B. DES. COMMUNICATION DESIGN

(Duration: 4 Years)

CURRICULUM and SYLLABUS

(Applicable for Students admitted from Academic Year 2021-22)

SCHOOL OF PLANNING ARCHITECTURE DESIGN EXCELLENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

HINDUSTAN INSTITUTE OF TECHNOLOGY AND SCIENCE

Motto:

To Make Every Man *a* Success *and* No Man *a* Failure

Vision:

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

Mission:

- *To create an ecosystem that promotes learning and world class research.*
- *To nurture creativity and innovation.*
- *To instil highest ethical standards and values.*
- *To pursue activities for the development of the Society.*
- *To develop national and international collaborations with institutes and industries of eminence.*
- *To enable graduates to become future leaders and innovators.*

Value Statement:

Integrity, Innovation, Internationalization.

SCHOOL OF PLANNING ARCHITECTURE DESIGN EXCELLENCE

Vision:

To excel in innovation and collaborative research, promoting technical and entrepreneurial skills

Mission:

- *To provide a conducive academic environment with contemporary and innovative curricula imparting high quality education*
- *To offer state of the art laboratory infrastructure to enhance fundamental research*
- *To maintain an environment to work closely with industries to materialize collaborative and applied research*
- *To impart technical, managerial and lifelong learning skills, embedded with ethical values and social relevance.*

PROGRAMME'S EDUCATIONAL OBJECTIVES (PEO'S):

PEO1 - Foundation for a successful career in all allied media industry through interactive learning process and quantifiable course outcomes in the program.

PEO2 – Imparting knowledge and skills requisite for higher education and further specialisations in various diversified fields related to communication design.

PEO3 – Creating avenues of learning in order to satisfy the learner's academic interesting, passion and career goals.

PROGRAMME'S OUTCOMES (PO'S):

1. *Evolving creative understanding in areas of specialised media context to enable better learning through focussed quantifiable course outcomes.*
2. *Deriving analytical solutions in day to day complex sociological situations that need communicative design intervention.*
3. *Application of Latest emerging technologies with adaption of emerging latest trends and processes.*
4. *Creating Avenues for further research in communication design and in all its allied fields.*
5. *Understanding the importance of sustainability through the communicative design projects.*
6. *Imparting the requisite ethics and values through academic works.*

PROGRAMME'S SPECIFIC OUTCOMES (PSO'S):

PSO-1: To acquire knowledge to implement solutions in any creative contexts that need for communication design solutions in the changing technological times.

PSO-2: Impart knowledge to foster one's career in any communication design related fields or in any allied fields of inter disciplinary in nature.

PSO-3: To Create avenues for higher studies and research for further specialisation of the acquired knowledge and skills in the areas of communication Design.

PSO-4: To Establish Integrity, ethics and values in individual learners through understanding of societal concerns and resolutions arrived in academic project works.

B.Des – Communication Design

SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
			SEMESTER- I						
			THEORY						
1	H	ELA4102	Communication Skills	2	0	0	2	0	2
2	PC	CDA1102	Introduction to Design	3	0	0	3	1	4
3	BS	CDA1103	Effective mass communication	3	0	0	3	0	3
			THEORY CUM STUDIO						
4	BS	CDA1104	Fundamentals and principles of Art	1	0	4	3	0	5
5	BS	CDA1105	Computer Fundamentals and Operation	1	0	4	3	0	5
			STUDIO						
6	PC	CDA1131	Freehand Drawing	0	0	8	4	0	8
7	PC	CDA1132	Elements of Design I	0	0	8	4	0	8
			Total	**10**	**0**	**24**	**22**	**0**	**35**
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	CDA1116	Introduction to Multimedia Communications	3	0	0	3	0	3
2	PC	CDA1117	Introduction to Photography and Videography	3	0	0	3	0	3
3	BS	CDA1118	Storyboarding and Scriptwriting	3	0	0	3	0	3
			THEORY CUM STUDIO						
4	PC	CDB1119	Introduction to Computer Programming	1	0	4	3	0	5
5	PC	CDA1120	Introduction to Typography	1	0	4	3	0	5
			STUDIO						
6	BS	CDA1141	Clay modelling	0	0	8	4	0	8
7	PC	CDA1142	Elements of Design – II	0	0	8	4	0	8
			Total	**11**	**0**	**24**	**23**	**0**	**35**
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	PC	CDA1201	World of Images and Objects	3	0	0	3	1	4
2	BS	CDA1202	History of Art	3	0	0	3	1	4
			THEORY CUM STUDIO						
3	PC	CDA1203	Communication Design	1	0	4	3	1	6
4	PC	CDA1204	Fundamentals of Animation Design	1	0	4	3	0	5
5	PC	CDA1205	Graphic Design for Communication	1	0	4	3	0	5
			STUDIO						
6	PC	CDB1231	Design Studio - III	0	0	8	4	0	8
			ELECTIVE						
7	PE	CDC125X	Department Elective -I	3	0	0	3	0	3
			Total	**12**	**0**	**20**	**22**	**0**	**35**
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	BS	CDA1216	Multimedia Design Fundamentals	3	0	0	3	1	4
2	PC	CDA1218	Web Design	3	0	0	3	0	3
			THEORY CUM STUDIO						
3	PC	CDA1217	Interface and Information Design	1	0	4	3	0	5
4	BS	CDA1219	2D Animation Techniques	1	0	4	3	0	5
5	PC	CDA1220	Audio Video Editing	1	0	4	3	0	5
			STUDIO						
6	PC	CDB1241	Design Studio – IV	0	0	8	4	0	8
			ELECTIVE						
7	PE	CDC126X	Department Elective -I	1	0	4	3	0	5
			Total	10	0	24	22	0	35
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	BS	CDB1301	Creative Thinking Process and Methods	3	0	0	3	1	3
2	BS	CDB1304	Ethics and Human Value	3	0	0	3		3
			THEORY CUM STUDIO						
3	PC	CDB1302	3D Modelling and Texturing	1	0	4	3	1	5
4	PC	CDB1303	Computer Generated Lighting and Rendering	1	0	4	3	1	5
			STUDIO						
5	PC	CDB1331	Design Studio - V	0	0	8	4	0	8
			ELECTIVE						
6	PE	CDC135X	Department Elective -I	1	0	4	3	0	5
7	PE	CDC135X	Department Elective -II	3	0	0	3	0	3
			Total	12	0	20	22	0	35
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	BS	CDB1316	Industrial Management and Entrepreneurship	3	0	0	3	1	4
			THEORY CUM STUDIO						
2	PC	CDB1317	Game Design	1	0	4	3	1	6
3	PC	CDB1318	3D Animation Techniques	1	0	4	3	1	5
4	PD	CDB1319	Visual Effects & Digital Compositing	1	0	4	3		5
			STUDIO						
5	PC	CDB1341	Design Studio - VI	0	0	8	4	0	8
			ELECTIVE						
6	PE	CDC136X	Department Elective -I	3	0	0	3	0	3
7	PE	CDC136X	Department Elective -II	3	0	0	3	0	3
			Total	12	1	20	22	0	35
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

Training Phase – I

(During summer break tentatively in the month of MAY - JUNE)

SEMESTER- VII									
SL. NO	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	C	S	TCH
			THEORY						
1	PC	CDB1401	Animation Production Design	3	0	0	3	1	3
2	BS	CDB1402	New Media and Interaction Design	3	0	0	3	1	3
			THEORY CUM STUDIO						
3	BS	CDB1403	Design Management and Professional Practice	1	0	4	3		5
			STUDIO						
4	PC	CDB1481	Minor Project	0	0	8	4	6	8
5	PC	CDB1431	Design Studio – VII	0	0	8	4	0	8
			Total	7	0	20	17	0	27
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
			STUDIO						
1	PC	CDB1491	Major Project - Thesis	0	0	30	15	0	30
			Total	**0**	**0**	**30**	**15**	**0**	**30**
L – Lecture ; T – Tutorial ; P – Practical ; C – Credit; S- Self Study; TCH- Total Contact Hours									

TOTAL CREDITS: 165

SEM	COURSE CATEGORY	COURSE CODE	NAME OF THE COURSE	L	T	P	CREDITS	S	TCH
			LIST OF DEPARTMENTAL ELECTIVES WITH GROUPING - SEMESTER WISE						
III	PE	CDC1251	Basics of User Interface Design	3	0	0	3	0	3
III	PE	CDC1252	Basics of User Experience Design	3	0	0	3	0	3
IV	PE	CDC1261	Ergonomics	3	0	0	3	0	3
IV	PE	CDC1262	Illustration Techniques	3	0	0	3	0	3
V	PE	CDC1351	Moving Image Design	3	0	0	3	0	3
V	PE	CDC1352	Packaging and Printing	3	0	0	3	0	3
V	PE	CDC1353	Concept of Film making	3	0	0	3	0	3
V	PE	CDC1354	Brand Management Design	3	0	0	3	0	3
VI	PE	CDC1361	Game Design and Production Process	3	0	0	3	0	3
VI	PE	CDC1362	Advanced Illustration Techniques	3	0	0	3	0	3
VI	PE	CDC1363	Tangible User Interface	3	0	0	3	0	3
VI	PE	CDC1364	Environmental Graphic Design	3	0	0	3	0	3

Programme Structure

PSO I		PSO II	PSO III	PSO IV	
To acquire knowledge to implement solutions in any creative contexts that need for communication design solutions in the changing technological times.		Impart knowledge to foster one's career in any communication design related fields or in any allied fields of inter disciplinary in nature.	To Create avenues for higher studies and research for further specialisation of the acquired knowledge and skills in the areas of communication Design.	To Establish Integrity, ethics and values in individual learners through understanding of societal concerns and resolutions arrived in academic project works.	
Evolving creative understanding in areas of specialised media context to enable better learning through focussed quantifiable course outcomes.	*Deriving* analytical solutions in day to day complex sociological situations that need communicative design intervention.	*Application* of Latest emerging technologies with adaption of emerging latest trends and processes.	*Creating* Avenues for further research in communication design and in all its allied fields.	*Understanding* the importance of sustainability through the communicative design projects.	*Imparting* the requisite ethics and values through academic works
COMMUNICATION SKILLS	ELEMENTS OF DESIGN I	COMPUTER FUNDAMENTALS AND OPERATION	2D ANIMATION TECHNIQUES	INTRODUCTION TO MULTIMEDIA COMMUNICATIONS	EFFECTIVE MASS COMMUNICATION
FUNDAMENTALS AND PRINCIPLES OF ART	CLAY MODELING	INTRODUCTION TO PHOTOGRAPHY AND VIDEOGRAPHY	AUDIO VIDEO EDITING	WORLD OF IMAGES AND OBJECTS	ETHICS AND HUMAN VALUE
FREE HAND DRAWING	ELEMENTS OF DESIGN II	STORYBOARDING AND SCRIPT WRITING	COMPUTER GENERATED LIGHTING AND RENDERING	INTERFACE AND INFORMATION DESIGN	INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP
INTRODUCTION TO TYPOGRAPHY	DESIGN STUDIO – III	INTRODUCTION TO COMPUTER PROGRAMMING	(DIGITAL) GAME DESIGN	WEB DESIGN	DESIGN MANAGEMENT AND PROFESSIONAL PRACTICE
HISTORY OF ART	DESIGN STUDIO – IV	PRINT & MEDIA COMMUNICATION DESIGN	3D ANIMATION TECHNIQUES	NEW MEDIA AND INTERACTION DESIGN	MINOR PROJECT

MULTIMEDIA DESIGN FUNDAMENTALS	3D MODELING AND TEXTURING	FUNDAMENTALS OF ANIMATION DESIGN	VISUAL EFFECTS AND DIGITAL COMPOSITING		MAJOR PROJECT - THESIS
CREATIVE THINKING PROCESS AND METHODS	DESIGN STUDIO – V	(ILLUSTRATION DESIGN) / GRAPHIC DESIGN FOR COMMUNICATION	ANIMATION PRODUCTION DESIGN		
INTRODUCTION TO DESIGN	DESIGN STUDIO – VI				
	DESIGN STUDIO – VII				