



राजस्थान विश्वविद्यालय
University of Rajasthan
Jaipur

Syllabus
of
Bachelor of Design
In
Communication Design

B.Des. (Foundation) Part-I Exam 2023
B.Des. Part-II Exam 2024
B.Des. Part-III Exam 2025
B.Des. Part-IV Exam 2026

P. J. Tan
Vice-Chancellor
University of Rajasthan
JAIPUR

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B. DESIGN IN COMMUNICATION DESIGN

- There will be 5 disciplines and the students can specialized in one of these disciplines.
 - Fashion Design
 - Jewellery Design
 - Interior Design
 - Communiation Design
 - Product Design
- The specialization courses in the above said areas will be of 3 year duration. Total duration of the under graduate course will be of 4 years which includes 1 year of foundation course.
- The entrance qualification for the foundation course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visit are compulsory.
- Study tour is compulsory for all the students and they have to deposit additional charges according to the actual expenses must be beard by the students.
- As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.
- Scheme of examination: Scheme of examination is annual, the minimum marks required to pass the examination are 36% for theory and 40% for practical candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division. 50% 2nd and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examination.
- If the candidate fails to pass the English, Hindi, Environmental studies and Elementary Computer application papers of the foundation course shall be promoted to next class and the Elementary Computer application but paper must be cleared for a pass in B Design Final Examination.
- No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.
- A candidate must clear the B Design course within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than 75% lecture & practical held during each year of the course of study.
- Seat reservations are as per university rules.
- Students have to purchase their own Drawing board, Art materials and Tools.

(YEAR-1)

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B. Design

B. Design Communication Design Foundation Part-I

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
English Communication	100		36		3 Hrs.	100
Hindi	100		36		3 Hrs.	100
Environmental Studies	100		36		3 Hrs.	100
Computer Application	100		36		3 Hrs.	100
CD-101: History of Art & Design	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Max.M.	Internal Min.M.	External Min. M.		
CD-102: Fundamental of Design	40	60	16	24	3 Hrs.	100
CD-103: Visualization & Drawing Techniques	40	60	16	24	3 Hrs.	100
CD-104: Material studies	40	60	16	24	3 Hrs.	100
CD-105: Design Principles	40	60	16	24	3 Hrs.	100
CD-106: Design Method	40	60	16	24	3 Hrs.	100

Compulsory Paper 1**English Communication (Theory)**

Max. M: 100

Min. M: 36

The syllabus aims at achieving the following objectives

1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress).
2. Reinforcing selected components of grammar and usage.
3. Strengthening comprehension of poetry, prose and short-stories.
4. Strengthening compositional skills in English for paragraph writing, CVs and job applications.

Unit A: Phonetics and Translation (20 marks)**(10 periods)**

1. Transcription of Phonetic Symbols (05)
2. Word Stress (05)
3. Translation of 5 sentences from Hindi to English (05)
4. Translation of 10 Words from Hindi to English (05)

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Unit B: Grammar and Usage (20 marks)
(10 periods)

1. Transformation of Sentences (05)
 - a. Direct and Indirect Narration
 - b. Active and Passive Voice
 - c. Interchange of Degree of Comparison
2. Modals (05)
3. Sequence of Tenses (05)
4. Punctuation of a Short Passage with 10 Punctuation Marks (05)

Unit C: Comprehension (30 marks)
(25 periods)

Following Essays and Stories in Essential Language Skills revised edition compiled by Macmillan for University of Rajasthan General English B. A./ B.Com. /B.Sc.

William Blake	The Little Black Boy
Sujata Bhatt	Voice of the Unwanted Girl
Ruskin Bond	Night Train for Deoli
M.K. Gandhi	The Birth of Khadi
J.L. Nehru	A Tryst with Destiny
A.P.J. Abdul Kalam	Vision for 2020

Five questions to be answered out of eight question Two marks each based on 6 units of the prescribed texts.

Five questions of 3 marks each to be answered from the given passage: 15 marks

1. Vocabulary question from the given passage (at least 10 words) : 5 marks

Unit D: Compositional Skills (30 marks)
(15 periods)

1. Letters – Formal and Informal (10)
2. CVs and Job Applications (10)
3. Paragraph Writing (10)

Recommended Reading:

1. Sasikumar, V., Dutta and Rajeevan, m A Course in Listening and Speaking-I Foundation Books. 2005.
2. Sawhney, Panja and Verma eds. English At the Workplace, Macmillan 2003.
3. Singh, R.P. Professional Communication, OUP. 2004
4. Judith Leight. CV and Job Applications. OUP. 2004
5. Arthur Waldhorn and Arthur Zeiger, English Made Simple. Upa and Co.
6. Gunashekar ed. A Foundation English Course for Undergraduates. Book I, CIEFL, Hyderabad.
7. Quirk and Greenbaum: A University Grammar of English Longman, 1973

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Compulsory Paper 2

Hindi (Theory)

Max. M: 100

Min. M: 36

नोट: 36 से कम अंक आने पर छात्रों को उत्तीर्ण नहीं किया जायेगा। इस प्रश्न-पत्र में प्राप्त अंकों को श्रेणी निर्धारण हेतु नहीं जोड़ा जायेगा।

अंक विभाजन — प्रश्न पत्र में दो भाग होंगे — 1 साहित्य खण्ड एवं 2 व्याकरण खण्ड। साहित्य खण्ड में दो भाग होंगे— गद्य भाग एवं पद्य भाग। प्रत्येक भाग के लिये 25 अंक निर्धारित हैं।

50 अंक

क	दो व्याख्या पद्य से (प्रत्येक में विकल्प देना है)	5 X 2 = 10 अंक
ख	दो व्याख्या गद्य से (प्रत्येक में विकल्प देना है)	5 X 2 = 10 अंक
ग	आलोचनात्मक प्रश्न पद्य से (विकल्प देना है)	7 ½ X 2 = 15 अंक
घ	आलोचनात्मक प्रश्न गद्य से (विकल्प देना है)	7 ½ X 2 = 15 अंक

व्याकरण/व्यावहारिक हिन्दी खण्ड

25 अंक

1.	निबंध लेखन — शब्द सीमा 300 शब्द	8 अंक
2.	कार्यालयी लेख — शासकीय — अर्द्धशासकीय पत्र, परिपत्र, अधिसूचना, कार्यालय झापन, दिज्ञापि: कार्यालय आदेश।	4X2= 8 अंक
3.	संश्लेषण (विकल्प देना है)	5 अंक
4.	पल्लवण (विकल्प देना है)	4 अंक
5.	शब्द निर्माण की प्रविधि — उपसर्ग, प्रत्यय, संधि, समास	5 अंक
6.	वाक्य शुद्धि / शब्द शुद्धि	5 अंक
7.	मुहावरे	5 अंक
8.	परिभाषिक शब्दावली	5 अंक
9.	व्याकरणिक कारियाँ — संज्ञा, सर्वनाम, विशेषण, क्रिया, क्रिया विशेषण	5 अंक


साहित्य खण्ड: गद्य—पद्य को निर्धारित रचनाएं

गद्य भाग — निम्नलिखित पद्य निर्धारित हैं—

1.	कहानी	बड़े घर की बेटा (प्रेमचंद)
2.	संस्मरण	प्रणाम (महादेवी वर्मा)
3.	रेखाचित्र	बाईसा वर्ष काय (बनारसीदास चतुर्वेदी)
4.	विज्ञान	शनि सबसे सुन्दर ग्रह (गुणाकर मुल्ले)
5.	निबंध	गेहूँ और गुलाब (समृद्ध कनोपुरी)
6.	निबंध	सूखे बहरो का भूगोल (माणिक्यकर)
7.	निबंध	गजदूरी और प्रेम (सरदार पूर्ण सिंह)
8.	निबंध	राजस्थान की सांस्कृतिक धरोहर (अमरचंद नाहटा)
9.	निबंध	राष्ट्र का समर (मंसुवेद शरण अग्रवाल)
10.	व्यंग्य	ठिठुरता हुआ मण्डात्र (हरिशंकर परसाई)

पद्य भाग —

1.	कवीर— 1	मन रे! जगत रहिये भाई
2.		हमारे राम रहिम करीमा करी, अलह राम सति सोई।
3.		काली कौन करेव करवै।
4.		मन रे! हरि मणि, हरि मणि हरि मणि नरे।
5.		हे मन बालन का प्रभु।
रीढ़म:	कवीर प्रेमचंद	रामसुंदरदास
2.	सूरदास— 1	कितकल काच पटुवोने अघत
2.		मुरली तऊ गोपालहि भावत
3.		देखौ भाई सुन्दरता कौ रामर
4.		उत्सोव कर कर धौ नखै


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5 चित्त दै सुनौ रसम प्रवीन

3. तुलसीदास— 1 कबहुँक अंब अघसर पाई
2 अबलौ नसानी अब न नसैहौं
3 मोहि गूढ मन बहुत बियोगौ
4 ऐसौ को उदार जग मांही
5 मन पछितैहै अघरार बीतें
संदर्भ: विनय पत्रिका, गीता प्रेस गोरखपुर

4. रहीम—

पद

1 छवि भगवत मोहमलाल की
2 कमल दल नैननि की सगमानि

दोहा:

1 प्रीतम छवि नैननि बसी
2 बसि कुसंग चाहत कुसल
3 रहिमन अंसुआ नैन डरि
4 रहिमन औछ नरन सौं बैर भलौ ना प्रीति
5 रहिमन निज मन की दिथा
6 काज परे फछु और है
7 खैर खून खासी, खुरी बैर प्रीति मदपान
8 दादुर मोर किसान मन लग्यो रहे धन मंहि
9 पावस देखि रहीम मन कोइल साधै भौन
10 रहिमन विगरी आदि को बने न खरटे दान ;

संदर्भ: रहीम ग्रन्थावली, विद्यानिवासा मिश्र

5. पदमाकर कविता
1 कूलन में कंसिग में लछरम में कुंजन में
2 और भाति कुंजन में गुजरित भौर भौर
3 पाल बिनु कीन्हें ऐसी भाति गुन बेदिन के
4 चित्तै चित्तै चारो ओर चौकि चौकि परे त्योंही सधेय
5 या अनुराग की लखौं जहें.....
6 फाग के भीर अभीरन में गहि गोविन्द लै गई भीतर गेरी
6. मैथिलीशरण गुप्त

शाकेत - अष्टसर्ग से

कैकेयी का अनुताप

तदनंतर बैठी राधा उदज के आगे

सौ बार धन्य वह एक लाल की माई।

7. प्रसाद: कामधनी, श्रद्धासर्ग - कह: आनखुल से सारंग, विजायिनी मानवता हो जाय।

8. पत: 1 प्रथम रहिम छन्द 1-13

2 भारत माता

9. निराला: 1 भारती जय विजय करे

2 बादल राग - 1

3 दलित जन पर करो करुणा

4 फिर मम धन धरारये

10. रामधारी सिंह विनोद - रहिमरती-दुर्गाय राम - अरबिक अंश

सत्ये शूरम

सच है विमत्ति जय आती है क्या कर सकती विनमासी है।

Compulsory Paper 3

Environmental Studies (Theory)

Max. M: 100

Min. M: 36

Compulsory in 1 year for all streams at undergraduate level exams

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

Note:

1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be

Unit Content

- The Multidisciplinary nature of environmental studies
 - Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.
 - Need for Environmental awareness, Environmental education in present day context.
- Natural Resources and Challenges
 - Natural resources and associated problems, Classification of resources: renewable resources, non renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.
 - Forest resources: Use and over- exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
 - Water resources: use and over – utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.
 - Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
 - Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies
 - Energy resources: Growing energy need, renewable and nonrenewable and nonrenewable energy sources, use of alternate energy sources. Case studies.
 - Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.

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- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

● **Ecosystems, Concepts, Structure, Functions and Types**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and functions of the following ecosystem:
 - Forest ecosystem, Tropical Temperate and Alpine Ecosystem
 - Grassland ecosystem and Their Types
 - Desert ecosystem with emphasis on Thar Desert
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands.

● **Biodiversity and its conservation**

- Introduction – Definition, genetic, species and ecosystems diversity
- Biogeographically classification of India.
- Value of biodiversity: Consumptive use, productive use, social ethical, aesthetic and option values
 - Biodiversity at global, National and local level
 - India as a mega-diversity nation
 - Hot-spot of biodiversity
 - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
 - Endangered, Threatened and endemic species of India.
 - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
 - Red Data Book

● **Environmental Pollution and Control Measures**

Definition

- Causes, effects and control measures of:
 - Air Pollution
 - Water Pollution
 - Soil Pollution
 - Marine Pollution
 - Noise Pollution
 - Thermal Pollution
 - Nuclear Hazards
- Solid waste management Cause, Effects and Control Measures of urban and industrial wastes
 - Role of an individual in prevention of pollution
 - Pollution case studies

- Disaster management: floods earthquake, cyclone and landslides

- **Social issues, Environment, Laws and Sustainability**
 - From Unsustainable to Sustainable development
 - Urban problems related to energy
 - Water conservation, rain water harvesting, watershed management
 - Resettlement and rehabilitation of people; its problems and concerns. Case studies
 - Environmental ethics: Issues and possible solution.
 - Climate change, global warming, acid rain ozone layer depletion , nuclear accidents and holocaust. Case Studies
 - Wasteland reclamation.
 - Consumerism and waste product
 - Environmental Protection Act
 - Air (Prevention and Control of Pollution) Act
 - Wild life protection Act
 - Forest conservation Act
 - Biological Diversity Act
 - Issues involved in enforcement of environmental legislation
 - Public Awareness

- **Human Population and the Environment**
 - Population growth, variation among nations
 - Population explosion Family welfare programme
 - Environment and Human health
 - human Rights
 - Value Education
 - HIV/AIDS
 - Women and Child Welfare
 - Role of Information Technology in Environment and human health
 - Case Studies

Reference

- Chauhan, Surendra Singh. 2001. Biodiversity, Biopiracy and Biopolitics: The Global Perspectives, Kalinga Publications, New Delhi
- Chauhan, Surendra Singh. 2004. Environmental Protection and Management: From Stockholm to Rio and After, Kalinga Publications, New Delhi.
- Diwan A.P. and Arora D. K.1995. Human Ecology Anmol Publication Pvt. Ltd., New Delhi
- Dubey, R.M.1992. Human Ecology and Environmental Education, Chaugh Publications, Allahabadi
- Goudie, Andrew.The Human Impact
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- Mishra, R.P and Bhooshan, B.S.1979. Human Settlements in Asia. Public, Polices and programmes Heritage publisher, New Delhi
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- Sinha Rajiv, 1996. Global Biodiversity Ina, Shri publication Jaipur
- Sinha Rajiv K., 1994 Development without Desertruction Environmentalist, Jaipur. Sinha Rajiv K., 1996 Environmental Crises and Human at Risk, In a Shri Publication Jaipur
- Smith, Dlanner, 1984. Urban Ecology, George Allen, London
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- United Nations Development report. 1996 Human Development Report, 1996 Oxford University Press, Delhi
- Vannathony & Rogers Paul, 1974. Human Ecology and World Development, Flehum Press, New York.

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Compulsory Paper 4

Computer Application (Theory)

Max. M: 100

Min. M: 36

Unit Content

- Introduction to Computers and Related Terminology (Basic information only)
- **Hardware:** CPU (Motherboard, Microprocessor, The Intel Pentium III, AMD and Cyrix), MMX Technology, System Clock Address Bus, Data Bus (PCI and EISA) Cache Memory, Processing Speed, Expansion Slots (Video Controller, Sound Cards, SCSI, Network Card), Memory – (Unit, RAM, ROM, EDO RAM, SD RAM), Input and output devices (Keyboard, The Standard keyboard Layout), Mouse, Printers (Dot Matrix, Ink-jet, Laser-Jet) Microphone, Speakers, Modem, Scanner, Density, Formatting, Boot Record, FAT, Folder Directory), Hard Disk Drive. CD ROM Drive (CD ROM Speeds) CD-R Drive, DVD ROM Drive, Tape Drive)
- **Software:** introduction to Programming, Languages, System ' Software (Operating systems and Utilities), Application Software (Word Processors, DBMS: Presentation Graphics, Browsers, Personal Information Managers) Introduction to Multilingual Word-processors.
- **Communications and Connectivity:** Data Communication systems, Data Transmission (Serial, Parallel, bandwidth, Protocols), E- mail, FAX, Voice and Video massaging, Video Conferencing, Online Services, user connection (types), Networking of Computers (Node, Client, Serve, LAN, WAN), using the network, the internet and the web.
- **Operating System (Working knowledge at Common Users Level Only)**
- Overview of important DOS commands. Windows 98 : Installation, Scandisk, Control Panel, Taskbar, Toolbars, Display, Settings (Background, Wallpaper, Screensaver, Desktop Themes). Files and Folder management, Window Explorer, Finding files and Folders, Formatting Disks and Copying files, Printer Settings, Modern Installation, Mouse Installation, Adding and Removing Programs, Active Desktop Concepts; WinZip and its applications, Norton Antivirus and its use, Use of Calculator, Paintbrush, sinamp, MPEG Player and Windows Help.
- **Application Software (Working knowledge at Common Users Level only)**
- Word Processing, Software MS Word, Entering, Editing and Formatting Text, Document Formats, (Page Size and Orientation, Headers and Footers, Columns and Sections, Page layout), Spelling and Grammar Checkers, Thesaurus, Find the Replace, Cut and Paste, Tables and Formatting tables, Mail Merge, Styles and Templates.
- Spreadsheet Program-MS Excel Entering data, Labels, Values, Dates, Formulas, Cell references, Formats, Functions, Templates, Charts and Maps, Analyzing data in a spreadsheet
- DBMS-Microsoft Access Database, Entering data into the database, Creating Database tables, editing data, Viewing Records, Sorting records, Querying a database, generating reports.
- **The Internet and Online Resources (Working knowledge at Common Users Level Only)**

○ How the Internet work, Introduction to TCP/IP, IP and DNS address. Features of the Internet (E-mail, News, Talent, FTP, Chart, Channel, WWW, Online Services Bulletin Board Service. Connection to a PC to the Internet (Setting Dial up and Internet connection Wizard), Overviews Internet Explorer 5 and features therein, use of search engines, surfing, creating and use of E-mail, Awareness about e-commerce and its advantages.

Practical

Workload: Four Period/ Three hours per week.

Course: Practical Training of course content of Unit 2,3 and 4 of theory syllabus.

The Practical examination will be of two hour duration. It will consist of four small exercise testing the working knowledge of followings each carrying a weight as given below:

- Course content in Unit 2 of Theory
- Course content in Unit 3 (a) of Theory
- Course content in Unit 3 (b) of Theory
- Course content in Unit 3 (c) of Theory
- Viva Voce Examination

Candidates are registered to attempt any three exercises on of above maintained four exercise.

Reference

- User manuals of the specialized software.
- Reference Book of M. S. Office 210 : Office 2010 Bible Author Name of Office 2010 Bible John Walkenbach, Herb Tyson, Michael R. Gron, Faith Wempen and Lisa A. Bucki

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CD-101: History of Art & Design (Theory)

Max.M.:100

Min.M.:36

Aim

The aim of this Paper is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts theory and practice across the spectrum of subject specialism's.

Learning outcomes

- Understand influences on art and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

Paper content

Influences of Art and Design Movements, Impressionism and Post Impressionism, Cubism, Futurism, Dadaism, Surrealism, Abstract Expressionism, Minimalism, Pop Art, Renaissance, Baroque, Rococco, Art Nouveau, Arts and Crafts, Gothic, Bauhaus, Historical Art and Design Developments, Contemporary Art and Design Developments.

Reference

1. R. Nath, (1976) History of Decorative Art in Mughal Architecture, Motilal Banarasidas, Delhi.
2. Urevbee, O.Andrew, (1997) Culture and Technology, UNESCO, Paris
3. Bayer, Patricia, (1990) Art Deco Interiors, Thames and Hudson, Delhi
4. Hartt, Frederiak, (1989) Art: history of Painting, Sculpture, and Architecture, Prentice Hall, NJ
5. Sivarama murthy, (1997), Art of India, Marry N Abrams, NY
6. Nath R, (1980), Art of Khajuraho, Abinav Publications, Delhi.

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Core Paper - 2

CD-102: Fundamental of Design (Practical)

Internal Max. M: 40
Internal Min. M: 16
External Max. M: 60
External Min. M: 24

Aim

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes.

Learning Outcome

- Student will be able to understand basics of design concepts.
- Student will be able to understand design & principles of composition & 3D compositions.

Course Contents

Elements of design, Textures and patterns in design, colour basics, colour theory, colour schemes, isometry in design, Nature drawing, Human figure drawing, object drawing, 2D geometry, 2D mark making techniques, 2D visual communication techniques, Use of formal elements in 2D visual communication, 3D geometry, 3D making techniques, Communicating design ideas using 3D making techniques, Use of formal elements in 3D visual communication.

Reference

1. Broome, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
2. Bruce D. Kurtz, (1987), Visual Imagination- An Introduction of Art, Prentice Hall, New Jersey.
3. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Shaw Publishing Co.
4. Richard Rochan, Herald Linton, (1989), Colour in Architectural Illustration, Van Nostrand Reinhold.
5. Robert W. Gill, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
6. Wong Wucius, (1977), Principles of three dimensional Design, Van Nostrand Reinhold, NY.
7. Wong Wucius, (1977), Principles of two dimensional Design, Van Nostrand Reinhold, NY.
8. Hanlon, Don. (2009), Compositions in architecture, John Wiley & Sons.
9. Saraswati Bidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Centre for the Arts.

10. Bruce. D. Kurty (1987) Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
11. Gill, Robert W, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
12. Harh, Fredrick, (1976) Art: A History Painting, Sculpture and Architecture, HN Abrama, NY
13. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
14. Hanlon, Don, (2009) Compositions in Architecture, John Wiley & Sons.
15. Saraswati, BAidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Center for the Arts.
16. Brown Tim, (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins.

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Core Paper-3

CD-103: Visualization & Drawing Techniques (Practical)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Aim

The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

Learning Outcome

- Student will be able to understand the methods & techniques of visualization & drawing.
- The student would be exposed to appreciation of drawing different products.

Course Contents

Understand the techniques of drawing such as pen and ink sketching; pencil sketching; pencil colour sketching etc., for drawings from nature, cast and product drawings; method of representing positive and negative spaces; light and dark tones etc. The students would.

Reference

- Broomer F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Massachusetts.
- Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
- Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.
- Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.
- Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company.

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Unit 3/10/19
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Core Paper-4

CD-104: Material Studies (Practical)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Aim

Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples.

Learning Outcome

- Student will be able to understand the properties of different material.
- Student will be able to understand the techniques, process terminology and tools of materials.

Course Contents

Material exposure could range from paper, fabrics, glass, metals, metal foils, plastics, acrylic, rubber, wood- natural/manmade, foam, Styrofoam, sponge, leather, rexine, clay, plaster of paris, adhesives etc.

Techniques, Process terminology and Tools can cover a range of methods like – cutting, sawing, carving, cutting, welding, drilling, joinery, polishing, constructions, mould making, modeling, casting, gluing, stitching, embroidery, weaving, tying, dyeing, surface embellishments and manual and mechanical tools used for such explorations.

Reference

- Building material Author Mr. G. C. Sahu & Joy Gopal.
- Building material Author Bhavi Kitti.
- Weaving reference books of Textile Technology
- Maria Dolores Ros Frijola, The Art & Craft of Ceramics

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Core Paper-5

CD-105: Design Principles (Practical)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Aim

The aim of this Paper is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design.

Learning outcomes

- Understand the relationship between form and function
- Understand the principles of cultural and contextual association
- Be able to develop concepts through the exploration of materials, techniques and processes
- Be able to develop concepts by the analysis of the needs of end-users.

Paper content

Harmony, Contrast, Proportion, Scale, Rhythm, Balance, Emphasis, study of Artists, study of Architects, study of Designers, Textures and Finishes of Hard Material, Textures and Finishes of Soft Material, Nature Photography, Product Photography, Aesthetics, Signs and Symbols, Packaging, Branding & Copywriting.

Reference

1. Janice Greenberg Ellinwood, (2010) *Fashion by Design*, Fairchild Publications.
2. L. Borelli, (2007) *Fashion Illustration by Fashion Designers* Chronicle Books Ltd., US
3. C. Tatham, J. Seaman, (2007) *Fashion Design Drawing Course*, Barron's Educational Series.
4. Karl Aspeclund, (2010) *The Design Process*, Fairchild Publications.
5. Tracy Jennings, (2011) *Creativity in Fashion Design: An inspiration Workbook*, Fairchild Publications.
6. GJ. Sumathi (2002) *Elements of Fashion and Apparel Design*, New Age International Publications.

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Core Paper-6

CD-106: Design Method (Practical)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Aim

This Paper aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

Learning outcomes

- 1 Know the phases of the design development cycle
- 2 Be able to plan a project using the design development cycle
- 3 Be able to use imagination and innovation in the development of a product
- 4 Be able to propose design improvements to the production process.

Paper content

Writing Design Brief, Developing Ideas, Developing through Experimentation, Reviewing and Evaluating Ideas in Progress, Specialist Materials, Equipments and Techniques, Presenting Work, Developmental Work, Strength and Weakness, Researching on Ideas, Ways of Gathering Ideas, Mind Mapping, Mood Boards, Recording Ideas for the Development Stage, Using Planning Skills, Prototyping, Purpose of an Art and Design Portfolio, Different types of Portfolio, present an art and design portfolio.

Reference

- How Fashion Works by Gavin Waddeil Blackwell
- Francis D. Ching – Design Drawing Publisher Weley
- Thomas F. French Graphics Science & Design

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(Year 2)

B. Design Communication Design Part-II

Subject Theory	Max Marks	Min. Pass Marks		Duration of Exam	Teaching Hours
CD-201: Advertising Art & Ideas.I Advertising Design	100	36		3 Hrs.	100
CD-202: History of Art & Design Indian	100	36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Min. M.	Internal Min.P.M.	External Min. M.	
CD-203: Communication Design-I	60	90	24	36	10 Hrs. 200
CD-204: Drawing	60	90	24	36	10 Hrs. 100
CD-205: Photography Screen and 3D Printing	40	60	24	36	Submission 200
CD-206: Graphic Softwares 2D	40	60	16	24	Submission 100

Note: Submission assessed by Jury of Examiners

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Core Paper-1

CD-201: Advertising Design (Paper-I)

Max M: 100

Min. M: 36

Introduction to advertisement: Village economy – post industrial revolution economy, advertising mass production and transportation advertising – A part of marketing – direct and indirect advertising description of advertising – quality of modern advertising – man – advertising and publicity – definition of advertising – advertising as an Art, a science, a business and profession advertising to sell ideas to a nation, advertising for urban and rural communication, prestige advertising and testimonial advertising.

History of advertising – Pre-Printing period prior to the 15th century, early printing period from the 15th C to 1840, period of extension from 1840 to 1900, period of consolidation – from 1900 to 1925, period of scientific development from 1925 to 1945, period of business and social integration from 1945 to the present.

The social and economic aspects of advertising: Advertising business offers employment. Advertising promotes freedom of the press. Function of advertising – information, assurance, convenience, freedom of choice, buyers guide. Is the cost of advertising justifies? Advertising creates demand and consequently increase the sale. Advertising affects buying habits of people and advertising reduce selling cost advertising tries to rise the standard of living. Advertising can reduce selling price and improve the quality of products – advertising creates employment advertising establishes reputation and prestige. Truth in advertising. Advertising tries to rise the standard of living. Role of advertising in society.

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Core Paper-2

CD-202: History of Art and Design (Aesthetics)

Max. M.:100

Min. M.:36

1. The nature of art, What is Art? Is Art necessity? Purpose and function of Art. Essay – The popular – Art/Fine Art Dialogue.
2. Art and experience: Perception and awareness, Looking and seeing, Visual thinking, Art, Folk Art and Naive Art, Trained Artists.
3. The language of visual experience – visual experience, visual communication, form and content, seeing and responding to form iconography.
4. Visual elements: Line, shape, mass, space. Time and motion, Light, Color, Texture and pattern.
5. Principle of Design: Repetition and Variety, Balance, Emphasis and Subordination, Directional forces, Contrast repetition Rhythm, Scale and Proportion. Design summary.
6. Style, Formal and Expressive styles Cultural styles, Group styles, Personal styles.

Book recommended:

1. The Advertising Hand Book – By Doll dennison
2. Advertising – By Roderick White
3. Advertising Art and Ideas – By G.M.Rege
4. Visual imagination – By Bruce D. Kurtz
5. Design in the visual arts – By Ray R. Behrens.
6. Advanced illustration and Design – By simon Jennings
7. Introduction to Typography – By Terry Jeavons and Michael Beurnont
8. Modern Lighography – By Ian Faux
9. Graphic Design and Reproduction Technique – By Peter Croy
10. Advertising – its role in modern marketing – By S.W.Dunn.

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Core Paper-3

CD-203: Communication Design (Paper-I)

Internal Max. M: 60

Internal Min. M: 24


External Max. M: 90

External Min. M: 36

1. Visual Design: Gestalt Principles. Sensitivity to negative & positive space, line and exercise with basic shapes and texture in relation to the space. Apply this on exercises for the 6 principles
2. Graphic design: Scenario based project where the students will need to fulfill the clients requirements design of logos, monograms, symbols, tags, shopping bags.
3. Package Design: Principles and materials for Package design to suit a product.
4. Book jacket design based on an authors work. The class faculty will suggest 3 options. The students may also bring suggestions which can be taken after the faculty approves.
5. Lettering: Calligraphy / typography: Detailed study of one of the various calligraphic schools (European, India scripts, Gothic, Humanistic, Rounded brush point) Principles of Typography; Design suitability, legibility and readability of printed matter. Study of typographic measurements and specifications. Application of it on cards.
6. Design Thinking: The Assignment will help the learner understand how consumer needs, market scenarios and the forces of production realities are analyzed by the design led companies. How these companies strategically conceptualize, design oriented product development, production, distribution and subsequently the building of the brand story.

Submission: Eighteen final submissions along four documents for each point listed above showing your design progress. Students need to document sketches, inspirations, text content, plans.

Examination: Examination will be conducted in Communication Design.


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Core Paper-4

CD-204: Drawing (Paper-I)

Internal Max. M: 60

Internal Min. M: 24

External Max. M: 90

External Min. M: 36

- a. Drawing from life: figure study, Portraits, rendering using pencil, monochrome, color and ink. Anatomy – Study of muscles, bones of human body. Model to pose for sessions
- b. Illustration: Keyframes from the history of visual art. The past, the present and the future of the image. The illustration based on a story brief. Study 3 contemporary Illustrators of your choice. Work on Nature, Man created objects, architecture study and rendering.
- c. Technical illustration using Axonometric drawing. Creating the technical drawing for package design learnt in Communication Design CD-203

Submission: Figure drawing, (A2 sheets), Portrait (A3 sheets), Architecture and Illustration based on text, Nature objects. Total 12 Artworks

Examination: Examination will be conducted on a Natural object . (A3 sized).

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Core Paper-5

CD-205: Photography (Paper-I)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

1. Photography

Rule of thirds and elements of photography

Editing images in Photoshop using software knowledge learnt in CD-206.

Lighting with single light, two lights as well as three light setups.

High and low key photography

(A) Portraiture (B) Product Photography (C) Zine creation (D) Digital Cyanotype

2. Videography

Using of Codes in film

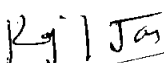
Process of storyboarding, film language, scripting, sound design, editing and Art Direction.

Creating film using Mobile, Video cameras and DSLRs.

3. Screen Printing Knowledge for Digital and fabric. The entire process and preparation using different material to print on

Submission: Photography Minimum twelve works in monochrome and full colour digitally printed (size 7"x9" / 8x10"). A short film of 2 to 3 minute duration including its storyboard.

Examination: There will not be any examination.


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Core Paper-6

CD-206: Graphic Software 2D (Paper-I)

Internal Max. M: 40
Internal Min. M: 16
External Max. M: 60
External Min. M: 24

1. Creating natural and Manmade objects. Creating print based artwork as well as for social media using most of the tools available on Adobe Suite, CorelDraw. Freeware like Blender, inkscape.
2. Animation
Learn basic principles of 2D animation on paper and using software. Creating short animation based on storyboard.
3. File formats for digital printing and print package and web based files.
Knowing about Fonts and their formats.

Submission: Submit design projects which utilizes the above mentioned software. Minimum four projects. You will be required to present the process and experimental work as well.

Examination: There will not be any examination.


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(Year 3)

B. Design Communication Design Part-III

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
CD-301: Advertising Design Advanced	100		36		3 Hrs.	100
CD-302: History of Art & Design Western	100		36		3 Hrs.	100
Subject –Practical	Internal Max. V.	External Min. M.	Internal Min.P.M.	External Min. M.		
CD-303: Communication Design-II	60	90	24	36	10 Hrs.	200
CD-304: Drawing-II	60	90	24	36	10 Hrs.	100
CD-305: Photography	60	90	24	36	Submission	100
CD-306: Graphic Softwares (3D, Ae, Pr)	40	60	16	24	Submission	200
CD-307: Web Design User Experience UX and UI	40	60	16	24	Submission	100

Note: Submission assessed by July of Examiners


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Core Paper-1

CD-301: Advertising Design Advanced (Paper-II)

Max. M.:100

Min. M.:36

1. Introduction: What is communication: its evolution. Its rightful place in society, verbal and non-verbal communication. Audio and visual communication. The communication "Formula". The purpose of communication. A historical and chronological survey of the evolution of various media of visual communication till present day.
2. Pictures - Cave Painting
3. Objects -- Arts -- Facts -- Iconography.
4. Science and symbols
5. Script evaluation, Calligraphy
6. Outdoor poster.
7. Branding and Identity

Research and Planning

8. Marketing and market research: The nature and scope of marketing. The nature and scope of market research and product. Market research and production. Market research and marketing policies and methods. Market research and channels of distribution. Market research and selling performance. Market research and advertising. Market research and product development. Motivation research brand name and brand image.
9. Campaign planning: What is campaign? What is campaign planning? Campaign objective. Factors influencing the planning of an advertising campaign. Three main decision in campaign planning. Three basic principles of campaign planning. Importance of Papey and continuity. The advertising appreciation. Matching competitors allocation requirements. Requirement to fulfill the objectives. Launching a new product, testimonial advertising and their importance.
10. Selection of Advertising Media: Selection of appropriate media plan, How selection of media made? Evaluation of media. The character of medium, the atmosphere of the medium. The quantity and cost of the medium. The flexibility of medium. The quantity and cost of the medium. The flexibility of medium. The size and the position in the medium. The dynamism of the medium. The major media analysis. News papers, Magazine, Trade journals, Outdoor

advertising, Poster, Film, Cinema slide, Radio, Television. Exhibitions and Demonstrations, Window display. Merchandising Media and point of sale materials. Direct mail. Print media. Special media. Mix for rural advertising.

Core Paper-2

CD-302: History of Art & Design Western
(Photography and Printing techniques)

Max. M.: 100

Min. M.: 36

Methods of reproduction:

- a. Principle and development of relief printing process.
- b. The mechanics of typography. Movable type. Hand composition. Lino type. Mono type. Photo composition.
- c. Camera. The process camera, lance and optical properties. Prism. Straight Line. Reversal illumination. Choice of light source. Different type emulsion developers fixtures. Wet plates Dry plates and Films. Requirements of line original and half tone Quarter tone, Line negative, half tone negative making. Line technique exposure.

Offset Printing

- d. Development of Plano graphic process, use of stone, transfer techniques, use of chemicals, ink, etching, proofing, development of lithographic machinery and feeders.
- e. Offset principles. Use of rubber blanket, use of photography, offset machinery, multi color offset machines, web-offset, modern trends in offset printing, defect, corrections.
- f. Plate making; positive and negative: Plate making, making in Line/ half tone / color Graining Tech. And Whirlers. Whirlers.
- g. Colloids and sensitizes. Albumen plate making making whirlers. Lamps, Step repeat machine operation, negative and positive working, deep etching, bi-metal and tri-metal plates. Modern trends in Litho plates making proofing pre-press proofs, automatic processors use of contact lance.

Photography

1. Photography

(B) Flat Lays (B) Product Photography (C) Coffee Table Book (D) Cinemograph (E) Creative Photography

2. Videography

Creating film using Mobile, Video cameras and DSLRs. The students will create short films to communicate commercials, and do experimental work. Edit the work using Adobe premiere. After Effects and Audition and Mobile based Apps.

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General history of photography (18th and 19th C) Development of Pinhole Camera, Heliograph, Daguerreotype, Calotype, Collodion, tintype, Ambrotype. Transcendentalism, Combination printing, Dry glass plate, Dry Gelatin Roll Film. Photography and society, Development of Photography in India. Sawai Ram Singh (Raja D. Dayal, Jyoti Bhati, O.P.Sharma, Ragnu Roy, Mitra Bedi etc.)

Book recommended

1. The Advertising Hand Book – By Dell dennison
2. Advertising – By Roderick White
3. Advertising Art and Ideas – By G.M.Rege
4. Visual imagination – By Bruce D. Kurtz
5. Design in the visual arts – By Ray R. Behrens.
6. Advanced illustration and Design – By simon Jennings
7. Introduction to Typography – By Terry Jeavons and Michael Beaurmont
8. Modern Lighography – By Ian Faux
9. Graphic Design and Reproduction Technique – By Peter Croy
10. Advertising – its role in modern marketing – By S.W.Dunn.

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Core Paper-3

CD-303: Communication Design (Paper-II)

Internal Max. M: 120

Internal Min. M: 48

External Max. M: 180

External Min. M: 72

1. **Advertising:** Product based campaign. Creatives need to be as
 - a. **Print:** Newspapers, Magazine, Show cards, Cinema Slides, Booklets, Folders, Posters, Hording, Packging, Point of sale materials.
 - b. **Social Media:** Short films, and audio visuals
2. **Semiotics:** Symbol systems in public spaces (Metros, Zoological Parks, Banks, Hospitals, Offices, Poster services etc.)
3. **Education:** Create flip charts for educational purposes eg for children hygiene. Health based charts, body excise based charts.
4. **Typography:** Understanding type faces and the meaning attached, Serif and San serif. Using Type in creating communication material and finally creating a book based on a project.

Submission: Minimum fifteen works

Examination: Examination will be conducted in any one section of the Communication Design.

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Core Paper-4

CD-304: Drawing (Paper II)

Internal Max. M: 60

Internal Min. M: 24

External Max. M: 90

External Min. M: 36

1. Life Study: Drawing from life and its application through memory. Observation of proportions, anatomy, study of muscles and bones of Human body of different age groups and various forms in nature in Pencil, Pen, Ink and color.

2. Illustration: Story, Advertising (Cartoons / Realistic / Abstract / Photography), Fashion, TV Story Board, Computer Graphics.

3. Outdoor Drawing:

Sketching Natural objects, creating a illustration based book for children based on outdoor activities or by a prominent children story based author.

Submission: For Illustration minimum one work from each section And five works each for Life and out door study. (A total of fifteen works).

Examination: Create an illustration based on a scenario or story. (Size full imperial).

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Core Paper-5

CD-305: Photography (Paper-II)

Internal Max. M: 60
Internal Min. M: 24
External Max. M: 90
External Min. M: 36

Photography assignments communication will be as applied to communication design. The practical assignments as per the visualization of the comprehensive design prepared under the subject Communication design.

Typography- General out line of sections, Tube case layout equipments and precautions. Simple compositions with rules and borders, Typographical setting with layout Pre make ready of printing machine and printing in monochrome, Printing, Duotone and multicolor, computer type experiments and type graphics.

Submission: Minimum five Black and White / Single colour (Size 7"x9") and five color (Size 8"x10") in photography and five works in Typography.

Examination: There will not be any examination.

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Core Paper-6

CD-306: Graphic Softwares (Paper-II)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Imaging Editing (Photoshop), making section, Working with paint and text tools, Using various apply modes, Importing image and file format, saving and exporting working with paths and masks, layers and channels using adjustments layers, Layers most scanning and image resolution, color correction technique and color management using photoshop filters, automating photoshop with active configurations and optimizing photoshop using photoshop for world wide web printing and creating color separation Introducing third party pluggin.

Adobe After Effects for Animation and multimedia, create your actors, create sense and added sound specials and transitions.

Augmented Reality: Create an example file using augmented reality.

Adobe Premier (Video and editing) and sound

Submission: Minimum five prints done in Photoshop and one 2 minute 2D animation film.

Examination: There will not be any examination.

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Faculty of Design and Architecture

(Year 4)

B. Design Communication Design Part-IV

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
CD-401: Entrepreneurship	100		36		3 Hrs.	100
CD-402: Brand Development	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Min. M.	Internal Min.P.M.	External Min. M.		
CD-403: Advanced Communication Design	60	90	24	36	10 Hrs.	200
CD-404: Digital Design project	60	90	24	36	10 Hrs.	200
CD-405: Professional Practice (Internship & Industry Mentored)	60	90	24	36	Submission	100
CD-406: Dissertation (Documentation & Visual Presentation, practical aspect) (Industry Exposure)	40	60	16	24	Submission	100

Note: Submission assessed by July of Examination.

Important Note: Submissions must be displayed at the time of valuation.

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Core Paper-1

CD-401: Entrepreneurship

Max. M.: 100

Min. M.: 36

Aim

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a Designer enterprise of their choice.

Learning Outcome

- Student will be able to understand about entrepreneurship and evolution of entrepreneurship.
- Student will be able to understand creating and starting the venture.
- Student will be able to understand managing, growing and ending the new venture.
- Student will be able to understand entrepreneurship Development and Government.

Unit - 1

Introduction to Entrepreneurship -Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and entrepreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment.

Unit -2

Evolution of Entrepreneurs - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors in mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs.

Unit -3

Creating and starting the venture - Steps for starting a small industry- selection of types of organizations.

Unit -4

Managing, growing and ending the new venture - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, Going public ending the venture.

Unit -5

Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs-Reasons for Low numbers or no women Entrepreneurs, their Role, Problems and Prospects.

Examination : Examination will be held for 3 hours duration

Reference

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House."
2. N.P. Srinivasan & G.P. Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P. Saravanavelu Entrepreneurship Development, Eskapee Publications.
4. Satish Taneja, Entrepreneur Development, New Venture Creations.
5. Robert D. Hisrich, Michael P. Peters, Entrepreneurship Development, Tata McGraw Hill Edition.

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Core Paper-2

CD-402: Brand Development (Theory)

Max. M.: 100

Min. M.: 36

Aim

A brand is a philosophy of a designer transformed into value added products. Generally, consumers recognize brands by names which could be logos or unique colors. A brand successfully makes recognition through coming up with distinct design features such as style, color or use of certain features unique to the brand. Here a student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore, this part of the project holds maximum importance in this assignment.

Learning Outcome

Towards the completion of this unit a student would think about the brand philosophy and development with above parameters

The student will be able to develop own brand.

Unit -1

Description of brand philosophy

Unit -2

Development of logo using colours and shapes.

Unit -3

Brand competitor studies and market research

Unit -4

Consumer profiling and market segmentation.

Examination: Examination will be held on the units taught. Duration 3 hrs

Reference

- Rethinking Place Branding, Comprehensive brand development for cities and regions, Author Mihalios Kavaratzis – Gary Warnaby & Gregory J. Ashworth.
- Make a name for yourself Author Robin Fisher Roffer.

Core Paper-3

CD-403: Advanced Communication Design (Paper-III)

Internal Max. M: 120

Internal Min. M: 48

External Max. M: 180

External Min. M: 72

Innovative projects – Complete2 execution of design projects on a particular theme such consumer advertising.

Non-product advertising – Socio or cultural communication themes in corporation relevant media. Execution of final art work or approved material supported with a brief report with data. Intro-duction to display design for advertising such as show window, public places, Exhibitions, Indoors and outdoors.

Film and Television Graphic interpretation of ideas through animation and computer graphics.

Submission: Minimum one complete project (campaign)

Examination: Examination will be conducted in Communication Design 10 hrs over 2 days.

Reference

- BIERUT, M. (2015) How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. Harper Design.
- EVAMY, M. (2012) Logotype. Laurence King Publishing.
- HYNDMAN, S. (2016) Why Fonts Matter. Gingko Press Inc.
- INGLEDEW, J. (2011) The A:Z of Visual Ideas: How to Solve any Creative Brief. Laurence King Publishing.
- KRUG, S. (2014) Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. US. New Riders.
- LEVY, J. (2001) UX Strategy: How to Devise Innovative Digital Products the People Want. O'Reilly Media.

Core Paper-4

CD-404: Digital Design project

Internal Max. M: 60

Internal Min. M: 24

External Max. M: 90

External Min. M: 36

1. This unit introduces the key concepts behind the visual, aesthetic and experiential elements with digital design practice. Through practical production, students will be exposed to the underpinning theory and practice of interface design across a range of platforms.
2. Investigate the use of digital design principles in the production of user experience, through research and analysis. Gather all the possible information about the project and create a design brief. Do extensive research.
3. Develop a usability strategy, integrating interface design and user experience, in response to a brief. Study extensively Apps with other arts develop a usability strategy, integrating interface design and user experience, in response to the project
4. Produce a digital design product, based on a usability strategy, in response to a brief. Produce a digital design product App, based on a usability strategy, in response to the brief.
5. Present a digital design interface for testing and evaluation. Present a digital design interface for testing and evaluation. This includes your brainstorming, conceptualization

Submission: The submission should be combined in a digital pdf and Prototype App Design that covers the full scope of the project including a1, sketches, iterations, working drawings, ending in presentation pages of the outcome. This will be the form of a project development file, structured chronologically, with clear headings and well-communicated project stages. It requires investigation, research, communication, testing and evaluation required to produce a thorough digital mobile application user interface. There needs to be 25-30 pages in your Pdf.

Examination: Examination will be conducted in creating a wire frame structure based on project scenario brief.

Reference

- Enhancing Professional Practice Author Charlotte Danielson.
- ANDERSON, S.P. (2011) Seductive interaction design: Creating playful, fun, and effective user experiences. Berkeley, CA: New Riders Publishing.

- GREEVER, T. (2015) Articulating design decisions: Communicate with Stakeholders, keep your sanity, and deliver the best user experience. United States: O'Reilly Media, Inc.
- BANAG, C. and WEINHOLD, J. (2014) Essential mobile interaction design: Perfecting interface design in mobile apps. United States: Addison-Wesley Educational Publishers
- LEVY, J. (2015) UX strategy: How to devise innovative digital products that people want. Sudbury, MA, United States: O'Reilly Media, Inc.
- LAL, R. (2013) Digital design essentials: 100 ways to design better desktop, web, and mobile interfaces. Gloucester, MA: Rockport Publishers.

Core Paper-5

CD-405: Professional Practice (Internship & Industry)

Internal Max. M: 60

Internal Min. M: 24

External Max. M: 90

External Min. M: 36

Aim

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Learning outcomes

- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Understand how to promote themselves and their work professionally.

Course Content

Goal setting, Career direction, Responsibilities, Research, Presentation skills, Personal development & Promotional opportunities.

Examination: There will be no exams. You need to submit your internship work prints.

Reference

- Enhancing Professional Practice Author Charlotte Danielson
- ODIN, F.D. (1993) The freelance photographer's handbook: A comprehensive fully illustrated guide. United States: Amherst Media.
- BRANAGAN, A. and DYSON, J. (2011) The essential guide to business for artists and designers: An enterprise manual for visual artists and creative professionals. London: Bloomsbury USA Academic.
- BROOK, T., SHAUGHNESSY, A., BOS, B. and GOGGINS, J. (2009) Studio culture: The secret life of the graphic design studio. London: Laurence King.
- BURNS, L.D., MULLEN, K.K. and BRYANT, N.O. (2011) The business of fashion: Designing, manufacturing, and marketing. 4th ed. New York: Bloomsbury [distributor].
- CLARKE, S. (2011) Textile design: Portfolio series. London: Laurence King Publishing.

- CONGDON, L. (2014) Art, Inc.: The essential guide for building your career as an artist. United States: Chronicle Books.
- EVANS, V. (2015) The FT essential guide to writing a business plan. United Kingdom: FT Publishing International.
- ILASCO, M.M., CHO, J.D. and ILASCO, C. (2010) Creative, inc.: The ultimate guide to running a successful freelance business. San Francisco: Chronicle Books.
- KLEON, A. (2014) Show your work!: 10 ways to share your creativity and get discovered. Workman Publishing.

Core Paper-6

CD-406: Dissertation (Documentation & Visual Presentation, practical aspect)
(Industry Exposure)

Internal Max. M: 40

Internal Min. M: 16

External Max. M: 60

External Min. M: 24

Each student will have to submit a dissertation comprising minimum 1000 words with Visual material and resource bibliography, conclusion, Public collection etc. under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document & visual presentation, practical aspect with 10-to- 15 photograph's.

The topic of the dissertation will be closely related to regards as a major subject. It's meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis, the written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 3 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal /subject teacher and external examiners.

Industry Exposure

The student would be given an opportunity to visit & understand working environment of different departments of industry.

Examination: Present it to a board of internal and external examiners.

Ry/Jan
 (Signature)
 Head of Department
 University of Jammu
 Jammu