

**SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Communication**

**MA GRAPHIC DESIGN**

**Course plan**

**Academic Year 2016 - 17**

**Semester 4**

### COURSE STRUCTURE

Course Code	Title of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15P4GRDP15	Final Thesis Project	20	18	360

### COURSE PLAN (COURSE 1)

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	4
COURSE CODE AND TITLE	<b>15P4GRDP15</b> <b>FINAL THESIS</b>	CREDIT	18
HOURS/WEEK	20	HOURS/SEM	360
FACULTY NAME	ANU CHERIAN		

### COURSE OBJECTIVES

To build project design works to display their specialisation, creativity and skills.
To utilize research processes using various research methodologies
To develop entrepreneurship skills and suggest innovative methods for communication design.
To construct live projects from concept to the final production.
To function independently on projects as well as provide design solutions.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
1-2	Briefing to Thesis, GD Project & Portfolio	PPT/Lecture		
3-4	Orientation to Research	PPT/Lecture	Expert Session	
5-7	Research needs and purpose			
8-9	Research areas in Graphic Design	PPT/Lecture		
10 -12	Research Proposal	Practical		
13 - 16	Research Process	PPT/Lecture		

17 -28	Research Methodologies	PPT/Lecture		
29-100	Research Design Planning & Research Proposal Submission	PPT/Lecture		
100-120	GD Project Proposal	PPT/Lecture		
<b>CIA I</b>				
121 - 130	Research Presentation 1	Presentation		
131-150	GD Project and concept	PPT/Lecture		
151 250	Research Process	PPT/Lecture		
251 - 320	GD Project Process	PPT/Lecture	Practical	
321 - 322	Portfolio Briefing	PPT/Lecture		
323-330	Portfolio preparation and Review 1	Evaluation & Guidance		
331-340	GD Project Presentation 1	Presentation		
341-347	Research Presentation 1	Presentation		
348-354	GD Project Presentation 2	Presentation	CIA 2	
355-356	Portfolio Submission Review 2	Presentation		
357	Final Thesis Submission for Review	Evaluation & Guidance		
359	GD Project & Portfolio Submission	Presentation		
360	Concluding session	Evaluation & Guidance		

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
1	4 months	Final Thesis
2	5months	Graphic Design Project
3	2 months	Portfolio