIO									
4	PC	SCD21028	Universal design and design systems	1	0	4	3	1	5
5	EEC	SCD21029	Digital Marketing	1	0	4	3	1	5
STUDIO									
6	PC	SCD21803	Communication Design Project - IV	0	0	12	6	2	12
7	EEC		Summer Internship	8 weeks (minimum)					
Total				11	0	20	21	4	31
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER - VII									
SL. NO	COURS CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	EEC	SCD21030	Design Management and Professional Practice	3	0	0	3	1	3
THEORY CUM STUDIO									
2	PC	SCD21031	Visual Effects & interdisciplinary design	1	0	6	4	1	7
STUDIO									
3	EEC	SCD21804	Communication Design Project - V	0	0	20	10	3	20
4	EEC	SCD21805	Evaluation of Summer Internship				1		
			Total	4	0	26	18	5	30
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

SEMESTER- VIII									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
THEORY									
1	DE	SCD215**	Elective –V - (MOOC)	3	0	0	3	0	3
2	DE	SCD215**	Elective - VI	3	0	0	3	0	3
STUDIO									
3	PC	SCD21806	Capstone Project	0	0	28	14	1	28
			Total	6	0	28	20	1	34
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

TOTAL CREDITS: 165

LIST OF DEPARTMENTAL ELECTIVES WITH GROUPING - SEMESTER WISE

SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	CREDITS	S	TCH
ELECTIVE –I									
IV	DE	SCD21500	Environmental Graphic Design	3	0	0	3	0	3
IV	DE	SCD21501	Motion Design	3	0	0	3	0	3
IV	DE	SCD21502	Calligraphy	3	0	0	3	0	3
ELECTIVE –II									
V	DE	SCD21503-SCD21512	MOOC – Courses in Design	3	0	0	3	0	3
ELECTIVE –III									
VI	DE	SCD21513	Moving Image Design	3	0	0	3	0	3
VI	DE	SCD21514	Gaming Design	3	0	0	3	0	3
VI	DE	SCD21515	Printing and packaging Design	3	0	0	3	0	3
ELECTIVE –IV									
VI	DE	SCD21516	Application of AR/VR/AI	3	0	0	3	0	3
VI	DE	SCD21517	Learning Design	3	0	0	3	0	3
VI	DE	SCD21518	Circular Design (Sustainable)	3	0	0	3	0	3
ELECTIVE –V									
VIII	DE	SCD21519-SCD21528	MOOC – Courses in Design	3	0	0	3	0	3
ELECTIVE –VI									
VIII	DE	SCD21529	Entrepreneurship and marketing Techniques	3	0	0	3	0	3
VIII	DE	SCD21530	Design criticism	3	0	0	3	0	3
VIII	DE	SGE51500	Research methods, Patent and IPR	3	0	0	3	0	3

SEMESTER I

COURSE TITLE	TYPES OF COMMUNICATION DESIGN						CREDITS	3		
COURSE CODE	SCD21032		COURSE CATEGORY		BS		L-T-P-S		3-0-0-0	
Version	1.0		Approval Details				LEARNING LEVEL		BTL-2	
ASSESSMENT SCHEME										
First Periodical Assessment	Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE	
15%	15%		10%		5%		5%		50%	
Course Description	This course provides a comprehensive exploration of various types of communication design, equipping students with the knowledge and skills to effectively convey messages through visual and interactive means. Communication design is a dynamic field that encompasses a wide range of mediums and strategies, and this course aims to introduce students to key concepts, principles, and applications.									
Course Objective	<ol style="list-style-type: none"> 1. To Introduce various communication design methods 2. To discuss printing processes in newspaper, journals and other media. 3. To discuss the history of audio, video and other mass media 4. To introduce and understand installations and exhibitions 5. To understand structuring of information in mass media 									
Course Outcome	<ol style="list-style-type: none"> 1. To explore various communication design methods 2. To explore the various printing processes in print media 3. To document the video of history of audio, video and other media 4. To explore form and information in Installations 5. To explore various methods to structure information 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO- 2	PO- 3	PO-4	PO- 5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	3	3	2	2	1	2	2	2	2
CO-2	2	3	3	3	3	2	1	2	1	2
CO-3	3	2	2	3	3	3	2	2	1	2
CO-4	3	3	3	2	2	1	2	2	2	2
CO-5	2	3	3	1	2	1	2	2	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE 1: PRINT (9)	
All Print media - printing process - newspaper, poster, magazines, cards etc., related exercises	CO-1 BTL-2
MODULE 2: DIGITAL (9)	
Brief history - transition - emerging - Mobile, Web	CO-2 BTL-2
MODULE 3: MOVING (9)	
Brief history - transition - emerging - Videos, animation - report/ Exercise	CO-3 BTL-2
MODULE 4: AUDIO (9)	
Brief history - transition - emerging - Radio, Music, Short compositions, long compositions , notification report/ Exercise	CO-4 BTL-2
MODULE 5: SPACE (COMBINATION OF ALL 4 MODULE) (9)	
Exhibition - installations - point of sale, point of purchase	CO-5 BTL-2
TEXT BOOK	
1	"Meggs' History of Graphic Design" by Philip B. Meggs and Alston W. Purvis
2	"Thinking with Type" by Ellen Lupton
MOOC	
1	The Language of Design: Form and Meaning, Coursera

COURSE TITLE	INTRODUCTION TO ART AND DESIGN						CREDITS	3		
COURSE CODE	SCD21033		COURSE CATEGORY		PC		L-T-P-S		2-0-2-0	
Version	2.0		Approval Details				LEARNING LEVEL		BTL-2	
ASSESSMENT SCHEME										
1st Periodical Assessment			2nd Periodical Assessment			Portfolio Assessment			ESE	
15%			15%			20%			50%	
Course Description	This course shall guide the students by introducing and discussing design as a creative discipline and practice.									
Course Objective	<ol style="list-style-type: none"> 1. To understand art and aesthetics 2. To observe and interpret people and environment 3. To understand and interpret Technology and Design 4. Explore Indian craft and culture 5. To understand the creative design process. 									
Course Outcome	<ol style="list-style-type: none"> 1. To explore art and aesthetics 2. To explore environment and the people interpretation 3. To explore Design technologies 4. To explore Process to design thinking as a creative method 5. To explore creative design process. 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO- 3	PO-4	PO- 5	PO- 6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	2	3	2	1	2	2	2
CO-2	3	2	3	2	3	2	2	2	1	2
CO-3	3	2	1	2	3	2	1	2	2	3
CO-4	2	2	3	2	3	2	3	3	2	3
CO-5	2	2	3	3	1	3	3	3	3	3
1: Weakly related, 2: Moderately related and 3: Strongly related										
MODULE 1: DESIGN AND ART										(9)

Perspective on the world of design - different forms of expressions of art - Interpretation of visual compositions.	CO-1 BTL-2
MODULE 2: PEOPLE AND ENVIRONMENT (9)	
Culture and society (Global and Indian perspective) - understanding space , volume and people's behavior within an environment	CO-2 BTL-2
MODULE 3: INDIAN AESTHETICS (9)	
Study and explore Indian art and craft, and examine evolution of it and its culture.	CO-3 BTL-2
MODULE 4: DESIGN AND CREATIVE PROCESS (9)	
Process to design thinking as a creative method - understanding different stages of design thinking and the steps involved within that.	CO-4 BTL-2
MODULE 5: TECHNOLOGY AND DESIGN (9)	
Understanding technology and its impact on design - exploring the history of technology and design in the last century.	CO-5 BTL-2
TEXT BOOK	
1	Introduction to Design Theory , Philosophy, Critique, History and Practice by Michalle Gal, Jonathan Ventura,
REFERENCE BOOKS	
1	Introduction to Design by Alan Pipes & Inc LKP
2	The design of everyday things by Don Norman
3	Design Thinking: Process and Methods Manual by Robert Curedale
4	Society & Culture An Indian Perspective by S. P. Ruhela
MOOC	
1.	https://www.edx.org/learn/design

COURSE TITLE		MATERIAL EXPLORATION					CREDITS	4			
COURSE CODE	SCD21034	COURSE CATEGORY			BS	L-T-P-S	2-0-4-0				
Version	1.0	Approval Details				LEARNING LEVEL	BTL-5				
ASSESSMENT SCHEME											
1st Periodical Assessment		2nd Periodical Assessment			Portfolio Assessment		ESE				
15%		15%			20%		50%				
Course Description	Material Exploration in Design is an engaging and interdisciplinary course that immerses students in the world of materials, fostering an understanding of their properties, applications, and implications in various design disciplines. This course aims to equip students with the knowledge and skills necessary to make informed and innovative material choices in their design projects										
Course Objective	<ol style="list-style-type: none"> 1. Identify and explain the characteristics, properties, and potential of various materials. 2. Identify appropriate materials based on the desired visual, tactile, and symbolic qualities for a design project. 3. To understand the project related to material in detailed manner 										
Course Outcome	<ol style="list-style-type: none"> 1. Apply different materials and techniques effectively to convey specific messages and emotions. 2. Students will be well-equipped to thoughtfully select materials that enhance the visual, tactile, and symbolic aspects of their design projects 3. Demonstrating a nuanced understanding of the role materials play in the overall design process. 										
Prerequisites:											
CO, PO AND PSO MAPPING											
CO	PO - 1	PO- 2	PO- 3	PO-4	PO- 5	PO- 6	PSO- 1	PSO-2	PSO-3	PSO -4	
CO-1	2	2	3	2	1	1	2	2	2	2	
CO-2	2	2	3	3	1	3	2	2	2	2	
CO-3	1	2	2	1	2	3	2	2	1	2	
1: Weakly related, 2: Moderately related and 3: Strongly related											

MODULE 1: MATERIAL AND CONCEPTUAL COMMUNICATION (L=5, P=15)	
Touch and feel - sensory exploration - current trends in material usage - Case studies of successful design projects that utilized innovative materials	CO-1 BTL-2
MODULE 2: 2D & 3D EXPLORATION (L=5, P=15)	
Origami related exercises - Choose a common object (e.g., a chair, a coffee mug, a smartphone) and redesign it. Think about how you can improve its functionality, aesthetics, or user experience. Sketch or create a prototype of your redesigned object - Matchstick model - Clay modelling - Wire framing etc.,	CO-3 BTL-2
MODULE 3: MATERIAL EXPLORATION PROJECT (L=5, P=15)	
Independent project where students apply material exploration concepts - Developing a communication design project that showcases innovative use of materials - Critiques, presentations, and feedback sessions	CO-5 BTL-2
TEXT BOOK	
1	"Material Revolution: Sustainable and Multi-Purpose Materials for Design and Architecture", Sascha Peters
2	"Material Matters: New Materials in Design", Philip Howes, Zoe Laughlin
MOOC	
1	https://www.abhimanyushukla.com/material-explorations

COURSE TITLE	DRAWING TOOLS						CREDITS	4		
COURSE CODE	SCD21403	COURSE CATEGORY		PC	L-T-P-S	0-0-8-0				
Version	1.0	Approval Details			LEARNING LEVEL	BTL-2				
ASSESSMENT SCHEME										
Continuous Assessment – 1	Continuous Assessment – II		Continuous Assessment III		Summative Assessment					
20%	20%		10%		50%					
Course Description	To enable learner to acquire hands-on skill in freehand drawing and sketching using various techniques and methods.									
Course Objective	<ol style="list-style-type: none"> To learn the usage of different points of pencils and apply in sketching To learn how to understand and analyze the geometric patterns in nature To learn the fundamentals of drawing equipment's and presentation To learn and understand measurement and scaling techniques 									
Course Outcome	<ol style="list-style-type: none"> To illustrate the usage of different points of pencils and apply in sketching To infer and analyze the geometric patterns in nature To relate the fundamentals of drawing equipment and method of presentation To illustrate measurement and scaling techniques 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2	2	3	2	2	1	2	2
CO-2	2	2	2	3	2	3	2	2	2	2
CO-3	3	2	2	1	2	3	3	3	2	3
CO-4	1	3	2	3	3	3	2	2	2	3
1: Weakly related, 2: Moderately related and 3: Strongly related										

MODULE 1: DRAWING MAN MADE OBJECTS		(3L+15P)
<p>Drawing from cubes, cones, cylindrical object, casts, drapery, and still life groups etc. Nature drawing from human figures – mainly based on general form and gesture – Head study. Drawing from Memory – To develop the sense of observation and the capacity to retain and recall images and their Co-ordinations.</p>		<p>CO-1 BTL-2</p>
MODULE 2: NATURE DRAWING		
(3L+10P)		
<p>Nature drawing to develop the sense of structure. Study from any kind of forms in nature- pods, shells, butterflies, flowers, plants, insects, minerals bones etc. To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.</p>		<p>CO-2 BTL-2</p>
MODULE 3: INTRODUCTION TO ELEMENTS OF PERSPECTIVE		
(3L+10P)		
<p>Study of basic solids, plan and elevation main aspects of parallel and 2 angular perspective.</p>		<p>CO-3 BTL-2</p>
MODULE 4: OUTDOOR SKETCHING		
<p>Rapid sketching from any objects from places like–streets, market, stations etc. and also from Museums and Zoo etc. Students should be exposed to such drawing made by master artists of different times.</p>		<p>CO-4 BTL-2</p>
REFERENCE BOOKS		
1	Drawing By Daniel Marcus Mendelowitz	
2	Dynamic Figure Drawing Watson- Guptill Publications,1996	
3	Drawing: Space, Form, and Expression Wayne Enstice, MelodyPeters	
4	Drawing distinctions: the varieties of graphic expression By Patrick Maynard	
5	Basic figure drawing techniques By Greg Albert	
MOOC		
1	https://www.mooc-list.com/ tags/freehand-drawing	

COURSE TITLE	ELEMENTS AND APPLICATIONS OF VISUAL DESIGN					CREDITS	5			
COURSE CODE	SCD21404	COURSE CATEGORY			PC	L-T-P-S	0-0-10-0			
Version	1.0	Approval Details				LEARNING LEVEL	BTL-3			
ASSESSMENT SCHEME										
Continuous Assessment – 1		Continuous Assessment – II		Continuous Assessment III		Summative Assessment				
20%		20%		10%		50%				
Course Description	It is a studio (hands on work) course where the learners are exposed to various elements of design through course project works specifically formulated for carrying out the understanding and learning at this stage of the course which will enhance and stretch the learners' visualization and analytical capabilities.									
Course Objective	<ol style="list-style-type: none"> To learn how to design using elements and principles of art. To learn how to develop and understand graphical representation of elements. To learn how to work in hands with concepts and creative thinking that represent the same To learn how to collaborate both technical knowledge along with creativity, theme and rendering output. To explore how to integrate creative thinking techniques 									
Course Outcome	<ol style="list-style-type: none"> To design using elements and principles of art. To develop and understand graphical representation of elements. To work in hands with concepts and creative thinking that represent the same To collaborate both technical knowledge along with creativity, theme and rendering output. To integrate the understanding towards creative thinking techniques 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2	2	3	3	2	3	3	3
CO-2	2	2	3	3	3	2	2	1	2	2

CO-3	3	3	3	1	2	3	3	3	2	2
CO-4	1	3	2	3	3	3	2	2	2	2
CO-5	3	3	3	1	2	2	2	2	3	3
1: Weakly related, 2: Moderately related and 3: Strongly related										
MODULE 1: UNDERSTANDING LINES										15
The importance of Dots and Lines in a composition through exercises.									CO-1	BTL-3
MODULE 2: WORKING WITH SHAPES										15
Formulating various shapes using lines. Composition of shapes exercises									CO-2	BTL-3
MODULE 3: CREATING PATTERNS , TEXTURE										15
Pattern creation using shapes. Understanding texture- texture creation and its impact on design composition through exercises									CO-3	BTL-3
MODULE 4: UNDERSTANDING COLORS										15
Colors, hues, Still life colors									CO-4	BTL-2
MODULE 5 PROJECT										15
Representation of design using all elements of design studied – through projects – that involve every aspect of design									CO-5	BTL-3
REFERENCE BOOKS										
1	Meggs, Phillip B.; Type and Image: the language of graphic Design, VNR,1992.5 th edition									
2	R. Carter, D. B. Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons, 2000.									
3	Kimberly Elam ,Grid Systems: Principles of Organizing Type (Design Briefs), Princeton Architectural Press,2004.									
4	Erik Spiekermann, E.M Ginger; Stop Stealing Sheep & Find Out How Type Works, Second Edition, Adobe Press; 2 edition,2002.									
MOOC										
1	https://www.mooc-list.com/course/design-thinking-ideation-iteration-and-communication-edx									

COURSE TITLE		Communication Skills			CREDITS	2	
COURSE CODE		GLS51001	COURSE CATEGORY	HS	L - T - P - S	2 - 0 - 1 - 1	
Version	1.0	Approval Details	35th ACM - 6th Aug. 2022		LEARNING LEVEL	BTL 4	
ASSESSMENT SCHEME							
CIA					ESE		
First Periodical Assessment	Second Periodical Assessment	Weekly assignment/ lab record and viva as approved by the Department Examination Committee "DEC"	Surprise Test / Quiz., as approved by the Department Examination Committee "DEC"	Attendance	Theory	Practical	
15 %	15 %	10 %	5 %	5 %	25 %	25 %	
Course Description		The course has been designed to improve the communication competency of the students. The course builds on students' English language skills by engaging them in listening, speaking and grammar learning activities (LSRW) that are relevant to authentic contexts. This course trains the students how to communicate accurately, appropriately and fluently in professional and social situations. The course is framed so that the students can appear for Cambridge B1 Preliminary exams and also enable them to get a certification.					
Course Objective		<ol style="list-style-type: none"> 1. To acquire self-confidence by which the learner can improve upon their informative listening skills by an enhanced acquisition of the English language. 2. To provide an environment to Speak in English at the formal and informal levels and use it for daily conversation, presentation, group discussion and debate. 3. To equip the students to Read, comprehend and answer questions based on literary, scientific and technological texts. 4. To enhance the writing skills of the students via training in instructions, recommendations, checklists, process-description, letter-writing and report writing. 5. To equip the learners in analysing and applying creative thinking skills and participate in brainstorming, mind-mapping, audiovisual activities and excel in employability skills. 					
Course Outcome		<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> 1. Acquire the accuracy through the knowledge of Syntax. 2. Demonstrate the skill of using the vocabulary and use it in sentences appropriately. 					

3. Infer texts and improvise its usage.
4. Illustrate language acquisition skills through formal correspondence.
5. Analyse and transcode the data and interpret it in text format.

Prerequisites: Plus Two English-Intermediate Level

CO AND PO MAPPING

CO	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	P O1 0	P O1 1	P O1 2	PS O1	PS O2	PSO 3
C01	-	-	-	-	-	-	-	-	-	-	-	-	To be marked by respective department		
C02	-	-	-	-	-	-	-	-	-	-	-	-			
C03	-	-	-	-	-	-	-	-	-	-	-	-			
C04	-	-	-	-	-	-	-	-	-	-	-	-			
C05	-	-	-	-	-	-	-	-	-	-	-	-			

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1 : English for Employability (6L + 3P)	
<p>Grammar : 1. Parts of Speech – Identification and Transformation 2. Kinds of Sentences – Identification and Transformation 3. Sentence Pattern – Framing Sentences 4. Tenses – Rules & its usage – Present simple and present continuous; time expressions; state verbs – Past simple ; regular and irregular verbs and spelling of past simple forms ; past continuous.</p> <p>Vocabulary : 1. Job titles and describing jobs ; names of company departments 2. Computer terms; email and website terms. 3. Headings for CVs Describing application Procedures</p> <p>Writing : 1. Writing emails – formal and informal – phrases for emails & letters. 2. Writing a covering letter with a resume for a job application.</p> <p>Reading : Reading about Job and Company : 1. Changing places : job swapping at work. 2. The power of word of mouse : an article on the power of online customer options 3. Haier : an article about the history of a Chinese Company. 4. What kind of company Culture would suit you ? reading answering a quiz.</p> <p>Lab Activities(Speaking) : 1. Self Introduction. 2. Describing jobs ; asking other people about their jobs. 3. Asking about the history of a company ; past simple questions 4. Asking questions about companies and jobs.</p> <p>Lab Activities(Listening) : 1. Being a PA 2. Growing Pains : an interview with a business consultant about company’s Growth. 3. Describing changes in a company : a Conversation on the phone.</p>	CO-1 BTL- 2
MODULE 2 : English for Marketing	
<p>Grammar: 1. Concord - Understanding Subject Verb agreement – Identifying the error and Correcting 2. Active and Passive Voice – Identifying the voices and Transforming Active to passive and passive to active 3. Modal Verbs – Using to express modalities – in active and passive voices 4. Words to Describe causes and effects. 5. Prepositions</p> <p>Vocabulary : 1. Vocabulary to describe objects; component parts, shapes, dimensions, materials Describing problems with equipment 2. Verbs to Describe process 3. Vocabulary to talk about advertising and marketing, Language to describe cause and effect.</p> <p>Writing : 1. Topic Sentence 2. Paragraph Writing 3. Developing a story with the hints 4. Promotional letter(Email)</p> <p>Reading : Product Description and Advertisement : 1. Problems with equipment : emails and headings on a form. 2. Waratah : an article on an Australian clothing company. , Short Texts : Notices, Notes and messages 3. Selling your product abroad; an article , Workplace signs and notices 4. Descriptions of advertising media, Singapore airlines; an article on the branding of an airline.</p> <p>Lab Activities(Speaking) : 1. Role Play – Telephone call to a supplier, 2. Describing Objects</p> <p>Lab Activities(Listening) : 1. Describing dimensions of products : Conversations with colleagues and suppliers. – The Gizmo game : listening to the uses of a gadget. 2. Channel No.5 : an interview about a production process 3. Telephone conversations : information about orders and deliveries. 4. Descriptions of how a product is advertised.</p>	CO-2 BTL- 3
MODULE 3 : Business Correspondence (6L)	
<p>Grammar : 1. Tenses – Present continuous for future arrangements; will and going to future forms 2. Using discourse markers ; Sentence starters - Contrast & similarity words, 3. Degrees of Comparison – Framing sentences with appropriate adjectives and adverts – transformation from one degree to another degree. 4. Infinitives and gerunds – using infinitives and gerunds in sentences as different elements. 5. Conditionals – Three types of conditionals</p>	CO-3 BTL- 3

<p>Vocabulary : 1.Vocabulary for travel 2. Synonyms and Antonyms 3. Employment Vocabulary</p> <p>Writing : 1. A letter(Email) of invitation – Accepting the invitation and declining the invitation.</p> <p>Reading : Transport, Working Holidays and Conferences : Travel Arrangements : notices and short messages : Eurostar : an article on train travel. 2. Netflix : an article about a company’s holiday policy; thinking outside the box: an article on offsite meetings</p> <p>3. Short Texts : Feedback on conferences</p> <p>Lab Activities(Speaking) : Discussion: How to make decisions</p> <p>Lab Activities(Listening) : 1. Making and changing appointments : Voicemail messages and phone conversations ; Future intentions and predictions : Short Extracts. 2. A travel Anecdote 3. Half Holidays: a conversations between two employees. 4. Discussing possible venues for a conference : a conversation between colleagues; a welcome speech at a conference.</p>	
MODULE 4 : English for Business Relationships (6L + 3P)	
<p>Grammar : 1. Writing Instructions and Recommendations – Transforming instruction to recommendation and recommendation to instruction 2. Expressions of quantity – semi-negative words 3. Present Perfect : time expressions : present perfect versus Past simple. 4. Reported Speech – Direct and Indirect Speeches – Identification and Transformation</p> <p>Vocabulary : 1. Affixes 2. Countable and Uncountable nouns 3. Global Management</p> <p>Writing : 1.Memo 2. Notice with agenda 3. Email : Requesting information</p> <p>Reading : Corporate gift-giving, New places, New people, Team Building and Thinking globally : 1. Career Advice : letters to an advice column 2. Promotional gifts : an article 3. Descriptions of team building events; Kaizen : an article 4. Global HR management : an Article.</p> <p>Lab Activities(Speaking): Role Play : 1. Interviewing someone about a job change 2. Discussion : Planning a team building event 3. Promoting a city : giving a speech.</p> <p>Lab Activities(Listening) : 1. An interview with someone who has changed career 2. An interview about corporate gift giving 3. Creating good teams : a Presentation 4. Working an international Team : short Extracts.</p>	CO-4 BTL-3
MODULE 5 : English for Presentation	
<p>Grammar : 1. Adjectives and adverbs 2. Pronouns and Reference Words 3. Types of Sentences – Simple, Compound and complex Sentences – Identification and transformation.</p> <p>Vocabulary : 1. Describing Trends 2. Finance Vocabulary 3. Stocks and Shares 4. Collocation - sets and money</p> <p>Writing : 1. Transcoding – Converting an image (Linegraph, piechart, bar chart, flowchart tree diagram etc.,) into a paragraph – Converting a paragraph into an image(Linegraph, piechart, bar chart, flowchart tree diagram etc.,) 2. Summary writing</p> <p>Reading : Describing Statistics, Company finances, investments and starting up : 1. Interpreting bar charts 2. Café Coffee day : an article on the growth of the Indian coffee shop. 3. Shares and the stock exchange: a web page; short articles from the financial news; men and women investments : an article 4. Teenage entrepreneurs : reading and comparing two articles; Kalido: an article on funding.</p> <p>Lab Activities(Speaking) : 1. Describing figures and trends 2. Discussing qualities needed in candidates for a job vacancy</p> <p>Lab Activities(Listening) : 1. Listening to statistical information : short extracts 2. An interview with the employee of a company that helps failing business 3. An interview with someone who works in investor relations. 4. Radio interview : marketing director of a business support service.</p>	CO-5 BTL-4

TEXT BOOK	
1	Whitby, Norman (2019). Cambridge English Business Benchmark, Pre-intermediate and Intermediate. Cambridge University Press. India (Pages 208)
REFERENCE BOOKS	
1.	Redman, Stuart(2020).English Vocabulary In Use: Pre - Intermediate And Intermediate. Cambridge University Press. India (Pages 264)
2.	Bikram K. Das. et al.,(2019) An Introduction to Professional English and Soft Skills with audio CD, Cambridge University Press. India (Pages 272)
3.	John, Dolly., (2018), English for Life and the Workplace Through LSRW&T Skills, Pearson Publications.India (Pages 263)
E BOOKS	
1.	https://www.cambridge.org/gb/files/9116/4138/4615/A1_Student_Book.pdf
2.	https://www.cambridge.org/gb/files/1416/4138/4681/A1_Workbook.pdf
3.	https://www.cambridge.org/gb/files/7216/4138/1999/A2_Student_Book.pdf
4.	https://www.cambridge.org/gb/files/6816/4138/2072/A2_Workbook.pdf
MOOC	
1	https://www.edx.org/professional-certificate/tsinghuax-english-communication-skills
.	
2	https://www.britishcouncil.org.tr/en/english/mooc/english-for-the-workplace
.	

SEMESTER II

COURSE TITLE	MULTIMEDIA COMMUNICATION						CREDITS	3		
COURSE CODE	SCD21035		COURSE CATEGORY		PC		L-T-P-S	3-0-0-0		
Version	1.0		Approval Details				LEARNING LEVEL	BTL-2		
ASSESSMENT SCHEME										
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance			ESE			
15%	15%	10%	5%	5%			50%			
Course Description	Multimedia enables comprehensive dissemination of information through various platforms. This course will give an overview of the capabilities of multimedia communication and its various means of platforms through which it is facilitated.									
Course Objective	<ol style="list-style-type: none"> 1. To learn the importance of multimedia applications 2. To learn about components of multimedia system. 3. To explore various compression techniques. 4. To learn the types of multimedia presentations. 5. To learn about World Wide Web. 									
Course Outcome	<ol style="list-style-type: none"> 1. To understand the importance of multimedia applications. 2. To implement with the components of multimedia in class work projects/assignments. 3. To implement various compression techniques. 4. To understand the types of multimedia. 5. To understand about World Wide Web. 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	3	3	3	2	2	2	2
CO-2	2	2	3	3	2	1	2	3	2	2

CO-3	3	2	2	1	2	2	2	2	2	2
CO-4	1	3	2	3	2	1	2	3	2	2
CO-5	3	2	2	1	2	3	2	2	2	2
1: Weakly related, 2: Moderately related and 3: Strongly related										
MODULE 1: INTRODUCTION										(9L)
Introduction to Multimedia; Definition, History and Applications of Multimedia; Characteristics of Multimedia; Components of Multimedia System; Static and Continuous Media										CO-1 BTL-2
MODULE 2: Analog and Digital Signals										(6L)
Analog and Digital Signals; Analog to Digital and Digital to Analog Conversion										CO-2 BTL-2
MODULE 3: Data Compression										(9L)
Data Compression Types of Data Compression; Introduction to various Compression Techniques – Shannon Fano, Huffman Coding, LZW Coding, Run-Length Encoding, JPEG,MPEG.										CO-3 BTL-2
MODULE 4: Elements of Multimedia										(9L)
Elements of Multimedia Understanding the Elements of Multimedia –Text, Still Images , Graphics, Audio, Video and Animation. Introduction to Virtual Reality; VR Systems; VR Tools.										CO-4 BTL-2 L
MODULE 5: The WWW										(12)
The WWW - Overview of the Internet; Web Browsers, Internet Services- URL, Dial-ups, ISDN, E- mail, Chat, Cross-Platform Features, Audio & Video Streaming; Internet Applications – Audio & Video conferencing, Internet telephony, World Wide Web, Computer Networks.										CO-5 BTL-2
TEXT BOOK										
1	Robert Bringhurst :The Elements of Typographic style 1992 (Revised in 2012)									
MOOC										
1	https://www.mooc-list.com/tags/social-media									

COURSE TITLE		HISTORY OF DESIGN					CREDITS		3	
COURSE CODE		SCD21036		COURSE CATEGORY		BS		L-T-P-S		3-0-0-0
Version		1.0		Approval Details				LEARNING LEVEL		BTL-2
First Periodical Assessment	Second Periodical Assessment	Seminar/Assignment s/ Project	Surprise Test / Quiz	Attendance	ESE					
15%	15%	10%	5%	5%	50%					
ASSESSMENT SCHEME										
Course Description		Study of the characteristics of Art over the past centuries till date with a critical analysis of the various art forms manifested over the years.								
Course Objective		<ol style="list-style-type: none"> 1. To learn the evolution of art in interiors during the prehistoric period 2. To learn the different traditional contemporary art form with different tools and techniques 3. To explore the different ornaments and accessories in historic interiors 4. To learn the spatial scale in Buddhist, Islamic and Hindu art forms 5. To explore the various art forms throughout the world during 19th and 20th century 								
Course Outcome		<ol style="list-style-type: none"> 1. To understand the evolution of art in interiors during the prehistoric period 2. To understand the different traditional contemporary art form with different tools and techniques 3. To understand the different ornaments and accessories in historic interiors 4. To understand the spatial scale in Buddhist, Islamic and Hindu art forms 5. To understand the various art forms in the world between 9th and 20th century 								
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2	1	2	1	2	2	3	2
CO-2	2	2	3	3	2	1	2	2	2	3
CO-3	2	2	3	1	2	2	3	3	2	2

CO-4	1	3	2	3	2	3	3	2	2	2
CO-5	2	3	3	1	2	2	2	2	2	2
1: Weakly related, 2: Moderately related and 3: Strongly related										
MODULE - 1 Introduction to Art history										9
Importance of “Art History” as a discipline while studying Visual Arts,										CO-1 BTL-2
MODULE – 2 Pre & Proto Historic Period										10
Prehistoric Cave paintings from Bhopal, Harappa & Mohenjedaro Civilization (town planning, sculpture-Beard man, dancing girl, seals and script), Rock cut architecture, Architecture- Ajanta, Brahminical cave, Architecture - Ellora,										CO-2 BTL-2
MODULE – 3 Indian Artist & Works										10
Gagendranath Tagore, Jamini Roy, Rabindranath Tagore, Amrita Sher Gill, RamkinkerVaij etc										CO-3 BTL-2
MODULE – 4 Western artists & Works										10
Michelangelo, Leonardo da Vinci, Vincent van Gogh, Paul Gauguin, Georges Seurat, Salvador Dali, Pablo Picasso etc.										CO-4 BTL-2
MODULE – 5 Art criticism										9
Critical analysis of evolution and style of art through different time zones.										CO-5 BTL-2
TEXT BOOK										
1	Robert Bringhurst :The Elements of Typographic style 1992 (Revised in 2012)									
REFERENCE BOOKS										
1	Typology - G.M. Rege, Bombay.									
2	KalatmakLykhai, published byD.A.V.P.									
3	Figure Painting in Water Colour, Charles Reid Watson, GuptillPublication									
MOOC										
1	https://www.mooc-list.com/course/live-history-art-artists-animators-and-gamers-coursera									

COURSE TITLE	ENVIRONMENTAL SCIENCE			CREDITS	2
COURSE CODE	SGE51001	COURSE CATEGORY	BS	L-T-P-S	2-0-0-0
Version	2.0	Approval Details		LEARNING LEVEL	BTL-1

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description
Environmental science is an interdisciplinary academic field that integrates physical, biological and information sciences to the study of the environment, and the solution of environmental problems. Architects and Designers need to make buildings that are friendly to the environment and greener which can be adaptable to the surroundings.

- Course Objective**
1. To understand our natural resources, energy resources and the biodiversity of the planet.
 2. To Obtain basic knowledge on ecosystem and types of ecosystems.
 3. To Understanding the social Issues and the impact of population on the environment.
 4. To Obtain basic knowledge on environment pollutions, its types and pollutants
 5. To understand the social issues and the environment.

- Course Outcome**
Upon completion of this course, the students will be able to
1. Familiarize with bio diversity of the planet.
 2. Familiarize with the types of ecosystems.
 3. Explain the impact of pollution on the environment.
 4. Familiarize with the environmental pollutants and its types.
 5. Familiarize with the social issues and the environment.

Prerequisites: Nil

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO -3	PSO -4
CO-1	1	1	1	2	2	2	1	1	1	3
CO-2	1	1	1	2	2	2	2	1	2	3
CO-3	1	1	1	2	2	2	3	1	3	3
CO-4	1	1	1	2	2	2	2	1	2	3
CO-5	1	1	1	2	2	2	2	1	2	3

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION TO WORLD ART & CULTURES (6L+0P=6)	
Definition, scope and importance, of environmental studies, Need for public awareness. Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Water resources: Mineral resources: Food resources: Energy resources: Land resources.	CO-1 BTL-4
MODULE 2: ECO SYSTEMS(6L+0P=6)	
Structure and function of an ecosystem, Concept of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Types of Eco system	CO-2 BTL-4
MODULE 3: BIODIVERSITY AND ITS CONSERVATION(6L+0P=6)	
Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Hot-spots of biodiversity. Threats to biodiversity. Endangered and Endemic species of India. Conservation of biodiversity	CO3 BTL-4
MODULE 4: ENVIRONMENTAL POLLUTION(6L+0P=6)	
Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards, Solid waste Management, Disaster management: floods, earthquake, cyclone and Landslides.	CO-4 BTL-4
MODULE 5: SOCIAL ISSUES AND THE ENVIRONMENT(6L+0P=6)	
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation. Public awareness.	CO-5 BTL-4
TEXT BOOKS	
1.	Bio geo genesis, green agenda, Sustainability.
REFERENCE BOOKS	
1	Cunningham, W.P. Cooper T.H. Gorhani, E& Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
2	Text Book for environmental Studies For UGC, Erach Bharucha, 2004
E BOOKS	
1.	http://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf
MOOC	
1	http://academicearth.org/environmental-studies/

COURSE TITLE	BASICS OF TYPOGRAPHY						CREDITS	4		
COURSE CODE	SCD21037	COURSE CATEGORY		PC	L-T-P-S	2-0-4-1				
Version	1.0	Approval Details				LEARNING LEVEL	BTL-2			
ASSESSMENT SCHEME										
1st Periodical Assessment		2nd Periodical Assessment		Portfolio Assessment			ESE			
15%		15%		20%			50%			
Course Description	To create an understanding and hands-on skill with the typography as an art, designand for the new age technological use in print media.									
Course Objective	<ol style="list-style-type: none"> 6. To learn the elements of typography. 7. To learn the theories, laws and applications. 8. To learn about the typographic parameters. 9. To learn about typographic fonts and characters. 10. To learn about the printing technology. 									
Course Outcome	<ol style="list-style-type: none"> 1. To illustrate the elements of typography. 2. To infer typography theories, laws and applications. 3. To do works with typographic parameters. 4. To create typographic fonts and characters. 5. To create prints by the use of printing technology. 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	2	2	2	2	2	3	1
CO-2	2	2	2	2	2	3	3	1	2	2
CO-3	3	3	3	1	2	2	2	2	1	3
CO-4	1	3	2	3	3	3	3	2	2	2
CO-5	3	3	3	1	2	2	2	2	1	2

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE 1: Introduction (3L+15P)	
Introduction to elements of graphic design - Text and image, grids and layout, composition, form and function, figure and ground phenomenon.	CO-1 BTL-2
MODULE 2: Type-face and Typographic parameters (3L+10P)	
Typographic parameters: x-height, ascenders, descenders , kerning, tracking and leading. Variations of body text, headlines and display text. Grid in graphic design.	CO-3 BTL-2
MODULE – 3 Fonts and Characters (3L+10P)	
Typographic fonts and their characters.	CO-4 BTL-2
MODULE 4: REGIONAL TYPES (16)	
Understand and explore regional types and type-face design	CO-5 BTL-2
TEXT BOOKS	
1	Swan, The new Graphic Design School, VNR,1997
2	R. Carter and P. B. Meggs, Typographic Design: Form and Communication, John Wiley & Sons, 2000.
3	A. Darley, Visual Degital Culture, Routledge,2000.
4	R. Hollis, Concise History of Graphic Design, Thames & Hudson,1994.
5	P. B. Meggs, Type and Image: the language of graphic Design, VNR,1992.
MOOC	
1	https://www.mooc-list.com/course/introduction-typography-coursera

COURSE TITLE	BASICS OF PHOTOGRAPHY AND VIDEOGRAPHY						CREDITS	4		
COURSE CODE	SCD21038		COURSE CATEGORY		PC	L-T-P-S	2-0-4-2			
Version	1.0		Approval Details			LEARNING LEVEL	BTL-2			
1st Periodical Assessment		2nd Periodical Assessment		Portfolio Assessment		ESE				
15%		15%		20%		50%				
ASSESSMENT SCHEME										
Course Description	The course will initiate the design understanding in using photography and videography through theoretical explanations and also through the academic exercises given.									
Course Objective	<ol style="list-style-type: none"> To learn the rules of photography and videography. To learn the definitions in photography and videography. To learn lighting in photography and videography. To explore the role of colour in picture realization To explore the various aspects and the dynamic systems in background settings 									
Course Outcome	<ol style="list-style-type: none"> To understand the rules of photography and videography. To understand the definitions in photography and videography. To understand lighting in photography and videography. To understand the role of color in picture realization To understand the dynamic systems in background settings 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	3	1	2	2	2	1	1
CO-2	2	2	2	2	2	3	3	1	2	2
CO-3	3	3	3	1	2	2	2	2	1	3
CO-4	1	3	2	2	3	2	2	2	2	2
CO-5	2	2	2	1	2	3	3	3	3	2

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE 1: Basics of Photography (15)	
Introduction to Photography, History of camera, Types of camera, Principles of Third, Golden Ratio – Exercises involving real world shoot	CO-1 BTL-2
MODULE 2: Parts of Still Camera (15)	
Aperture, shutter speed, lens, filters and flash, Camera Types, DSLR, Crop lenses, Modern equipments – Exercises involving still life/ model shoot	CO-2 BTL-2
MODULE 3: Basics of Videography (15)	
Basic components of video camera, Basic shots and shot composition, Camera angles and movements, Camera mountings, camera control unit, Focus & Defocus.- exercise with real world shoot	CO-3 BTL-2
MODULE 4: Lighting for Photography and Videography (15)	
Importance of lighting in photography & Videography, Lighting equipment and control, Lighting techniques and problems- exercises during various times of the day for natural Lighting	CO-4 BTL-2
MODULE 5: DIGITAL PHOTOGRAPHY TECHNIQUES (15)	
Digital media intervention- in photography and videography	CO-5 BTL-3
REFERENCE BOOKS	
1	Wells, Liz, Photography, ISBN978-0-415-46087-3
2	Millerson Gerold, Television Production, Focal Press
3	Zettl, Herbert, Handbook of Television Production, Cengage Learning India Private Limited, Alps Building Ist Floor, 56-Janpath, New Delhi-110001, Reprint 2008
4	Belavady Vasuky, Video Production, Oxford Publication
5	Kobre, Kenneth, Photo journalism, Focal Press, ISBN978-0-7506-8593-1
MOOC	
1	https://www.mooc-list.com/tags/photography https://www.mooc-list.com/tags/video

COURSE TITLE	PRINCIPLES AND APPLICATION OF VISUAL DESIGN			CREDITS	5
COURSE CODE	SCD21405	COURSE CATEGORY	PC	L-T-P-S	0-0-10-2
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Assessment - 1	Continuous Assessment – II	Continuous Assessment III	Summative Assessment
20%	20%	10%	50%

Course Description	This is a studio (hands on work) course in which the elements of design are taught through projects that create an understanding of form development and colors.
Course Objective	<ol style="list-style-type: none"> 1. To learn how to design using elements and principles of form. 2. To learn the relationship between form and function. 3. To learn the relationship between object and surroundings 4. To learn the image of building through form and expression 5. To learn the creation of 3D objects making
Course Outcome	<ol style="list-style-type: none"> 1. To design using elements and principles of form. 2. To understand the relationship between form and function. 3. To learn the relationship between object and surroundings 4. To learn the image of building through form and expression 5. To learn the creation of 3D objects making

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	3	2	2	2	1	2	2
CO-2	2	2	3	3	2	2	2	1	2	2
CO-3	2	3	3	1	2	1	1	2	2	2
CO-4	2	2	3	3	2	2	2	1	2	2
CO-5	2	2	3	3	2	2	2	1	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related	
MODULE 1: UNDERSTANDING BALANCE AND SYMMETRY	
15	
Radial balance - symmetry - Asymmetry - Rhythm - Proportion	CO-1 BTL-3
MODULE 2: RELATIONAL ELEMENTS	
15	
Alignment - Figure and ground - Direction - visual gravity - visual thrust	CO-2 BTL-3
MODULE 3: INTENTIONAL ELEMENTS	
15	
Aesthetics content function	CO-2 BTL-3
MODULE 4: CENTRE OF INTEREST AND ORGANIC UNITY	
15	
Creation of abstract forms- Harmony and Contrast	CO-2 BTL-3
MODULE 5: Gestalt Laws	
(15)	
Gestalt Laws – Theory, implications, applications and ideas.	CO-2 BTL-2
REFERENCE BOOKS	
1	Meggs, Phillip B.; Type and Image: the language of graphic Design, VNR,1992.5 th edition
2	R. Carter, D. B. Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons, 2000.
3	Kimberly Elam ,Grid Systems: Principles of Organizing Type (Design Briefs), Princeton Architectural Press,2004.
4	Erik Spiekermann, E.M Ginger; Stop Stealing Sheep & Find Out How Type Works, Second Edition, Adobe Press; 2 edition,2002.
MOOC	
1	https://www.mooc-list.com/course/design-thinking-ideation-iteration-and-communication-edx

SEMESTER III

COURSE TITLE	VISUAL ERGONOMICS AND HUMAN PERCEPTION			CREDITS	3
COURSE CODE	SCD21014	COURSE CATEGORY	BS	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance
15%	15%	10%	5%	5%

Course Description	Visual ergonomics is the multidisciplinary science concerned with understanding human visual process and interaction between humans and other elements of environment. It includes understanding of visual environment, lighting, visual comfort and performance and visual safety, optical corrections etc.
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Course Objective	<ol style="list-style-type: none"> To understand the role and importance of visual ergonomics in communication design To Analyse and understand visual information processing in human brain To understand effects of lights in Aiding safe vision and perception To investigate human physical characteristics and limitations with respect to the visual environment and visual elements To understand human perception.
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Course Outcome	<ol style="list-style-type: none"> To explore visual safety and optimal comfort in design. To deliver designs that are safe for the eye To assess and compare effects of lighting variations on design and visual environment To use graphic and text in designs such that they are accessible by all users To demonstrate how humans connect with real world by processing perceived information
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	1	2	3	2	2	2	2	2
CO-2	2	2	1	3	2	2	3	2	2	2

CO-3	1	2	2	1	2	3	3	3	2	2
CO-4	2	3	3	1	2	1	1	2	2	2
CO-5	2	2	3	3	2	2	2	1	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1 INTRO TO VISUAL ERGONOMICS (9)

Introduction to Visual Ergonomics, Role and importance of visual ergonomics with examples like Neckar cube. - Human visual system and perception - Optometry ophthalmology - vision impairment - aging vision - visual fatigue	CO-1 BTL-2
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MODULE – 2 HUMAN COGNITION AND PERCEPTION (9)

Perception with 5 senses - Vision, perception, visual perception process, visual illusion and its theories. Types of visual perception, Gestalt psychology – history and principles. Human cognitive approach. -.	CO-2 BTL-2
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MODULE 3: LIGHTING AND VISUAL ERGONOMICS (9)

Environmental conditions - illuminations - visually demanding task - human eye-level viewing angle - visual display - visual comforts - musculoskeletal disorder - Environmental conditions of illumination study of figure and ground relationships.	CO-3 BTL-2
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MODULE 4: VISUAL ERGONOMICS IN PRINT AND UI (9)

Investigation of human physical characteristics and limitations with respect to the environment as related to visual communications of text and graphics - Ergonomics as applied to visual-legibility studies. Use of eye movement recorder in visual analysis - Ergonomics of readability issues with respect to static and dynamic text at short and long viewing distance. Ergonomics related to readability issues on display devices.	CO-4 BTL-2
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MODULE 5: VISUAL PERCEPTION (9)

Human Perception related to Visual Design applications - Color perception - form perception - Depth perception - size perception.	CO-5 BTL-3
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TEXT BOOKS

1	Jeffrey Anshel, Visual ergonomics handbook; CRC Press Taylor & Francis Group, 2005
2	Josef Albers, Interaction of Colors, Yale University Press, 2013
3	Kristin Cullen, Rockport publishers, Design Elements Typography Fundamentals, 2012.
4	Jeff Davis, Foundations of Color. Tempe Digital pub., 2015 2004.
5	5. Rudolf Arnheim , Art and Visual Perception – A Psychology of the Creative Eye 50th Anniversary. University of California Press publisher,

MOOC	
1	https://www.edx.org/course/visual perception
2	https://www.edx.org/course/design-thinking-fundamentals-ritx-think501x
REFERENCE:	
https://youtu.be/zOVn16kvjbE?si=9pri8bO6OJtNizXb	
<ul style="list-style-type: none"> • Woodson Wesley E, Human Factors Design Handbook, McGraw Hill Co. NY, 1981. • Norman, Donald: A Design of Everyday Things, MIT Press, 1990. • Nielsen, Jakob, Usability Engineering, San Diego, CA: Academic Press, 1993. . • Deborah J. Mayhew, The Usability Engineering Lifecycle: A Practitioner's Handbook for User Interface Design, Academic Press / Morgan Kaufmann, 1999. • Marie , Anne; Barry Seward; Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, Publisher: State University of New York Press, 1997 	

COURSE TITLE	GRAPHIC TOOLS AND NARRATIVES			CREDITS	3
COURSE CODE	SCD21015	COURSE CATEGORY	BS	L-T-P-S	2-0-2-1
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	The course shall guide student to explore Graphic and narrative tools to communicate design concept.
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Course Objective	<ol style="list-style-type: none"> To understand the structure of narratives To understand methods to storyboard and script-writing To discuss the art of Story telling To Practice illustration techniques
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Course Outcome	<ol style="list-style-type: none"> To explore the structure the structure of narratives To practice story-boarding and script-writing methods To demonstrate the art of story-telling To explore illustration techniques
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	3	2	1	2	2	2	2
CO-2	2	2	3	3	3	2	1	3	3	3
CO-3	2	1	2	1	2	3	2	2	2	2
CO-4	1	3	2	2	2	2	1	2	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1 ART OF STORY TELLING (9)

Project based on following contents: Understanding design as applied to solving communication problems within the context of our society.		CO-1 BTL-2
MODULE – 2 STRUCTURE OF THE NARRATIVE (12)		
Project based on following contents: Structuring information in terms of classifications ,hierarchy, order, sequence, etc.		CO-2 BTL-2
MODULE – 3 STORY BOARDING AND SCRIPT WRITING (12)		
Project based on following contents(Indian Context): Design of magazine, textbook, picture books, Children’s books, exhibition, e-book, etc.		CO-3 BTL-3
MODULE – 4 ILLUSTRATION AND CHARACTER DESIGN (12)		
Project based on following contents: Design of magazine, textbook, picture books, Children’s books, exhibition, website, e-book, etc.		CO-3 BTL-3
REFERENCE BOOKS		
1	Meggs, Phillip B.; <i>Type and Image: the language of graphic Design</i> , VNR,1992.	
2	R. Carter, D. B. Meg Phillip, <i>Typographic Design: Form and Communication</i> , John Wiley & Sons, 2000.	
3	Kimberly Elam , <i>Grid Systems: Principles of Organizing Type (Design Briefs)</i> , Princeton Architectural Press,2004.	
4	Erik Spiekermann, E.M Ginger; <i>Stop Stealing Sheep & Find Out How Type Works</i> , Second Edition, Adobe Press; 2 edition,2002.	
MOOC		
1	https://www.mooc-list.com/course/design-thinking-ideation-iteration-and-communication-edx	

COURSE	GRAPHICS DESIGN FOR COMMUNICATION-I	CREDITS	3
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TITLE					
COURSE CODE	SCD21016	COURSE CATEGORY	PC	L-T-P-S	2-0-2-1
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	The course shall guide students to understanding grids, layout in visual compositions.
Course Objective	<ol style="list-style-type: none"> To understand the semiotics and iconography To discuss concepts of grids, layout and compositions To discuss the structure of typography To develop projects based on visual compositions
Course Outcome	<ol style="list-style-type: none"> To explore the science of semiotics To explore concepts of grids, layout and compositions To explore structure of typography To apply visual compositions in projects

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2	2	3	3	2	3	3	3
CO-2	2	2	3	3	3	2	2	1	2	2
CO-3	3	3	3	1	2	3	3	3	2	2
CO-4	1	3	2	3	3	3	2	2	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1 TYPOGRAPHY DESIGN (9)

Communicating ideas and concepts using various means of drawing and illustration techniques. - explore multilingual typeface - making a character of type	CO-1 BTL-2
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MODULE – 2 SEMIOTICS AND ICONOGRAPHY (12)

Creation of artworks for reproduction - Ex: golden ratio	CO-2
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		BTL-2
MODULE – 3 GRID, LAYOUT AND COMPOSITION (12)		
Basic visual compositions using text and image for both page and screen - Journal Design		CO-3 BTL-3
MODULE – 4 PROJECTS (12)		
Manual and digital		CO-5 BTL-2
REFERENCE BOOKS		
1	B. Gordon and M. Gordon, <i>Complete Guide to Digital Graphic Design</i> , Thames &Hudson, 2002.	
2	A. Pipes, <i>Production for Graphic Designers</i> , Laurence King Publication,	
3	T. Porter and S. Goodman, <i>Manual of Graphic Techniques, Vols. 1, 3, 4</i> , Architectural Press,	
4	A. Glossman, <i>Printing Fundamentals</i> , Tappi Press,	
5	T. Porter, <i>Design Drawing techniques for architects, graphic designers and artists</i> , Architectural Press, Oxford.	
MOOC		
1	https://www.mooc-list.com/tags/graphic-design	

COURSE TITLE	ANIMATION FOR COMMUNICATION	CREDITS	3
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COURSE CODE	SCD21017	COURSE CATEGORY	PC	L-T-P-S	1-0-4-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	This course shall make the students involve in animation and its principle by making the students work on projects with concepts.
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Course Objective	<ol style="list-style-type: none"> 1. To understand the history and introduction to the animation 2. To understand principles of animation 3. To understand Stopmotion in Animation
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Course Outcome	<ol style="list-style-type: none"> 1. To explore the importance of animation 2. To apply the principles of animation in concept 3. To apply stopmotion and compile as output
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	3	3	1	2	2	2	2	1	3
CO-2	1	3	2	3	3	3	3	2	2	2
CO-3	3	3	3	1	2	2	2	2	1	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1 Introduction to Animation (15)

History of 2D Animation - Cell Animation and Key frame animation - Timeline and frame rate - Animation gestures	CO-1 BTL-2
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MODULE – 2 PRINCIPLES OF ANIMATION (15)

12 Principles of Animation - Execution and learning - Concept and story-boarding - Animation character and BG Layout	CO-2 BTL-2
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MODULE – 3 STOPMOTION (15)

Concept and staging - Short divisions - timeline and frame rate - subject positioning and camera angle - Animating characters and subjects - Editing - compile and output		CO-3 BTL-3
REFERENCE BOOKS		
1	K. Laybourne, <i>The animation book: a complete guide to animated filmmaking, from filp-books to sound cartoons</i> , Revised Edition, Three Rivers Press,1998	
2	S. Roberts, <i>Character Animation in 3D: Use of traditional drawing techniques to produce stunning CGI animation</i> , Focal Press,2004	
3	<i>Beginner's Guide to Animation</i> – by Mark Murphy; Watson-GuptionPublication.	
4	O. Johnston, and F. Thomas, <i>The Illusion of Life: Disney Animation</i> , Walter FosterPublishing.	
5	W. T. Foster, <i>Cartooning: Animation Basics</i> , Revised Edition, Walter FosterPublishing.	
6	M. Nicholas, <i>Introduction to Visual Culture</i> , Routledge, London	
MOOC		
1	https://www.mooc-list.com/tags/animation	

COURSE TITLE	INTRODUCTION TO USER CENTRIC DESIGN			CREDITS	3
COURSE CODE	SCD21018	COURSE CATEGORY	BS	L-T-P-S	2-0-2-1

Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
1st Periodical Assessment	2nd Periodical Assessment		Portfolio Assessment	ESE	
15%	15%		20%	50%	

ASSESSMENT SCHEME

Course Description	In this course, students will explore the interaction between design systems and users, by gaining problem-solving skills in diverse settings.
Course Objective	<ol style="list-style-type: none"> 1. Assessing the user's significance within a design 2. Analysing the interaction dynamics between the system and user. 3. Implementing the design fundamentals and principles effectively. 4. Exploring the research opportunities and breadth of UX design 5. Gaining insights into challenges and resolution in various contexts.
Course Outcome	<p>Course Outcome</p> <p>Upon completion of this course, the students will be able to,</p> <ol style="list-style-type: none"> 1. Evaluate the significance of user involvement in any design. 2. Analyze the interaction between the system and its user. 3. Utilise design elements and principles effectively. 4. Explore the research methodologies and vast plethora of UX design 5. Investigate challenges and resolve any given problem statements.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	2	2	3	3	2	3	3	3
CO-2	2	2	3	3	3	2	2	1	2	2
CO-3	3	3	3	1	2	3	3	3	2	2
CO-4	1	3	2	3	3	3	2	2	2	2
CO-5	3	3	3	1	2	2	2	2	3	3

1: Weakly related, 2: Moderately related and 3: Strongly related

Module 1: Design thinking

(8)

Understanding the user involves empathising with users to gain deep insights into their needs, preferences, and pain points, forming a foundation for innovating problem-solving and user-centric design	CO-1 BTL-2
Module 2: User research and User persona	(10)
Once a problem statement is created, user research helps gather insights and user personas are developed to create detailed profiles of target users, enhancing understanding and empathising with their needs and preferences.	CO-2 BTL-3
Module 3: Create a user study and empathy mapping	(12)
The next stage involves designing a user study to gather insights and empathy mapping to understand users' needs and emotions, both crucial steps in user-centred product development.	CO-3 BTL-5
Module 4: Iterating on the solution	(15)
The final outcome will be produced either as a product or experiential design with the right research to back it up. Design for users in any space.	CO-4,5 BTL-6
REFERENCE BOOKS	
1	<i>Typology</i> - G.M. Rege, Bombay.
2	<i>KalatakLykhai</i> , published by D.A.V.P.
3	<i>Figure Painting in Water Colour</i> , Charles Reid Watson, Gupta Publication
MOOC	
1	https://www.mooc-list.com/course/live-history-art-artists-animators-and-gamers-coursera

COURSE TITLE	COMMUNICATION DESIGN PROJECT – I			CREDITS	5
COURSE CODE	SCD21800	COURSE CATEGORY	PC	L-T-P-S	0-0-10-2
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

Continuous Assessment – 1	Continuous Assessment – II	Continuous Assessment III	Summative Assessment
20%	20%	10%	50%

Course Description	This course is a studio (hands on work) course that would facilitate on design process understanding with context based implications and also from executional aspects.
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Course Objective	<ol style="list-style-type: none"> To learn how to design using elements and principles of art in design. To learn how to design using various illustration techniques.
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Course Outcome	<ol style="list-style-type: none"> To design using elements and principles of art in design. To design using various illustration techniques.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	2	3	3	2	2	2	1	2	2
CO-2	2	2	3	3	2	2	2	1	2	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE - 1	Project -1	30
Book cover design		CO-1 BTL-2
MODULE – 2	Project -2	30
Brand auditing - Branding & Rebranding - scope is limited to printable		CO-2 BTL-2

SEMESTER – IV

COURSE	DESIGN IN INDIA	CREDITS	3
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TITLE					
COURSE CODE	SCD21019	COURSE CATEGORY	PC	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	
15%	15%	10%	5%	5%	
Course Description	The course guides the learners to understand the evolution of design in the rest of the world in relation to the evolution of design in India				
Course Objective	<ol style="list-style-type: none"> 1. To learn the history of design in Europe 2. To learn the impact of technology in the evolution of design 3. To learn the contribution of culture and craft in the identify of indian design 4. To learn the contribution of Indian designers 5. To explore the role of design in shaping the future of India 				
Course Outcome	<ol style="list-style-type: none"> 1. To interpret the evolution of design in europe and rest of the world 2. To relate the evolution of design with the indian culture and craft 3. To explore thr impact of technology in design evolution 4. To relate the contribution of Indian designers on indianess design 5. To relate the status of design professionals in India and their contribution for the future. 				
Prerequisites:					
CO, PO AND PSO MAPPING					

CO										
MODULE 1: HISTORY OF DESIGN IN EUROPE AND THE REST OF THE WORLD (9)										
Understanding design movements and their contribution in visual design - post-war evolution of visual design										CO-1 BTL-3
MODULE 2: IMPACT OF TECHNOLOGY OF DESIGN (12)										
The great wars and their impact on technology and design - Age of communication and its impact on visual design										CO-2 BTL-3
MODULE 3: EVOLUTION OF INDIAN DESIGN SCHOOL (12)										
Charles Eames and the establishment of IIT IDC as centre for engineering and design.	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	CO-3 BTL-3 PSO-4
MODULE 4: INDIAN DESIGNERS AND THEIR CONTRIBUTION (12)										
Mahendra patil - Mukund gokley - Balram - Darshad patil - Ashok chatterjee - Ravi poovaiah - Bhaumik - Michel Foley - Neil Foley - Satish gokley - Antony Locus - Ashwini Deshpande - Ashish Deshpande - Anil reddy - Satharsh Sriprakash - Suhasini Paul - Paul Sandeep										CO-4 &5 BTL-3
TEXT BOOKS										
1	Art, Design, and Architecture in Central Europe 1890-1920 by Elizabeth Clegg									
2	Design: The Indian Context (Learning the Historical Rationale of the Indian Design Idiom) by H Kumar Vyas									
REFERNCE BOOKS										
1	Design Education in India: Values of Socially Responsible Design by Sanjeev Bothra									
2	Communication technology- The new media in society by Everett M Rogers									
CO-1	3	3	3	2	2	1	2	2	2	2
CO-2	2	3	3	3	3	2	1	2	1	2
CO-3	3	2	2	3	3	3	2	2	1	2
CO-4	3	3	3	2	2	1	2	2	2	2

CO-5	2	3	3	1	2	1	2	2	2	2
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COURSE TITLE	Graphics Design for Communication - II			CREDITS	3
COURSE CODE	SCD21020	COURSE CATEGORY	PC	L-T-P-S	2-0-2-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME			
1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%
Course Description	The course shall enable student to understand social, brand, identity, packaging and promotional design.		
Course Objective	<ol style="list-style-type: none"> 1. To understand and debate on social issues 2. To be able to structure social issues as narratives 3. To understand Identity, brand and packaging 4. To understand modes to promote a brand 		
Course Outcome	<ol style="list-style-type: none"> 1. To explore and exhibit valuable discussion on social issues 2. To Structure social issues as narratives 3. To explore identity, brand and packaging Techniques 4. To apply methods and practices to promote brand 		
Prerequisites:			
CO, PO AND PSO MAPPING			
MODULE 1: SOCIAL CAUSES AND POSTER DESIGN (9)			
Understanding of social narratives and environmental events - design and narrative in a poster			CO-1 BTL-2
MODULE 2: BRANDING AND PACKAGE DESIGN (12)			
Understand brand and identity and hierarchy of information - design and development of package with relevant visual graphics			CO-2 BTL-2
MODULE 3: PROMOTIONAL DESIGN – PRINT (12)			
Messaging and catch phrases - Design of promotional artifacts - narrative in promotional design			CO-3 BTL-2
MODULE 4: PROMOTIONAL DESIGN – DIGITAL (12)			
Messaging and catch phrases - impact of promotion in digital media- narrative in promotional design			CO-4 &5 BTL-3

REFERNCE BOOKS	
1	B. Gordon and M. Gordon, Complete Guide to Digital Graphic Design, Thames &Hudson, 2002.
2	T. Porter and S. Goodman, Manual of Graphic Techniques, Vols. 1, 3, 4, Architectural Press,
MOOC	
1	https://www.mooc-list.com/tags/graphic-design

COURSE TITLE	INTERACTION DESIGN			CREDITS	3
COURSE CODE	SCD21021	COURSE CATEGORY	BS	L-T-P-S	2-0-2-0
Version	1.0	Approval Details		LEARNIN G LEVEL	BTL-3
ASSESSMENT SCHEME					
1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE		
15%	15%	20%	50%		
Course Description	Interaction design is an important component within the giant umbrella of user experience (UX) design. In this course, we'll explain what interaction design is, some useful models of interaction design, as well as briefly describe what an interaction designer usually does.				
Course Objective	<ol style="list-style-type: none"> 1.Learn in-demand skills from university and industry experts 2.Master a subject or tool with hands-on projects 3.Develop a deep understanding of key concepts 4.Applying the learning into projects. 5.Having the capability to view the bigger picture. 				

Course Outcome	<p>On successfully completing the module students will be able to</p> <ol style="list-style-type: none"> 1. Design and communicate in a range of media effective and engaging creative outcomes within deadlines 2. Demonstrate a reasonable understanding of digital hardware and software and their application to the Creative Industries 3. Demonstrate research and analytical skills in practical projects and client presentations 4. The goal of interaction design is to create products that enable the user to achieve their objective(s) in the best way possible. 5. 5.By completing the course, you will become equipped with the tools required to create products with outstanding user experience and usability.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3
CO-1	3	2	3	1	2	3	2	1	3
CO-2	2	3	2	3	3	2	3	3	2
CO-3	3	1	3	1	3	3	1	3	3
CO-4	3	1	2	2	3	3	2	1	3
CO-5	3	3	2	3	2	2	1	3	3

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Introduction

(9)

Identify and explain the role and function of interaction design^[1]_[SEP]

**CO-1
BTL-3**

MODULE 2: Approaches to design problems

(9)

Apply theoretical and practical approaches to design problems

**CO-2
BTL-3**

MODULE 3: User Analysis

(9)

Critically analyze interaction design and its developments from different perspectives; the designer, user, client and participant or audience^[1]_[SEP]

**CO-3
BTL-3**

MODULE 4: Design Implications

(9)

Explain the practical and design implications and considerations related to the use of multimedia technology in experiential, experimental and corporate applications

**CO-4
BTL-3**

MODULE 5: Digital technologies in communication

(9)

Design, create and present informed projects by selecting relevant information, materials and multimedia communication strategies and interactive elements. Analyse the creative potential afforded by the use of digital technologies in communication.	CO-5 BTL-3
TEXT BOOKS	
1.	Designing Interactions', by Bill Moggridge
2.	About Face: The Essentials of Interaction Design by Alan Cooper, Robert Reimann, David Cronin, & Christopher Noessel.
3	Interaction Design: Beyond Human-Computer Interaction by Jenny Preece and Helen Sharp.
4	The Design of Everyday Things by Donald Norman.
MOOC	
1	https://www.coursera.org/specializations/interaction-design

COURSE TITLE	ADVANCED TECHNIQUES OF COMMUNICATION DESIGN			CREDITS	4
COURSE CODE	SCD21022	COURSE CATEGORY	EEC	L-T-P-S	2-1-2-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	An Introduction to Humanities and Social Sciences. Qualitative methods- ethnographic, historical, philosophical, case study, and interview. Representation of design and concepts through mix media and multi-sensory experience
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Course Objective	<ol style="list-style-type: none"> 1. To study people behavior and environment in correlation to each other. To explore different mediums and combinations of mediums. 2. To study and analyze social and cultural impact on design 3. To explore design as a multi-sensory experience 4. To analyze and learn from a given context
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Course Outcome	<ol style="list-style-type: none"> 1. To represent concepts in multiple mediums. 2. To apply abstraction and metaphorical thinking 3. To create a design that communicates with all senses. 4. To derive a character from given context
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3
CO-1	3	2	3	1	2	3	2	1	3
CO-2	2	3	2	3	3	3	3	3	2
CO-3	3	1	3	1	3	3	1	3	3
CO-4	3	1	2	2	3	3	2	1	3
CO-5	3	3	2	3	2	2	1	3	3

MODULE - 1 MIX MEDIA (PEOPLE AND ENVIRONMENT) (20)

Research and study on people and environment in traditional/ vernacular/ Historical context. Explore and learn the techniques of new media mix media to represent the study Representation will include combination of more than one medium or material. Eg. Collages, assemblages and sculptures.	CO-1 BTL-2
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MODULE – 2 METAPHORICAL AND SYMBOLIC REPRESENTATION (SOCIAL, ETHNOGRAPHIC AND CULTURAL STUDIES) (20)

Research and study on society, ethnography and culture. Develop abstraction metaphorical or symbolism in thinking. Represent the design for multi-sensory perception including audio. Model representation of experience design.		CO-2 BTL-2
MODULE 3: CHARACTER DESIGN (20)		
Based on Above research develop and design a character for per-determined user group in culturally rich context/reference.		CO-3 BTL-3
TEXT BOOKS		
1.	Mario, Bussagli; Sivaramamurti, C.; 5000 Years of Art in India, L.N.Abrams, NY	
2	Ananda, Coomaraswamy; The Dance Of Siva, Kessinger Publishing, 2006, ISBN-13: 978-1428680302	
3	Eames, Charles and Ray; The India Report, NID, 1958	
4	Hylland, Eriksen Thomas; Small Places, Large Issues - Second Edition: An Introduction to Social and Cultural Anthropology (Anthropology, Culture and Society), Pluto Press; 2001	

COURSE TITLE	Advance Animation Techniques			CREDITS	3
COURSE CODE	SCD21023	COURSE CATEGORY	EEC	L-T-P-S	2-0-2-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE		
15%	15%	20%	50%		
Course Description	This course shall give a detail about the Future and process of animation. It also deals about the pre and post production.				
Course Objective	<ol style="list-style-type: none"> 1. To Understand the history of animation 2. To understand the future of animation 3. To understand the process of animation 4. To understand about Pre-production 5. To understand about Production 				
Course Outcome	<ol style="list-style-type: none"> 1. To learn about the history of animation. 2. To explore the future of animation. 3. To apply the process of animation in projects. 4. To explore about pre production. 5. To learn about production. 				
Prerequisites:					
CO, PO AND PSO MAPPING					

CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2	3	1	2	3	2	1	3	1
CO-2	2	3	2	3	3	3	3	3	2	3
CO-3	3	1	3	1	3	3	1	3	3	3
CO-4	3	1	2	2	3	3	2	1	3	1
CO-5	3	3	2	3	2	2	1	3	3	3

MODULE - 1 Introduction (9)	
Development of Animation, Early Animation- Victorian, Zoetrope, The magic lantern, Thaumatrope, Praxinoscope, Traditional Animation, Feature Length Film, Computer Animation	CO-1 BTL-2
MODULE – 2 Future of Animation (9)	
Animation walk cycle - Animating props - Animating backgrounds	CO-2 BTL-2
MODULE – 3 Process of Animation (9)	
Story, Synopsis writing, Budgeting, Developing a crew and R&D	CO-3 BTL-2
MODULE – 4 Pre-production (9)	
Story Writing, Script /dialogue Writing, Screenplay, Model sheet-Character designs, Storyboarding - Animatics, Staging	CO-4 BTL-2
MODULE – 5 Production (9)	
Animation, Coloring and Inking, Sound effects and Special Effects, Color Corrections, Rendering - Editing and composition - Final Output	CO-5 BTL-3
TEXT BOOKS	
1	Advanced Animation and Rendering Techniques (ACM Press) by Dr Alan Watt
2	Elemental Magic- The art of special effects Animation by Joseph Gilland
MOOC	
	https://www.edx.org/learn/animation

COURSE	COMMUNICATION DESIGN PROJECT - II	CREDITS	5
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TITLE					
COURSE CODE	SCD21801	COURSE CATEGORY	PC	L-T-P-S	0-0-10-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
Continuous Assessment - 1	Continuous Assessment – II	Continuous Assessment III	Summative Assessment		
20%	20%	10%	50%		
Course Description	Student will explore photography design and build and compose a narrative print book.				
Course Objective	<ol style="list-style-type: none"> 1. To explore people environment business and brands and their processes 2. Understand and assimilate information to be presented with visual aesthetics 3. Understanding print technology and binding methods . 4. Explore methods of layout and grid formats 5. Explore photography and the means of visual expression 				
Course Outcome	<ol style="list-style-type: none"> 1. To explore processes in design reflecting people environment business and brands 2. To explore visual aesthetics as a method to assimilate information 3. To explore printing methods and its binding formats 4. To apply layout and grid in visual design 5. To apply photography as tool for visual expression 				
Prerequisites:					
CO, PO AND PSO MAPPING					
MODULE 1: MINOR PROJECT					
Photography design					
MODULE 2: MAJOR PROJECT					
Composition of a narrative book reflecting the history of a brand, journey of a city, evolution of an organization or a brand.					

COURSE TITLE		INFORMATION DESIGN					CREDITS		3		
COURSE CODE		SCD21024		COURSE CATEGORY		PC		L-T-P-S		3-0-0-0	
Version		2.0		Approval Details				LEARNING LEVEL		BTL-3	
ASSESSMENT SCHEME											
First Periodical Assessment		Second Periodical Assessment		Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE	
15%		15%		10%		5%		5%		50%	
Course Description		This course shall make students to learn about the visual research and iterative concept development and apply various design approaches and techniques in the projects.									
Course Objective		<ol style="list-style-type: none"> 1. To understand visual research and iterative concept development for original expressions of information design. 2. To understand technical, design and artistic abilities to effectively visual communicate complex information. 3. To understand various design approaches and techniques of information visualization to originate visual communication and time-based media designs. 4. To understand refined approaches to information design. 									
Course Outcome		<p>On successfully completing the module students will be able to:</p> <ol style="list-style-type: none"> 1. Conduct visual research and iterative concept development for original expressions of information design. 2. Demonstrate technical, design and artistic abilities to effectively visual communicate complex information. 3. Use professional software to apply various design approaches and techniques of information visualization to originate visual communication and time-based media designs. 4. Deliver final work demonstrating refined approaches to information design. 									
Prerequisites:											
CO, PO AND PSO MAPPING											
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4	
CO-1	3	2	3	3	1	2	2	1	2	2	
CO-2	2	3	3	3	1	2	2	3	2	2	
CO-3	2	1	2	3	3	3	1	3	2	2	
CO-4	2	1	2	2	3	3	2	1	2	2	
CO-5	3	3	1	2	2	3	1	3	2	2	
1: Weakly related, 2: Moderately related and 3: Strongly related											
MODULE 1: Visual Research (9)											
Investigation to inform an understanding of information design conventions and procedures. Introduction to data visualizations.										CO-1 BTL-2	

MODULE 2: Analysis (9)	
Analyse the basic principles of the information design processes to acknowledge the challenge of media traditions and conventions through digital media artefacts, interactive media experiences and concepts to enhance audience understanding and engagement.	CO-2 BTL-2
MODULE 3: Collection of data (9)	
Demonstrate technical, design and artistic abilities to effectively visual communicate complex information.	CO-3 BTL-2
MODULE 4: Application, creativity and concept development (9)	
Use analysis findings, creative processes and design thinking to develop a solution to the personal information design project.	CO-4 BTL-2
MODULE 5: Craftsmanship and Presentation (9)	
Produce and present a final information design solution appropriate to the needs of that solution.	CO-5 BTL-3
TEXT BOOKS	
1.	Design for Information: An Introduction to the Histories, Theories, and Best Practices Behind Effective Information Visualizations by Isabel Meirelles.
2.	Design for Information: An Introduction to the Histories, Theories, and Best Practices Behind Effective Information Visualizations

COURSE	FUTURISTIC DESIGN	CREDITS	3
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TITLE					
COURSE CODE	SCD21025	COURSE CATEGORY	PC	L-T-P-S	2-0-2-1
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	The course guide learners to understand systems and speculative thinking to design for innovation.
Course Objective	<ol style="list-style-type: none"> 1. To understand system thinking methods 2. To understand speculative thinking methods 3. To understand methods and processes involved in world building 4. To understand impact of society economics culture and technology on the future.
Course Outcome	<ol style="list-style-type: none"> 1. To explore methods of system thinking 2. To Explore methods of speculative thinking 3. To apply methods of world building in futuristic design 4. To explore the impact of society , culture and technology.

Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2	3	3	3	1	2	2	1	2	2
CO-2	3	3	3	3	1	2	2	3	2	2
CO-3	1	3	2	3	3	3	1	3	2	2
CO-4	1	2	2	2	3	3	2	1	2	2
CO-5	3	2	1	2	2	3	1	3	2	2

MODULE 1: System thinking in foresight (9)	
Introduce and explore system thinking methods - Strategic foresight as an extension of system thinking	CO-1 BTL-2
MODULE 2: Speculative thinking and design fiction (12)	
Introduce and explore speculative thinking methods - Design fiction as a method to futuristic Design	CO-2 BTL-2
MODULE 3: World building (12)	
Understanding and exploring the evolution of society, culture, technology, Economics and environmental events on Future world and ecosystems	CO-3 BTL-2

MODULE 4: Speculative design; Catalyst to innovation (12)	
Understand and explore Speculative design as a catalyst to innovation.	CO-4 BTL-3
TEXT BOOKS	
1.	Design Futures by Bradley Quinn
2.	The Design of Future Things, best-selling by Donald A. Norman

COURSE TITLE	GRAPHICS DESIGN FOR COMMUNICATION - III			CREDITS	3
COURSE	SCD21026	COURSE	EEC	L-T-P-S	2-0-2-1

CODE		CATEGORY			
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE		
15%	15%	20%	50%		
Course Description	The course guide students to understand people scenarios and depict them as visual narratives.				
Course Objective	<ol style="list-style-type: none"> 1. To understand people and behaviour and script narratives 2. To explore methods to produce artifacts for narratives 3. To understand and sort information in a sequence 4. To understand scenarios and translate human experiences to stories. 				
Course Outcome	<ol style="list-style-type: none"> 1. To explore people behaviour to script narratives 2. To convert narratives narratives to artifacts 3. To explore information sorting as a sequence 4. To explore scenarios and project human experiences as visual stories 				
Prerequisites:					
CO, PO AND PSO MAPPING					
MODULE - 1 UNDERSTANDING NARRATIVE STRUCTURE (9)					
Understanding visual narratives - documenting people and behaviour - creating information artifacts				CO-1 BTL-2	
MODULE – 2 NARRATIVE IN INFORMATION (12)					
Understanding hierarchy in information - Story telling through information design - visual structuring of information narratives				CO-2 BTL-2	
MODULE – 3 NARRATIVE OF EXPERIENCES (12)					
Observation and Assimilation of People behaviour in environments and scenarios - story telling of experiences - visual expressions of experiences				CO-3 BTL-3	
MODULE – 4 PROJECTS (12)					
Manual and digital				CO-5 BTL-2	
TEXT BOOKS					

1.	Narrative Design: Working With Imagination Craft And Form Paperback – 2 May 2000 by Madison Smartt Bell
2.	Storytelling in Design by Anna Dahlström

COURSE TITLE	Communication Design Project - III			CREDITS	5
COURSE	SCD21802	COURSE	EEC	L-T-P-S	0-0-10-3

CODE		CATEGORY			
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
Continuous Assessment - 1	Continuous Assessment – II	Continuous Assessment III		Summative Assessment	
20%	20%	10%		50%	
Course Description	The course shall guide students to understand the digital medium and help develop a service based website.				
Course Objective	<ol style="list-style-type: none"> 1. To understand and structure information 2. To understand card sorting as a method to group information and services. 3. To understand user behaviour through A/B Testing 4. To understand and explore layout and style guide for digital products 5. To understand online retail and payment methods 				
Course Outcome	<ol style="list-style-type: none"> 1. To Explore and apply information within a structure 2. To apply card sorting as a method to grouping information 3. To explore user testing methods like A/B Testing 4. To explore layout and style guides for digital comforts 5. To explore online processes in retail 				
Prerequisites:					
MODULE 1: MINOR PROJECT					
Information websites - Design development with appropriate assimilation of information.					
MODULE 2: MAJOR PROJECT					
Service websites - Design development of a website for a chosen service like retail, banking, community building, matrimony and health care etc.,					

SEMESTER - VI

COURSE	DESIGN RESEARCH	CREDITS	3
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TITLE										
COURSE CODE	SCD21027	COURSE CATEGORY		PC	L-T-P-S		3-0-0-0			
Version	1.0	Approval Details			LEARNING LEVEL		BTL-3			
ASSESSMENT SCHEME										
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project		Surprise Test / Quiz		Attendance		ESE		
15%	15%	10%		5%		5%		50%		
Course Description	The course shall guide students in by introducing the method of design research and processes involved in it.									
Course Objective	<ol style="list-style-type: none"> 1. Introduction to design research methods 2. To discuss discovery as a method in design research 3. To discuss Exploration as a method in design research 4. To discuss Testing as a method in design research 5. To discuss feedback as a method in design research 									
Course Outcome	<ol style="list-style-type: none"> 1. To explore design research methods 2. To explore and practice method of discovery 3. To explore and practice method of Exploration 4. To explore and practice method of Testing 5. To explore and practice method of feedback 									
Prerequisites:										
CO, PO AND PSO MAPPING										
CO	PO -1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2	3	2	2	2	2	1	2	2
CO-2	2	3	1	3	2	2	2	2	2	2
CO-3	2	2	2	2	3	3	1	2	3	3
CO-4	2	2	2	2	3	3	2	1	3	3
CO-5	3	3	1	2	2	2	1	3	3	2
1: Weakly related, 2: Moderately related and 3: Strongly related										
MODULE 1: Benefits of Design Research (9)										
Customer knowledge - efficiency - Behaviour - Discovering Opportunities									CO -1 BTL - 3	
MODULE 2: DISCOVERY IN DESIGN RESEARCH (9)										
Litreture review - field observations - Stakeholder interviews									CO -2 BTL - 3	

MODULE 3: EXPLORATION IN DESIGN RESEARCH (9)	
Design review - persona building - scenario building	CO -3 BTL - 3
MODULE 4: TESTING IN DESIGN RESEARCH (9)	
Usability testing - Benchmark testing- Heuristic Analysis - Eye-tracking	CO -4 BTL - 3
MODULE 5:FEEDBACK IN DESIGN RESEARCH (9)	
Focus-groups - Feedback service - Observational behaviour	CO -5 BTL - 3
TEXT BOOKS	
1.	Design Research: Methods and Perspectives by Laurel, Brenda.
2.	Research for Designers: A Guide to Methods and Practice by Muratovski, Gjoko

COURSE TITLE	UNIVERSAL DESIGN AND DESIGN SYSTEMS		CREDITS	3	
COURSE	SCD21028	COURSE CATEGORY	PC	L-T-P-S	1-0-4-1

CODE					
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%

Course Description	Design system is a process of defining elements of a system like modules architecture components and their interfaces and data for the system based on specific requirements . UDS is a process of creating products and systems that are accessible to the people wide range of abilities and other characteristics.
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Course Objective	<ol style="list-style-type: none"> 1. Understand the Principles of Universal Design 2. Apply Universal Design in Communication 3. Explore Design Systems 4. Create and Implement Design Systems 5. Evaluate the Impact of Design Choices
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Course Outcome	<p>Upon completing this course students will be able to,</p> <ol style="list-style-type: none"> 1. Proficiency in Universal Design 2. Skills in Design System Development 3. Critical Thinking in Design 4. Application of Ethical Design Practices 5. Effective Communication of Design Choices
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2	3	2	2	2	2	1	2	2
CO-2	2	3	1	3	2	2	2	2	2	2
CO-3	2	2	2	2	3	3	1	2	3	3
CO-4	2	2	2	2	3	3	2	1	3	3
CO-5	3	3	1	2	2	2	1	3	3	2

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION

(3L+12P=15)

Introduction to universal design and understanding its importance. Principles of universal	CO-1
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design applied in different fields of design.	BTL-3
MODULE 2: DESIGN SYSTEMS (3L+12P=15)	
Introduction - importance of design systems - design system methodologies - requirement analysis and specification - module design - implementation - life cycle audit - assessment and monitoring.	CO-2,3 BTL-3
MODULE 3: DESIGN PROJECT (3L+12P=15)	
Designing a system that apply universal design principles.	CO-4,5 BTL-3
TEXT BOOKS	
1.	"Universal Design Principles and Models" by Beth Tauke, Patrick T. Hoffman, and Edward Steinfeld
2.	"Design Systems: A practical guide to creating design languages for digital products" by Alla Kholmatova:

COURSE TITLE	DIGITAL MARKETING			CREDITS	3
COURSE CODE	SCD21029	COURSE CATEGORY	EEC	L-T-P-S	1-0-4-1

BY MBA DEPARTMENT

COURSE TITLE	Communication Design Project - IV			CREDITS	6
COURSE CODE	SCD21803	COURSE CATEGORY	PC	L-T-P-S	0-0-12-2
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
Continuous Assessment - 1	Continuous Assessment – II	Continuous Assessment III	Summative Assessment		
20%	20%	10%	50%		
Course Description	The course shall enable students to understand design of digital products develop prototypes of them and test it for heuristic values.				
Course Objective	6. To understand and structure information 7. To understand card sorting as a method to group information and services. 8. To understand Heuristic Principles and its application. 9. To understand and explore layout and style guide for digital products 10. To understand online retail and payment methods				
Course Outcome	6. To Explore and apply information within a structure 7. To apply card sorting as a method to grouping information 8. To explore Heuristic principles and its application 9. To explore layout and style guides for digital comforts 10. To explore online processes in retail				
Prerequisites:					
MODULE 1: MINOR PROJECT					
Information Applications - Design development with appropriate assimilation of information.					
MODULE 1: MAJOR PROJECT					
Service Application - Design development of a application for a chosen service like retail, banking, community building, matrimony and health care etc.,					

SEMESTER - VII

COURSE TITLE	Design Management and Professional Practice			CREDITS	3
COURSE CODE	SCD21030	COURSE CATEGORY	EEC	L-T-P-S	3-0-0-1

Version	2.0	Approval Details		LEARNING LEVEL	BTL-3
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ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	The course shall guide students in understanding design management methods for a successful professional practice.
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Course Objective	<ol style="list-style-type: none"> 1. To understand management of design 2. To understand management of design projects 3. To understand marketing and branding 4. To understand methods to conduct brand audits
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Course Outcome	<ol style="list-style-type: none"> 1. To explore design management methods 2. To practice management of design projects 3. To explore marketing and branding 4. To explore brand audit methods
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	2	3	2	2	2	2	1	2	2
CO-2	2	3	1	3	2	2	2	2	2	2
CO-3	2	2	2	2	3	3	1	2	3	3
CO-4	2	2	2	2	3	3	2	1	3	3
CO-5	3	3	1	2	2	2	1	3	3	2

MODULE 1: INTRODUCTION TO DESIGN MANAGEMENT (9)

What is design management - people centric approach - Design process and planning

**CO -1
BTL - 3**

MODULE 2: DESIGN AUDITS AND MEASURING SUCCESS (12)

Design proposals, contracts and management overview - Design audits - measuring success - measuring performance

**CO -2
BTL - 3**

MODULE 3: MARKETING AND BRANDING

(12)

Marketing Process and strategies - Branding and Brand audits		CO -3 BTL - 3
MODULE 4: PRACTICE OF INNOVATION (12)		
Design driven innovation and Brand driven innovation		CO -4 BTL - 3
TEXT Books		
1	Design Management Create, Develop, and Lead Effective Design Teams by Andrea Picchi	
2	Ramroth, William G. Project management for design professionals. Chicago, Ill: Kaplan AEC Education, 2006.	
3	Bachner, John Philip. Practice management for design professionals: A practical guide to avoiding liability and enhancing profitability. New York: Wiley, 1991.	

COURSE TITLE	Visual Effects and Interdisciplinary Design			CREDITS	4
COURSE CODE	SCD21031	COURSE CATEGORY	PC	L-T-P-S	1-0-6-1
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					

1st Periodical Assessment	2nd Periodical Assessment	Portfolio Assessment	ESE
15%	15%	20%	50%
Course Description	This course shall provide students the knowledge of effects based on visual design and the digital compositing. This course also deals with design simulation and rendering.		
Course Objective	<ol style="list-style-type: none"> 1. To understand the basics and types of visual effects. 2. To learn the elements of visual effects and digital compositing. 3. To understand the process of 3D animation. 4. To learn digital processing. 5. To learn Design simulation and rendering. 		
Course Outcome	<ol style="list-style-type: none"> 1. To Explore basics and types of visual effects. 2. To apply elements of visual effects and digital compositing in projects 3. To explore 3D animation process in detail 4. To explore about digital processing 5. To apply Design simulation and rendering 		
Prerequisites:			
CO, PO AND PSO MAPPING			
MODULE 1: Introduction (12)			
Understanding Visual Effects (VFX), Categories, Types of Visual Effects, Use of VFX, Importance of VFX, Feature of VFX and Special Effects			CO -1 BTL - 3
MODULE 2: Background (12)			
Stabilizing footage, Keying matte – blue and green screen, color correction, wire removal, rotoscoping, lights and camera, Tracking (Motion tracking with one point and multiple point tracking of alive footage).			CO -2 BTL - 3
MODULE 3: Digital Compositing (12)			
Digital Compositing; Understanding Compositing, Passes Mattes and compositing, Digital Matting Methods and tools			CO -3 BTL - 3
MODULE 4 : Digital Processing (12)			
Compositing Techniques, Digitally Processing Image and Footages. Green and Blue Screens; Understanding Chroma Keying and Compositing.			CO -4 BTL - 3
MODULE 5 : Simulation (12)			
Understanding Fluids, Building Simulation, Particle Simulation, Particle Emitters, Particle Rendering, Paint Effects.			CO -5 BTL - 3
Test books			

1	<i>The Green Screen Handbook: Real-World Production Techniques</i> . Author: Jeff Foster; Sybex; 1st edition (March 15, 2010), ISBN-10:0470521074.
2	<i>Maya Studio Projects Dynamics</i> . Author: Todd Palamar; Sybex; 1st edition (November 2, 2009), ISBN-10:0470487763.
3	<i>The Visual Effects Arsenal</i> , Author: Bill Byrne; Focal Press; 1st edition (April 17, 2009), ISBN-10:9780240811352.

COURSE TITLE	Communication Design Project - V			CREDITS	10
COURSE CODE	SCD21804	COURSE CATEGORY	EEC	L-T-P-S	0-0-20-3
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
	Continuous Assessment - 1	Continuous Assessment – II	Continuous Assessment III	Summative Assessment	
	20%	20%	10%	50%	
Course Description	The course shall guide students to develop a speculative design project where they explore visual interactions in emerging future Scenarios.				
Course Objective	<ol style="list-style-type: none"> 1. To understanding speculative thinking and its methods 2. To guide students in the process of word building 3. To help students to identify the nodes of innovation in visual interaction 4. To aid students to design and develop future interactions 				
Course Outcome	<ol style="list-style-type: none"> 1. To Explore speculative thinking methods 2. To Imagine and develop future worlds 3. To explore scenarios for visual interventions 4. To design and develop visual interaction in a future world 				
Prerequisites:					
MODULE 1: PROJECT					
Speculative Design Project leading to exploring visual interactions in emerging technology.					

COURSE TITLE	Capstone Project			CREDITS	14
COURSE CODE	SCD21806	COURSE CATEGORY	PC	L-T-P-S	0-0-28-1
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
Hypothetical/ Industry					

ELECTIVE – I

SEMESTER – IV

COURSE TITLE	ENVIRONMENTAL GRAPHIC DESIGN			CREDITS	3
COURSE CODE	SCD21500	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0

Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
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ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments / Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This Course includes use of graphic elements such as typography, colors, imagery and textures to curate and enhance the experience people have within a space. These may include way finding and place making systems, murals and other visual elements. It provides a layered experience in which identity, imagery and sense of place are enhanced through emotional triggers within a spatial experience. It can help users to orient themselves and give them a sense of belonging to the space.
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Course Objective	<ol style="list-style-type: none"> To understand the different areas of EGD and how it relates to other design disciplines To explore Signage and way finding programs to help people determine orientation and navigate complex environment. To understand place-making as a conceptual approach to designing a distinctive image for a given site To apply communication design to tell a story or a theme in an environment To understand main fabrication process, technology and materials involved in implementation of EGD projects
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Course Outcome	<p>Upon completing this course students will be able to,</p> <ol style="list-style-type: none"> Articulate how it intersects with and complements other design disciplines. To create solutions that aid people in orienting themselves and navigating through complex environments seamlessly. To create distinctive and memorable images for specific sites, enhancing the overall environment. To create cohesive and compelling visual narratives. Practical skills in choosing and utilizing appropriate materials and technologies for effective project execution.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO-8	PO-9	PO -10	PO-11	PO-12	PSO -1	PSO-2	PSO-3
CO-1	3	-	3	-	-	-	1	-	-	-	1	-	-	1	-
CO-2	-	3	-	3	-	-	-	1	1	-	-	2	-	-	2
CO-3	-	-	-	-	3	3	-	-	-	-	-	-	1	-	-
CO-4	-	-	-	-	3	3	-	-	-	1	-	-	-	1	-
CO-5	3	3	-	-	-	-	2	-	-	-	-	-	1	3	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION

(9)

Defining EVG - History of Environmental design, examples - Relationship between environmental design and Architecture, Interior and communication design - Using principles of graphics design in environmental design.	CO-1 BTL-3
MODULE 2: SIGNAGE AND WAYFINDING (9)	
Explore the use of visual cues and directional hierarchy, including typography, symbols and color - developing pathways to enhance user experience.	CO-2 BTL-3
MODULE 3: PLACEMAKING (9)	
Defining place-making - economic & social impact of art in public places - Examples parks waterfront plazas streets campuses public buildings - graphics as an element of place-making - principles of place-making. Understanding sociability, uses and activities, access and linkages, comfort and imagery as contributors to place-making	CO-3 BTL-3
MODULE 4: INTERPRETATION (9)	
Introduction to spatial concepts and interpretation of themes through forms space, light and shadows and graphic design supporting these - Understanding graphics as focus element and contributed to consumer experience.(example: Retail environment)	CO-4 BTL-3
MODULE 5: MATERIAL AND TECHNOLOGY (9)	
Explore environmental graphics installations and material fabrication used. Technology intervention to support environmental graphics.	CO-5 BTL-3
TEXT BOOKS	
1.	Design and planning environmental graphics , Wayne hunt
2.	Signage and way finding design - a complete guide to creating environmental graphic design systems, Chris calori, David vanden-eynden.

COURSE TITLE	Motion Design			CREDITS	3
COURSE CODE	SCD21501	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNIN G LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	This course shall guide students to understand the art of film making and basic structure of screenplay writing and the responsibilities if film director.				

Course Objective	<ol style="list-style-type: none"> 1. To understand the Introduction to visual communication 2. To impart the knowledge of film making as a work of art 3. To impart the knowledge of basic structure of screenplay writing and the responsibilities of a film director. 4. To understand Film Direction and responsibilities of Film Directors. 5. To understand the renowned people in the cinema.
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Course Outcome	<ol style="list-style-type: none"> 1. To Explore Visual communication in detail 2. To apply knowledge on work of art in film making 3. To Explore knowledge of basic structure of screenplay writing and the responsibilities of a film director 4. To explore Film Direction and responsibilities of Film Directors. 5. To Explore renowned people and their works towards cinema.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO -8	PO -9	PO -10	PO -11	PO -12	PSO -1	PSO -2	PSO -3
CO-1	3	-	3	-	-	-	1	-	-	-	1	-	-	1	-
CO-2	-	3	-	3	-	-	-	1	1	-	-	2	-	-	2
CO-3	-	-	-	-	3	3	-	-	-	-	-	-	1	-	-
CO-4	-	-	-	-	3	3	-	-	-	1	-	-	-	1	-
CO-5	3	3	-	-	-	-	2	-	-	-	-	-	1	3	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: Introduction to visual communication

(9)

Basics of communication - Functions and types of communication - verbal communication - Non-verbal communication - Interpersonal relationships - Mass communication - Group Communication - Visual communication - Visual Vocabulary

**CO-1
BTL-2**

MODULE 2: Introduction to Cinema

(9)

Motion picture camera - Frame rate - Aspect ratio - Persistence of vision - Willing suspension of disbelief -, Mutoscope, Zoetrope - Invention of Kinetoscope - Projection of Movies by Lumiere bros on 28.12.1895 - Early Silent films by Georges Melies and Edwin S Portor

**CO-2
BTL-2**

MODULE 3: Screenplay writing

(9)

Basic structure and format of screenplay - story - Research - Plot - Plot development - Adaption of short stories and novels - Key annotations on pages - scene headings - dialogues - Generating the character biography - identification with characters - What is conflict? - Types of conflict - Screenplay as a blueprint for production, Shooting script and story boarding - Digital recording format - Types of lighting - Lighting for creative visual design - color psychology

**CO-3
BTL-3**

MODULE 4 : Film Direction

(9)

Digital Image sensor - The director's responsibilities - Being the captain of the ship - technical and aesthetic blend as a administrator and coordinator - Narrative Strategies - creating a world using images and sound Location scouting - production design - casting actors - motivating actors - getting the performance - cinematographer - as Directors eye - dramatization of space and time - Qualities of light	CO-4 BTL-2
MODULE 5: Master's of cinema	(9)
D.W. Griffith - vittorio de sica - Roman polanski - Francois Truffat - David Lean - Frits Lang - Alfred Hitchcock - charlie chaplin - Francis ford coppola - Akira kurosawa	CO-5 BTL-2
TEXT BOOKS	
1.	Bordwell, David, Thomson, Kristin. Film Art : An Introduction, new Delhi, Prentice Hall of India (P) Ltd. 1985
2.	Rabiger, Michael, Directing Film Techniques and aesthetics, Burlington, Focal Press, 3rd Edition, 2018.
REFERENCE BOOKS	
1	Andrew, Dudley, The concepts in film theory, New york, Oxford University Press, 1984
2	Arnheim, Rudolf, Film as an Art, California, university of California Press, 1966

COURSE TITLE	CALLIGRAPHY			CREDITS	3
COURSE CODE	SCD21502	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%
Course Description	Calligraphy classes help to develop fine motor skills, improve handwriting, and foster a love of art. It helps to improve handwriting and penmanship, but they also nurture creativity and artistry.				
Course Objective	<ol style="list-style-type: none"> To understand features of calligraphy To define the usage of calligraphy To make multiple word and single words To understand pictorial images To understand angles and images in art form 				

Course Outcome	Upon completion of this course, the students will be able to														
	<ol style="list-style-type: none"> 1. knows special features of calligraphy. 2. Learns the definition and usage of calligraphy. 3. Designs multiple words and single words with calligraphy. 4. Makes pictorial images with calligraphy. 5. Makes type-picto images by using anglez 														
Prerequisites:															
CO, PO AND PSO MAPPING															
CO	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1		1									3			3	
CO-2			2					2							
CO-3					3										
CO-4						1					2		1		2
CO-5												3			
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION (9)															
Introduction to calligraphy. - Basic strokes. - Basic strokes for practise														CO-1 BTL-2	
MODULE 2: FONTS (9) (12)															
Learn different fonts of working in english - practise sheets of various english alphabets.														CO-2 BTL-2	
MODULE 3: FOUNDATION (9)															
Foundation hand- various strokes - direction of various strokes.														CO-3 BTL-3	
MODULE 4: COMPOSITION (9) (12)															
Basic discipline of beautiful handwriting, sense of letter form – Simultaneous judgment of the composition of the letters														CO-4 BTL-2	
MODULE 5: TRADITIONAL SCRIPTS (9)															
Co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students be exposed to Calligraphic examples of various traditional scripts.														CO-5 BTL-2	
TEXT BOOKS															

1.	<i>Art Fundamentals: Theory and Practice</i> by Otto G. Ocvirk, Robert Stinson, Philip R.Wigg, Robert O. Bone, David L.Cayton
2.	<i>The Elements of Art and Composition</i> by Brenda Ellis. Publisher: Artistic Pursuits Inc. Comb-binding, 92 pages, 68 lessons, 186 illustrations. ISBN: 978-1-939394-08-8, January 1, 2013, 3rdEdition
3.	R. Carter and P. B. Meggs, <i>Typographic Design: Form and Communication</i> , John Wiley & Sons, 2000.
REFERENCE BOOKS	
1	P. B. Meggs, <i>Type and Image: the language of graphic Design</i> , VNR,1992.
MOOC	
1	https://www.mooc-list.com/course/introduction-typography-coursera

ELECTIVE – II

SEMESTER – V

COURSE TITLE	MOOC – Courses in Design			CREDITS	3
COURSE CODE	SCD21503- SCD21512	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ELECTIVE – III

SEMESTER – VI

COURSE TITLE	Moving Image Design			CREDITS	3
COURSE CODE	SCD21513	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignment s/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This course shall give students details of art and industry, Indian cinema and world cinema. It shall also deals with documentary and experimental films
Course Objective	<ol style="list-style-type: none"> 1. To understand moving image design 2. To understand film documentary 3. To understand digital cinema and filmmakers.
Course Outcome	<ol style="list-style-type: none"> 1. To explore moving image design. 2. To explore thematic/hypothetical subject 3. To analyze the influence of Internet
Prerequisites:	
CO, PO AND PSO MAPPING	

MODULE 1: PROJECT 1 (15)	
Project based on following contents: Cinema as an Art and Industry, Cinema as propaganda, World Cinema, Indian Cinema (main stream and parallel).	CO-1 BTL-2
MODULE 2: PROJECT 2 (20)	
Project based on a thematic/hypothetical subject: Documentary film, narrative and experimental films	CO-2 BTL-2
MODULE 3: PROJECT 3 (20)	
Project based on following contents: Digital Cinema, new filmmakers and the influence of internet.	CO-3 BTL-3
REFERENCE books	
1	Rodriguez, Robert, <i>Rebel without a Crew: Or How a 23 Year Old Filmmaker With \$7,000 Became a Hollywood Player</i> , Publisher: Penguin Group; First Plume Printing, September 1996.
2	Murch, Walter, <i>In the Blink of an Eye</i> Revised 2nd Edition, Publisher: Silman James Pr; 1st edition (April1995)
3	Dix, Andrew, <i>Beginning film studies</i> , Publisher: Manchester University Press, 15 Jul2008.
4	Ray, Satyajit, <i>Our Films Their Films</i> , Publisher: OrientLongman Pvt. Ltd., Third Edition, 1993.

COURSE TITLE	Gaming Design			CREDITS	3
COURSE CODE	SCD21514	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE			
15%	15%			10%			5%			5%		50%			
Course Description	This course facilitates an understanding of the emerging Digital Game design field with its various aspects from fundamentals to the emerging trends and technological knowhow.														
Course Objective	6. To learn the history of gaming. 7. To learn the classification of games. 8. To learn the types of gaming. 9. To explore the pros and cons of gaming. 10. To learn how to analyze the story in a game														
Course Outcome	Upon completion of this course, the students will be able to 1. To develop a game based on the history 2. To classify the different typology of games 3. To integrate into gaming platforms 4. To define the rules of the games 5. To make the game market ready and user friendly.														
Prerequisites:															
CO, PO AND PSO MAPPING															
CO	PO - 1	PO- 2	PO- 3	PO- 4	PO- 5	PO- 6	PO- 7	PO- 8	PO- 9	PO - 10	PO- 11	PO- 12	PSO- 1	PSO- 2	PSO- 3
CO-1	3							2							2
CO-2						1									1
CO-3						3								2	
CO-4					2										
CO-5				1											
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION														(6)	
History of Gaming; Evolution of Gaming-Principles of Simple Games, Workability of simple games, Reason of playing games, Elements that define games and the gaming experience, Similarity and dissimilarity of games from each other;													CO-1 BTL-2		
MODULE 2: GAME CLASSIFICATION														(12)	
Classification of Games - Game Genre; Game Types; PvP and PvE, NPC;Player's Perspective; Designer's Perspective –Programming concepts													CO-2 BTL-2		
MODULE 3: GAMING PLATFORMS														(9)	
Gaming Platforms; Types of Gaming – PC Gaming, Console Gaming, Mobile Gaming; Gaming Hardware – Building Gaming Rig; Gaming Peripherals; Gaming in Virtual Reality													CO-3 BTL-3		

MODULE 4: GAMING RULES		(9)
End Users – Players learning the mechanics of your game, Rules that define game play, Rules communicated to your players, Rules bent and broken by player, Importance of a story in games		CO-4 BTL-2
MODULE 5: GAMING INDUSTRY		(9)
The Gaming Industry; Pros and Cons of Gaming, Art production in 2D and 3D game ,Balancing gameplay ,Marketing your game – Gaming level Design		CO-5 BTL-2
TEXT BOOKS		
1.	<i>Jane McGonigal, Reality is Broken: Why Games Make Us Better and How They Can Change The World, Penguin Press,2011</i>	
2	<i>Chris Melissinos, Patrick O'Rourke, Mike Mika and Elizabeth Broun, The Art of Video Games: From Pac-Man to Mass Effect, First Edition, Welcome Books,2012.</i>	
3.	<i>Chris Kohler, Power Up: How Japanese Video Games Gave the World an Extra Life, Second Edition, Dover Publications, 2015.</i>	
REFERENCE BOOKS		
1	<i>Simon Egenfeldt-Nielsen, Jonas Heide Smith and Susana Pajares Tosca, Understanding Video Games: The Essential Introduction, Third Edition, Routledge,2016</i>	
2	<i>Steven Kent, The Ultimate History of Video Games, First Edition, Three Rivers Press,2001.</i>	
MOOC		
1	https://www.mooc-list.com/tags/game-design	
2		

COURSE TITLE	Printing and Packaging Design			CREDITS	3
COURSE CODE	SCD21515	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignment s/ Project	Surprise Test / Quiz	Attendance	ESE
15%	15%	10%	5%	5%	50%

Course Description	This course shall give students wide knowledge in printing processes, types of material used for printing and packaging industry, the types of dyes and inks, types of adhesives for Printing &Packaging and applying advanced materials used for printing and packaging.
Course Objective	<ol style="list-style-type: none"> 1. To learn printing processes. 2. To learn the types of material used for printing and packaging industry. 3. To learn the types of dyes and inks. 4. To understand the types of adhesives for Printing &Packaging. To explore the advanced materials used for printing and packaging.
Course Outcome	<ol style="list-style-type: none"> 5. To explore printing processes. 6. To explore the types of material used for printing and packaging industry. 7. To explore the types of dyes and inks. 8. To explore the types of adhesives for Printing &Packaging. 9. To apply the advanced materials used for printing and packaging.
Prerequisites:	
CO, PO AND PSO MAPPING	
MODULE 1: Printing (9)	
Main kinds of films and photographic papers used in graphic organization, Cross section of films, Main-base, Stripping, Anti halation Coating, Protective Coating, Paper positive materials, Developers, Reducers, and Intensifiers. Light sensitive materials for printing image carrier for major printing processes.	
MODULE 2: Paper for Printing (9)	
Paper and Non- Paper Substrate used for printing and packaging industry. Types of Plastic Substrate – Polyethylene, Polypropylene, Polyvinyl Chloride (PVC), Polyethylene teraphthalate (PET), Polyester, Polystyrene, Cellophane, Metal, Foils, Laminates.	
MODULE 3: Printing Inks &Coatings (9)	
Ingredients used in Printing Inks, Coatings and Varnishes. Colorant – Dyes, Pigment, Vehicles, Additives, Binders, Types of printing Inks – Paste Inks, Liquid Inks, Letter Press Inks, Offset/ Lithographic Inks, Gravure Inks, Flexo- graphic Inks. Constituents of coating & varnishes. Application, advantages and limitations of coatings & Varnishes.	
MODULE 4: Adhesives for Printing &Packaging (9)	
Adhesives for Printing &Packaging : Adhesion, Types of Adhesive – Animal Glues, Fish Glues, Casin Adhesives, Starch Based Adhesives, and Natural resin Adhesives, Cellulose Adhesives, Rubber based adhesives, Synthetic resin adhesives, Inorganic Adhesives, Hot Melt.	
MODULE 5: Materials (9)	
Miscellaneous Materials : Different types of rubber used in printing, Book binding Materials – Leather, Cloth, Rexene, Threads, Tapes, Stitching Wire, Covering Materials, Varnishes, Laminates Eye-lets, thermoform	
REFERENCES:	

1	Hardware Bible: Winn IL RochTechmedia..
2	Desk Top Typography: Quark X Press
3	Page Maker 6.0: BPB Publication
4	Printing in a Digital World – David Bergsland
5	Introduction to Prepress - Hugh Speirs
6	Computer Technology – Sinha&Sinha

ELECTIVE – IV

SEMESTER – VI

COURSE TITLE	APPLICATION OF AR/VR/AI			CREDITS	3
COURSE CODE	SCD21516	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
ASSESSMENT SCHEME					
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE
15 %	15 %	10 %	5 %	5 %	50 %
Course Description	This course shall guide students to know Application of Argumented reality, virtual reality and Extended reality.				
Course Objective	<ol style="list-style-type: none"> 1. To understand the introduction to the AR, VR and AI 2. To Understand the Augmented Reality (AR) in design process 3. To Understand the Virtual Reality (VR) in design process 4. To understand Artificial Intelligence (AI) in design process 5. To understand application and case studies based on AR/VR/AI 				
Course Outcome	<ol style="list-style-type: none"> 1. To Explore the introduction to the AR, VR and AI 2. To explore the Augmented Reality (AR) in design process 3. To explore the Virtual Reality (VR) in design process 4. To explore Artificial Intelligence (AI) in design process 5. To apply application and case studies based on AR/VR/AI 				
Prerequisites:					
CO, PO AND PSO MAPPING					

CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO -8	PO -9	PO -10	PO -11	PO-12	PSO-1	PSO-2	PSO-3
CO-1															
CO-2															
CO-3															
CO-4															
CO-5															
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: Introduction													(9)		
Extended reality- Introduction to Augmented Reality (AR) , Virtual Reality (VR) & Artificial Intelligence (AI). Mixed Reality, Potential and Benefits of applying VR.													CO-1 BTL-2		
MODULE 2: Augmented Reality (AR)													(9)		
Augmented Reality (AR) and its impact in graphics and communication design. AR in design process. AR for customer communication.													CO-2 BTL-2		
MODULE 3: Virtual Reality (VR)													(9)		
Relevance of Virtual Reality (VR) technology to communication design. Profession, Immersive creativity, VR and Design Efficiency.													CO-3 BTL-2		
MODULE 4: Artificial Intelligence (AI)													(9)		
Use of AI in design process. Future of AI in design communication. Impact of AI in design communication. Text to Image generation. Software examples.													CO-4 BTL-2		
MODULE 5: Application & Case studies													(9)		
Case studies – examples - Application in hand held and other devices. Basic technology- hardware and software. Personalised experience , education, ecommerce, etc.													CO-5 BTL-3		
TEXT BOOKS															
1.		Augmented and Virtual Reality by Dr. Ninad More (Author), Sunita R. Patil (Author)													
REFERENCE BOOKS															
1		Practical Augmented Reality: A Guide to the Technologies, Applications, and Human Factors for AR and VR (Usability) by Steve AUKSTAKALNIS													
2		“Artificial Intelligence Basics: A Non-Technical Introduction” by Tom Taulli													
3		How to Use AI & AR: Latest in Artificial Intelligence, Augmented Reality, Virtual Reality and More by Edward Kane , Maryanne Kane													
E BOOKS															
1.															
MOOC															
1.															
2.															

COURSE TITLE	LEARNING DESIGN				CREDITS	3
COURSE CODE	SCD21517	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0	
Version		Approval Details		LEARNING LEVEL	BTL-3	

ASSESSMENT SCHEME

First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments/ Project	Surprise Test / Quiz	Attendance	ESE	
15%	15%	10%	5%	5%	50%	

Course Description	Frameworks that supports learning design learning experience. It refers to deliberate choices about what, when, where and how to teach. Decision need to be made about the content, structure, timing, pedagogical strategies, sequence of learning activities, and the type and frequency of assessment in the course, as well as the nature of technology used to support learning.
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Course Objective	<ol style="list-style-type: none"> To provide basic knowledge required for addressing learning settings To understand and apply cognitive theories for successful learning Provide background and skills to prepare effective design materials Focus on instructional systems design and design strategies for learners Distinguish advantage and disadvantages of instructional media and materials
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Course Outcome	<p>Upon completing this course students will be able to,</p> <ol style="list-style-type: none"> Students will possess the fundamental knowledge necessary for addressing diverse learning settings. Demonstrate the ability to align instructional strategies with cognitive principles to facilitate successful learning outcomes. Focusing on the design of instructional systems ensures a systematic approach. To do instructional systems design and design strategies To determine decisions on what tools to use and when.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO -3	PO -4	PO-5	PO-6	PO -7	PO -8	PO -9	PO -10	PO -11	PO -12	PSO -1	PSO -2	PSO -3
CO-1	3	-	3	-	-	-	1	-	-	-	1	-	-	1	-
CO-2	-	3	-	3	-	-	-	1	1	-	-	2	-	-	2
CO-3	-	-	-	-	3	3	-	-	-	-	-	-	1	-	-

CO-4	-	-	-	-	3	3	-	-	-	1	-	-	-	1	-
CO-5	3	3	-	-	-	-	2	-	-	-	-	-	1	3	-
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: INTRODUCTION															
(9)															
Introduction to learning design, LXD - history and evolution of learning design - types - domains of learning													CO-1 BTL-3		
MODULE 2: COGNITIVE THEORIES															
(9)															
Cognitive psychology - Cognitive load - Cognitive theories													CO-2 BTL-3		
MODULE 3: INSTRUCTIONAL DESIGN															
(9)															
Steps of instructional design - Qualities of good instructional design - Identify instructional goals - develop instruction strategy and assessment instruments													CO-3 BTL-3		
MODULE 4: INSTRUCTIONAL DESIGN MODELS															
(9)															
Instructional design models - ADDIE Model - Gagne's nine events of instruction - ASSURE model - Merrill's Principles of instruction - Kemp instructional design - Blooms taxonomy													CO-4 BTL-3		
MODULE 5: DIGITAL TOOLS															
(9)															
E-learning tools - material and development													CO-5 BTL-3		
TEXT BOOKS															
1.		The systematic Design of Instruction, 6 th Edition, Dick, W., Carry, L & Carey J.O													
2.		Instructional Design. Newyork: Wiley, Smith P.L & Rangan T., J.													
3.		Mastering the instructional Design Process: A Systematic Approach, Rothwell, W.J & Kazanas													

COURSE TITLE	CIRCULAR DESIGN (SUSTAINABLE)			CREDITS	3
COURSE CODE	SCD21518	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0

Version	1.0		Approval Details				LEARNING LEVEL				BTL-3				
ASSESSMENT SCHEME															
First Periodical Assessment	Second Periodical Assessment			Seminar/ Assignments/ Project			Surprise Test / Quiz			Attendance		ESE			
15 %	15 %			10 %			5 %			5 %		50 %			
Course Description	This course shall guide students to know Sustainable design in communication design aspects.														
Course Objective	<ol style="list-style-type: none"> To understand introduction to sustainable design To understand Principles of sustainable design To understand economical, social and environmental studies. To understand Application of circular design To understand future challenges and opportunities in sustainable design 														
Course Outcome	<p>Upon completion of this course, the students will be able to</p> <ol style="list-style-type: none"> To Explore introduction to sustainable design To explore Principles of sustainable design To apply economical, social and environmental studies. To explore Application of circular design To explore future challenges and opportunities in sustainable design 														
Prerequisites:															
CO, PO AND PSO MAPPING															
CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO -8	PO -9	PO -10	PO -11	PO -12	PSO- 1	PSO- 2	PSO- 3
CO-1															
CO-2															
CO-3															
CO-4															
CO-5															
1: Weakly related, 2: Moderately related and 3: Strongly related															
MODULE 1: Introduction													(9)		
Necessity of sustainable design, Approach in communication design													CO-1 BTL-2		
MODULE 2: Sustainable Communication Design													(9)		

Principles of sustainable communication design. Approaches to sustainable communication design	CO-2 BTL-2
MODULE 3: Economic, Social and Environment studies (9)	
Sustainable design thinking and social innovation for beating barriers to circular economy. Contribution of circular design can contribute to social, economic and environmental sustainability.	CO-3 BTL-2
MODULE 4: Application of Circular design (9)	
Impact of circular design on growth of business. How designers can constitute in practicing circular designs.	CO-4 BTL-3
MODULE 5: Future challenges & Opportunities and Case Studies (9)	
Better use of finite resources, Reduce emissions, Boost economies, Protect biodiversity. Reduction of waste and natural resources consumption. Build new innovative business models that consider alternative futures.	CO-5 BTL-3
TEXT BOOKS	
1.	Sustainable in a circular world: design and restore natural ecosystem through innovation by Peggy Smedley
REFERENCE BOOKS	
1	Cradle to cradle – remaking the way we make things, : William McDonough and Michael Braungart
2	Products That Last: Product Design for Circular Business Models by Conny Bakker, Marcel den Hollander & Ed van Hinte
E BOOKS	
1.	Sustainable Manufacturing and the Circular Economy, office of energy efficiency and renewable energy, U S Department of Energy, January 2023
MOOC	
1.	https://www.circulardesignguide.com/
2.	https://circulab.com/circular-design-what-is-it/
3.	https://www.designorate.com/principles-of-sustainable-design/

ELECTIVE – V

SEMESTER – VIII

COURSE TITLE	MOOC – Courses in Design			CREDITS	3
COURSE CODE	SCD21519- SCD21528	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3

ELECTIVE – VI

SEMESTER - VIII

COURSE TITLE	Entrepreneurship and marketing Techniques			CREDITS	3
COURSE CODE	SCD21529	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
BY MBA DEPARTMENT					

COURSE TITLE	DESIGN CRITICISM				CREDITS	3
COURSE CODE	SCD21530	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0	
Version		Approval Details		LEARNING LEVEL	BTL-3	
ASSESSMENT SCHEME						
First Periodical Assessment	Second Periodical Assessment	Seminar/ Assignments / Project	Surprise Test / Quiz	Attendance	ESE	
15%	15%	10%	5%	5%	50%	
Course Description	The aims is that the students, through norm-critical assessment of design projects and phenomena in design business and design education.					
Course Objective	<ol style="list-style-type: none"> 1. To understand how design criticism can contribute to development of graphics design profession 2. To explore design theories to evaluate works of design 3. To understand and develop individual critical viewpoint 4. To understand methods of communicating criticism 					

Course Outcome	<p>Upon completing this course students will be able to,</p> <ol style="list-style-type: none"> 1. Evaluate current Practices and know future advancement. 2. Assess design works with a more informed perspective. 3. Shaping a unique perspective on design. 4. Communicate criticism effectively.
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Prerequisites:

CO, PO AND PSO MAPPING

CO	PO -1	PO -2	PO -3	PO -4	PO -5	PO -6	PO -7	PO-8	P O -9	PO -10	PO -11	PO-12	PSO -1	PSO -2	PSO -3
CO-1	3	-	3	-	-	-	1	-	-	-	1	-	-	1	-
CO-2	-	3	-	3	-	-	-	1	1	-	-	2	-	-	2
CO-3	-	-	-	-	3	3	-	-	-	-	-	-	1	-	-
CO-4	-	-	-	-	3	3	-	-	-	1	-	-	-	1	-
CO-5	3	3	-	-	-	-	2	-	-	-	-	-	1	3	-

1: Weakly related, 2: Moderately related and 3: Strongly related

MODULE 1: INTRODUCTION (9)

Define Design Criticism - understanding social cultural and material factors that shape the conceptualization, production, perception and consumption of design works	CO-1 BTL-3
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MODULE 2: OTHER FACTORS IMPACTING DESIGN (12)

Articulate and appreciate diverse needs and taste of design users - critically review social cultural legal economic environmental technological and ethical implication of design works	CO-2 BTL-3
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MODULE 3: INDIVIDUAL VIEW POINT (12)

Articulate and create individual view point with regard to appropriateness and success design theories practices and design choices (case studies)	CO-3 BTL-3
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MODULE 4: REPRESENTATION (12)

Articulate ideas by learning and using a foundational design vocabulary, terms of criticism , collaboration with peers with the focus on written oral and graphics communication.	CO-4 BTL-3
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TEXT BOOKS

1.	"Design Writing Research: Writing on Graphic Design" by Ellen Lupton and J. Abbott Miller
2.	"The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles" by Richard Poulin

COURSE TITLE	Research methods, Patent and IPR	CREDITS	3
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COURSE CODE	SGE51500	COURSE CATEGORY	DE	L-T-P-S	3-0-0-0
Version	1.0	Approval Details		LEARNING LEVEL	BTL-3
OFFERED AT UNIVERSITY LEVEL					