CURRICULUM AND SYLLABUS

FOR

M.A. GRAPHIC DESIGN

INTRODUCED FROM 2021 ADMISSION ONWARDS

BOARD OF STUDIES IN COMMUNICATION

Sacred Heart College, Thevara, Kochi, Kerala

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ACKNOWLEDGEMENT

This revised syllabus of M. A. Graphic Design tries to transmit the most essential and updated information to the students. Field trips, interactions with leading professionals, internships and engagement with practitioners in the industry and social issues are employed in administering the curriculum and syllabus. Industry relationships are promoted for professional competence on a long-term basis. The candidates become eligible for a Degree after four semesters of study spanning over a period of two years and successful completion of the examination.

The Academic Council of the College decided to implement the revised with effect from academic year 2021-22.

School of Communication is grateful to all of those with whom we have had the pleasure to work during the restructuring of the syllabus and curriculum of M.A. Graphic Design Programme 2021 of Sacred Heart College (Autonomous), Thevara, Kochi.

There are many personalities whose support and guidance made this restructured syllabus a reality. We express our profound gratitude to the Honorable Principal, Governing council and the Academic Council for their leadership and guidance for making this endeavor a great success.

We thank the members of BOS Core-Committee and all the staff members of SH School of Communication for offering their service for the flawless completion of the syllabus.

The successful completion of this syllabus is the end product of hard work by academicians from the College and eminent personalities from the media industry. We would like to thank them all for their valuable service during the restructuring process.

CONTENTS

Board of Studies in Communication (PG), Sacred Heart College, Thevara, Kochi

1. INTRODUCTION

Sacred Heart School of Communication (SHSC) was established as the Communication and Media wing of Sacred Heart College, Kochi in 2012 with a vision to make use of the reach of communication media in society and utilize their powers for common good. SHSC gives emphasis to develop a balanced sensibility and creative initiative among the Under Graduate and Post Graduate level students.

The M.A. programme in Graphic Design is intended to prepare students for professional practice through a curriculum that focuses on development of technical skills and theoretical understanding. The program is designed so as to accommodate the rapid changes in technology while maintaining a firm grounding in basic design principles.

The scope of Graphic Design has expanded in recent years and advances in communication technology have offered a host of new possibilities to the designer. The course aims to develop analytical skills and critical judgment enabling the student for technological and/or aesthetic innovations in the subject of Communication Design.

The postgraduate programme in Graphic Design begins with the study of design history, theory and traditional design skills, and then progresses to current graphic design practices and technology. Graduates are prepared for a wide range of careers in the industry. The programme seeks to develop designers with strong aesthetic and analytic skills capable of solving real-world communication design problems, integrating a command of visual language with imagination, theory and technology.

The meeting of the Board of Studies in Communication held on 2nd August 2019 recommended the revision of the existing PG Graphic Design Syllabus in comparison withthe parent university (MG University) syllabus with appropriate modifications. The Academic Council of the college decided to implement the revised syllabus with effect from the academic year 2021-22.

The revision of syllabus is processed on the basis of Outcome Based Education (OBE) principles with specific goals or outcomes set for the Programme and for each Course.

Students are expected to achieve the specified outcomes at the completion of the educational experience.

1.1 PROGRAMME OUTCOMES

At the end of the programme, the students will be:

PO1: Capable of exercising their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability.

PO2: Able to effectively communicate the knowledge of their study and research in their respective disciplines to their employers and to the society at large.

PO3: Able to make choices based on the values upheld by the college, and have the readiness and know-how to preserve environment and work towards sustainable growth and development.

PO4: Possessing an ethical view of life, and have a broader (global) perspective transcending the provincial outlook.

PO5: Possessing a passion for exploring new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process.

1.2 PROGRAM SPECIFIC OUTCOMES

At the end of the programme, the students will be able to:

PSO 1: Understand and apply the fundamental elements, principles and theories of composition in visual design.

PSO 2: Execute ideation, development and production of visual messages.

PSO 3: Develop creativity and a critical eye for design concept building.

PSO 4: Provide design solutions for communication problems.

PSO 5: Create design involving various skills such as photography, art, calligraphy, Illustrations.

PSO 6: Acquire skills for professional practices of the industry such as time

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management, pre-planning and submission of job assignments within deadlines.

1.3 COURSE DURATION AND FINAL OUTPUT

The course will be completed over a period of 2 years, as 4 semesters. There will beworkshops, debates and/or exhibitions in every semester regarding relevant topics of each theory and practical course of instruction. The completion of course facilitates the production of a **Design Portfolio** at the final semester with the understanding of concepts, application- level knowledge and creativity of each candidate.

1.4 ELIGIBILITY FOR ADMISSION

1) Basic academic qualification is a graduation in any field with a minimum mark of 45 percent or as per the university regulations is eligible to apply for admission to the MA Graphic Design programme. (However, preferences will be given to the candidates with training in Multimedia, Animation, Graphics, Videography, Film Appreciation, Journalism, Communication, Visual Arts, Painting, Theatre, Architecture and Music.)

2) Candidate should submit a port-folio of their works along with their application

3) Candidates must clear a qualifying examination based on aptitude, general topics related to media, English and an Interview.

4) Merit list will be drawn on the basis of the port-folio, qualifying examination and interview (that is, 20:40:40)

1.5 MEDIUM OF INSTRUCTION AND ASSESSMENT

The medium of instruction and assessment shall be English.

2. REGULATIONS FOR POST GRADUATE PROGRAMMES UNDER CREDIT SEMESTER SYSTEM (CSS) – 2021

2.1 TITLE

These regulations shall be called 'SACRED HEART COLLEGE REGULATIONS FOR POST GRADUATE PROGRAMMES UNDER CREDIT SEMESTER SYSTEM (CSS) – 2021

2.2 SCOPE

Applicable to all Post Graduate (PG) programmes of the college with effect from 2021-22 admissions. The provisions herein supersede all the existing regulations for the post graduate programmes of the college.

2.3 DEFINITIONS

2.3.1 '**Programme**' means the entire course of study and examinations.

2.3.2 **'Duration of Programme'** means the period of time required for the conduct of the programme. The duration of post graduate programme shall be of four semesters spread over two academic years.

2.3.3 **'Semester'** means a term consisting of a minimum of ninety working days, inclusive of examination, distributed over a minimum of eighteen weeks each having five working days, each with five contact hours of one hour duration.

2.3.4 **'Course'** means a segment of subject matter to be covered in a semester. Each course is to be designed variously under lectures/ tutorials / laboratory or fieldwork/ study tour /seminar / project / practical training / assignments / evaluation etc., to meet effective teaching and learning requirements.

2.3.5 **'Credit' (Cr)** of a course is the numerical value assigned to a course according to the relative importance of the content of the syllabus of the programme.

2.3.6 '**Extra credits**' are additional credits awarded to a student over and above the minimum credits required for a programme.

2.3.7 '**Programme Credit'** means the total credits of the PG Programmes. For PG programmes the total credits shall be eighty.

2.3.8 **'Programme Elective Course'** means a course, which can be chosen from a list of electives and a minimum number of courses is required to complete the programme.

2.3.9 **'Elective Group'** means a group consisting of elective courses for the programme.

2.3.10 '**Programme Project'** means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in the parent department / any appropriate institute in order to submit a dissertation on the project work as specified.

2.3.11 '**Internship**' is on-the-job training for professional careers.

2.3.12 '**Plagiarism**' is the unreferenced use of other authors' material in dissertations and is a serious academic offence.

2.3.13 '**Seminar'** means a lecture by a student, expected to train the student in self-study, collection of relevant matter from the books and internet resources, editing, document writing, typing and presentation.

2.3.14 **'Evaluation'** is the process by which the knowledge acquired by the students is quantified as per the criteria detailed in the regulations.

2.3.15 **'Repeat Course'** is a course that is repeated by a student for having failed in that course in an earlier registration.

2.3.16 **'Audit Course'** is a course for which no credits are awarded.

2.3.17 **'Department'** means any teaching department offering a programme of study approved by the college / institute as per the Act or Statute of the University.

2.3.18 **'Department Council'** means the body of all teachers of a department in a college.

2.3.19 **'Faculty Advisor'** is a teacher nominated by a Department Council to coordinate the continuous evaluation and other academic activities undertaken in the department.

2.3.20 **'College Coordinator'** means a teacher from the college nominated by the College Council to look into the matters relating to CSS-PG system.

2.3.21 **'Letter Grade'** or simply **'Grade'** in a course is a letter symbol (A^+, A, B^+, B etc.) which indicates the broad level of performance of a student in a course.

2.3.22 **'Grade Point'** (GP), is an integer indicating the numerical equivalent of the broad level of performance of a student in a course.

2.3.23 **'Grade Point Average' (GPA)** is an index of the performance of a student in a course. It is obtained by dividing the sum of the weighted grade points obtained in the course by the sum of the weights of the course (GPA = $\sum$WGP/$\sum$W).

2.3.24 **'Weighted Grade Point' (WGP)** is obtained by multiplying the grade point by its weight (WGP = GP x weight).

2.3.25 **'Credit Point'** (CP) of a course is the value obtained by multiplying the grade point

(GPA) by the credit (Cr) of the course (CP = GPA x Cr).

2.3.26 **'Semester Grade Point Average'** (SGPA) is the value obtained by dividing the sum of credit points (CP) obtained by a student in the various courses taken in a semester by the total number of credits of the courses taken by him/her in that semester. The SGPA shall be rounded off to two decimal places and it determines the overall performance of a student at the end of a semester.

2.3.27 **'Cumulative Grade Point Average'** (CGPA) is the value obtained by dividing the sum of credit points in all the courses taken by the student for the entire programme by the total number of credits and shall be rounded off to two decimal places.

2.3.28 '**Grace Grade Points'** means grade points awarded to a student for course(s), in recognition of meritorious achievements in NSS/Sports/Arts and cultural activities, as per the orders issued by the college from time to time.

2.4 **ATTENDANCE**

Being a regular college, physical presence in the regular activities, especially, classes and exams, is mandatory for the students. However, if a student secures 75% of attendance, he/she is eligible to appear for the exams, provided there are no other impediments like disciplinary proceedings, malpractice record etc.

2.4.1 **Absence:** A student found absent for one hour in the forenoon or afternoon session is deprived of the attendance for the entire session as far as eligibility for final exam is concerned.

2.4.2 **Leave**: A student has to formally report his/her absence with reasons either in advance, or immediately after the absence for obtaining an approved leave. This applies to all sorts of leave – medical, on duty or similar cases.

2.4.3 The student has to retain a copy/section of the approved leave form and produce the same as proof, in case there is any confusion regarding the leave sanctioning. In the absence of such proof, the claims will not be entertained.

2.4.4 **Duty Leave**: A student representing the college in sports, arts, social service or academic matters, has to get sanction from the class teacher concerned and submit the leave application form duly endorsed by the class teacher and the Head of the Department, and submit it to the Vice Principal. The same will be forwarded by the Vice Principal for attendance entry. The approval of the Department of Physical Education and the class teacher is required for granting attendance related to sports.

The time limit for submission mentioned above is applicable in the case of duty leave as well.

2.4.5 **Condonation**: A student may have the privilege of condonation of attendance shortage (up to a maximum of ten days) on the basis of genuineness of the grounds of absence (medical reasons or college duty), duly recommended by the department.This is not a matter of right. It is a matter of privilege based on Principal's discretion and the good conduct of the student on the campus. A student of PG programme may have only one such opportunity.

2.4.6 **Re-admission**: A student whose attendance is inadequate will have to discontinue the studies. Such students, whose conduct is good, may be re-admitted with the approval of Governing Body, on the basis of recommendation from the department, and assurance from the student and the guardian regarding good conduct and compliance in academic and discipline matters. For this the prescribed re-admission fee has to be paid.

2.4.7 **Unauthorized absence & removal from rolls**: A student, absent from the classes continuously for ten consecutive working days without due intimation or permission, shall be removed from the rolls, and the matter shall be intimated to the student concerned. On the basis of recommendation of the department concerned, re- admission process may be permitted by the Principal.

2.5 **PROGRAMME REGISTRATION**

2.5.1 A student shall be permitted to register for the programme at the time of admission.

2.5.2 A PG student who registered for the programme shall complete the same within a period of eight continuous semesters from the date of commencement of the programme.

2.6 **PROMOTION**

A student who registers for the end semester examination shall be promoted to the next semester. However, in extreme circumstances, a student having sufficient

attendance who could not register for the end semester examination may be allowed to register notionally by the Principal with the recommendation of the Head of the Department concerned and by paying the prescribed fee.

2.7   EXAMINATIONS

All the end semester examinations of the college will be conducted by the Controller of Examinations. The Principal will be the Chief Controller of Examinations. An Examination Committee consisting of the Chief Controller of Examinations, Controller of Examinations, Additional Chief Superintendent, Deans, IQAC Coordinator and other faculty members nominated by the Principal will act as an advisory body on the matters relating to the conduct of examinations.

2.8   EVALUATION AND GRADING

Evaluation

The evaluation scheme for each course shall contain two parts:

      a.   **Continuous Internal Assessment (CIA)**
      b.   **End Semester Examination (ESE)**

25% weightage shall be given to internal evaluation and the remaining 75% to external evaluation and the ratio and weightage between internal and external is **1:3**, for the courses with or without practical (except the courses offered by the School of Communications). In the case of courses offered by the School of Communications, the internal-external assessment ratio shall be **1:1**. In their case, the components for evaluation and their respective weightage shall be determined by their Board ofStudies. Both internal and external evaluation shall be carried out in the grading system and the GPAs are to be rounded to two places of decimals.

2.8.1   Direct Grading: The direct grading for the components of CIA shall be based on six letter grades (A+, A, B, C, D and E) with numerical values of 5, 4, 3, 2, 1 and 0

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respectively as per the following scale of accuracy/level of quality. The questions for internal test papers and the end semester examination shall be prepared in such a way that the answers can be awarded A+, A, B, C, D and E grades.

Grade	Grade Points	Scale of accuracy/Level of quality
A+	5	Greater than or equal to 90%
A	4	80% to less than 90%
B	3	60% to less than 80%
C	2	40% to less than 60%
D	1	20% to less than 40%
E	0	Less than 20%

2.8.2 **Grade Point Average (GPA):** Internal and external components are separately graded and the combined GPA shall be calculated for each course with weightage **1** for internal and **3** for external.

2.8.3 **Components of Continuous Internal Assessment (CIA)**: Grades shall be given to the evaluation of theory/practical/project/comprehensive viva-voce and all internal evaluations are based on the Direct Grading System.

2.8.4

The Board of studies of the respective subject is permitted to make changes, if necessary, with regard to the weightages for the components of CIA without changing the total weightage of 5.

a. Components of Internal Evaluation (for theory)

Sl. No	Components	Weightage
i.	Assignments	1
ii.	Seminar	1
iii.	Quiz/Field study/Industrial Visit/Viva Voce/Study Tour/Workshop	1
iv.	Test paper-1	1
v.	Test paper-2	1
	Total	5

b. Components of Internal Evaluation (for practical)

Components	Weightage
Assignments	1
Written/ Lab Test/Workshop	2
Record	1
Viva Voce	1
Total	5

c. Components of Internal Evaluation (for project)

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva voce	1
Total	5

d. Components of Internal Evaluation (for comprehensive viva voce)

Components	Weightage
Comprehensive viva voce (all courses from first semester to fourth semester)	5
Total	5

2.8.5 Components of End Semester Examination (ESE):

a. For Theory

Evaluation shall be based on the following pattern of questions:

Sl. No.	Type of Questions	Weight	*Number of questions to be answered
1	Short answer type questions	1	8 out of 10
2	Short essay/problem solving type questions	2	6 out of 8
3	Long essay/problem solving type questions	5	2 out of 4

*Board of studies of respective subjects can decide on the number questions in each type of questions.

b. For Practical

Components of External Evaluation (for practical)

Components	Weightage
Progress in work/ Laboratory Involvement	3
Written/ Lab Test	6
Record/Report	3
Viva Voce	3
Total	15

The Board of studies of the respective subject is permitted to make changes, if necessary, with regard to the weightages for the components of Practical Examinations (External) without changing the total weightage i.e. 15. The pattern of questions for external evaluation of practical examinations can also be prescribed by the respective Board of Studies.

c. Components of External Evaluation (for project)

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva voce	5
Total	15

d. Components of External Evaluation (for comprehensive viva voce)

Components	Weightage
Comprehensive viva voce (all courses from first semester to fourth semester)	15
Total	15

2.8.6   **Project:** Project work is a part of the syllabus of most of the programmes offered by the college. The guidelines for doing projects are as follows:

    i. Project work shall be completed by working outside the regular teaching hours.

    ii. Project work shall be carried out under the supervision of a teacher in the concerned department or an external supervisor.

    iii. A candidate may, however, in certain cases be permitted to work on the project in an industrial / Research Organization/ Institute on the recommendation of the Supervisor.

    iv. There should be an internal assessment and external assessment for the project work in the ratio 1:3

    v. The external evaluation of the project work consists of valuation of the dissertation (project report) followed by presentation of the work and viva voce.

2.9   PERFORMANCE GRADING

2.9.1   Students are graded based on their performance (GPA/SGPA/CGPA) at the examination on a 7-point scale as detailed below

Range	Grade	Indicator
4.50 to 5.00	**A+**	**Outstanding**
4.00 to 4.49	**A**	**Excellent**
3.50 to 3.99	**B+**	**Very Good**
3.00 to 3.49	**B**	**Good (Average)**
2.50 to 2.99	**C+**	**Fair**
2.00 to 2.49	**C**	**Marginal (Pass)**
Up to 1.99	**D**	**Deficient (Fail)**

2.9.2 No **separate minimum** is required for internal evaluation for a pass, but a minimum a 'C' grade is required for a pass in an external examination. However, a minimum 'C' grade is required for pass in a course and the programme as well.

2.9.3 A student who fails to secure a minimum grade 'C' for a pass in a course shall be permitted to write the examination along with the next batch.

2.9.4 Improvement of GPA: The candidates who wish to improve the GPA of the external examinations of a course/courses can do the same by appearing in the external examination of the semester concerned along with the immediate junior batch. The facility is restricted to first and second semesters of the programme.

2.9.5 Computation of SGPA and CGPA: For the successful completion of a semester, a student should pass all the courses and score at least the minimum SGPA grade **'C'**. After the successful completion of a semester, Semester Grade Point Average (**SGPA**) of a student in that semester is calculated as the ratio of the sum of the credit points of all courses taken by a student in the semester to the total credits of that semester.

Thus, **SGPA = TCP/TCr**, where **TCP** is **Total Credit Point of that semester (** $\sum_{i=1}^{n} CP_i$ **)** and **TCr is Total Credit of that semester (** $\sum_{i=1}^{n} Cr_i$ **)** where '**n**' is the number of courses in that semester.

Cumulative Grade Point Average (**CGPA**) of a programme is calculated as the ratio of the sum of the credit points of all the courses of the programme to the total credits of the programme.

$$CGPA = \frac{\sum (SGPA \times TCr)}{\sum TCr}$$

The SGPA/CGPA shall be rounded off to two decimal places.

For the successful completion of a programme, a student should pass all the courses and score at least the minimum CGPA grade **'C'**. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

To ensure transparency of the evaluation process, the internal assessment grade awarded to the students in each course in a semester shall be published on the notice board/website at least one week before the commencement of external examination. There shall not be any chance for improvement for internal assessment grade.

The course teacher and the faculty advisor shall maintain the academic record of each student registered for the course which shall be forwarded to the controller of examinations through the Head of the Department and a copy should be kept in the department for at least two years for verification.

2.10 REGISTRATION FOR THE EXAMINATION

a. All students admitted in a programme with remittance of prescribed fee are eligible for the forthcoming semester examinations.

b. Online application for registration to the various End Semester Examinations shall be forwarded to the CE along with prescribed fee for each course in prescribed format.

c. The eligible candidates who secure the prescribed minimum attendance of the total duration of the course and possess other minimum qualification prescribed in the regulations for each course shall be issued the hall tickets. The hall ticket shall be downloaded by the students from the college website.

The mode of fee remittance shall be through the prescribed bank.

2.11 SUPPLEMENTARY EXAMINATIONS

Candidates who failed in an examination can write the supplementary examination conducted by the College along with regular examinations.

2.12 PROMOTION TO THE NEXT HIGHER SEMESTER

A candidate shall be eligible for promotion from one semester to the next higher semester if,

a. He / she secures a minimum 75 % attendance and registered for the End Semester Examination of the programme for which he/she is studying.

b. His / her progress of study and conduct are satisfactory during the semester completed, as per the assessments recorded by the course teachers and the Head of the Department concerned.

2.13 CERTIFICATES

1. Diploma and Degree certificates are issued by the Mahatma Gandhi University, Kottayam as per the act and statues of the University on the submission of the consolidated mark / score cards of the students by the College.

2. A consolidated mark / scored card shall be issued to the candidates after the publication of the results of the final semester examination taken by the candidate.

3. A Course Completion Certificate with classification shall be issued to students till the provisional certificate is issued by the university.

2.14 RANK CERTIFICATE

Candidates shall be ranked in the order of merit based on the CGPA secured by them. Grace grade points awarded to the students shall not be counted for fixing the rank/positions. Rank certificates shall be issued to the candidates who secure positions from the first to the third in the order of merit. The position certificates shall be issued to the next seven candidates in the order of merit.

2.15 AWARD OF DEGREE

The successful completion of all the courses with **'C'** grade shall be the minimum requirement for the award of the degree.

2.16 MONITORING

There shall be a Monitoring Committee constituted by the Principal consisting of faculty advisors, HoD, a member from Teaching Learning Evaluation Committee (TLE) and the Deans to monitor the internal evaluations conducted by college. The course teacher, class teacher and the deans should keep all the records of the internal evaluation, for at least a period of two years, for verification.

Every programme conducted under Credit Semester System shall be monitored by the College Council under the guidance of IQAC Coordinator, Controller of Exams, Academic Deans and HoDs. An academic committee consisting of the vice principal, deans and teachers nominated by the Principal shall look after the day-to-day affairs of these regulations.

2.17 GRIEVANCE REDRESSAL MECHANISM

In order to address the grievance of students regarding Continuous Internal Assessment (CIA) a three-level grievance redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: Level of the course teacher concerned

Level 2: Level of a department committee consisting of the Head of the Department, a coordinator of internal assessment for each programme nominated by the HoD and the course teacher concerned.

Level 3: A committee with the Principal as Chairman, Dean of the Faculty concerned, HOD of the department concerned and one member of the Academic Council nominated by the Principal every year as members

2.18 TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Principal of the college has the power to make changes in these regulations, by due orders, that shall be applied to any programme with such modifications as may be necessary on the recommendations of the Board of Studies of the respective programme.

3. PROGRAMME STRUCTURE

Course Code	Title of the Course	Course Type	Hours per week	Credits	Total Credits
FIRST SEMESTER					
21P1GRDT01	Design Foundation	Theory	5	4	20
21P1GRDT02	History of Art and Design	Theory	5	4	
21P1GRDP01	Design Studio I	Practical	5	4	
21P1GRDP02	Interaction Design I	Practical	5	4	
21P1GRDP03	Photo-Video Techniques	Practical	5	4	
SECOND SEMESTER					
21P2GRDT03	Media Ethics, Laws and Education	Theory	5	4	20
21P2GRDP04	Typography	Practical	5	4	
21P2GRDP05	UI/UX Design	Practical	5	4	
21P2GRDP06	Publication Design	Practical	5	4	
21P2GRDP07	Advertising Design and Branding	Practical	5	4	
THIRD SEMESTER					
21P3GRDP08	Package Design	Practical	5	4	22
21P3GRDP09	Information Design	Practical	5	4	
21P3GRDP10	Programming for Designers	Practical	5	4	
21P3GRDP11	Motion Design	Practical	5	4	
21P3GRDPJ1	Research Methodologies	Project	5	4	
21P3GRDIN1	Internship I	OJT	1 Month	2	
FOURTH SEMESTER					
21P4GRDPJ2	Graduation Project	Project	22	12	18
21P4GRDIN2	Internship 2	OJT	1 Month	2	
21P4GRDPJ3	Port folio	Project	3	2	
21P4GRDCV1	Comprehensive Viva-voce	Viva Voce		2	
			Total Credits		**80**

4. SYLLABUS

21P1GRDT01: DESIGN FOUNDATION
(Theory)

72 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Define terminologies, develop analytic and critical thinking skills.

CO 2. Make use of the elements, principles and theories involved in the fundamental study of design.

CO 3. Create designs using techniques, skills and aesthetic sense.

CO 4. Interpret the psychology of the audience for effective communication design.

CO 5. Develop creativity in design production.

Module 1

Introduction to Graphic Design, Art Vs Design. Elements of Visual Design: Point, Line, Shape, Form, Value, Space, Color, Texture, Typography. Form vs Function. Elements – types, meanings, systems and psychology.

Module 2

Principles of Design: Balance, Proportion, Rhythm, Emphasis, Unity, Variety, Contrast, Alignment, Hierarchy. Laws of Visual Perception – Gestalt Theory: Similarity, Proximity, Continuity, Closure, Figure and Ground.

Module 3

Skill & Concepts of Visual Design: Design methodologies. Visual Compositional Theories - Visual Hierarchy. Grids in composition, types of Grids – Layout Design.
Observation, Memory and Imagination–Line of Action, Balance, Rhythm, Positive and Negative Spaces.

Module 4

Design Development & Production: Tessellation - Types, methods and techniques.Developing Patterns, Color Schemes, Shapes from nature. Form Creation - Exploring materials - Re-production techniques - Relationship of visual form to meaning - Type, Image, Shape relationship techniques.

Module 5

Brainstorming: Creative problem-solving techniques - identifying needs and target - development of concept- Selection of elements- drafting ideas. Logo, Poster, advertisement design concepts

REFERENCES

- The Elements of Graphic Design: Space, Unity, Page Architecture, and Type: Alexander W. White.

- Exploring the Elements of Design: Mark A. Thomas, Poppy Evans.

- The Language of Graphic Design: Richard Poulin, Rockport Publishers.

21P1GRDT02: HISTORY OF ART AND DESIGN
(Theory)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Explain the role and developments of visual arts in past cultures throughout the world

CO 2. Explain the development of art and aesthetics from early Christian art to 19th century art movements

CO 3. Classify and compare the modern art movements of 20th century

CO 4. Analyze the role and importance of Indian art movements

CO 5. Analyze the history of graphic design including the role of industrial revolution till 20th century

Module 1

Art and Aesthetics– The Story of Art – Naturalism – Animism and Geometrism – Old Stone Age art.– Stereotyping of Art and Naturalism in ancient Egypt – Mesopotamia – The age of Enlightenment of Greece – Hellenistic age

Module 2

Early Christian Art – Iconoclasm – Feudalism and the Romanesque style – The Origin of stylistic ideas with Gothic art – Renaissance –Medici — Scientific tendencies in art through the eyes of 'The Renaissance Trinity'. The Reformation and Counter reformation – Origin of Baroque – Neoclassicism and Romanticism – Realism – Photorealism – Social Realism – Impressionism – Post impressionism

Module 3

Modern Art – From Art Noveau, Fauvism, Matisse and Derain – Avant-Garde – Expressionism and Munch – Cubism – the Geometric Art; Picasso. Surrealism – the Absolute Reality – Abstract Expressionism and Action Painting – Pollock – Kooning – Rothko – Pop- Art Post Modern Art.

Module 4

Styles of Indian Painting – Sculpture –Bengal School of Art – Samikshavad – Rabindranath Tagore – Abanidranath Tagore – M. F. Hussain and Jamini Roy – Namboothiri – K.C.S. Panicker – Kerala Mural Paintings

Module 5

History of Graphic Design: The Invention of Writing, Alphabets, The Asian Contribution, Illuminated Manuscripts, Printing Comes to Europe, The German Illustrated Book, Renaissance Graphic Design, Typographic Developments. Graphic Design and the Industrial Revolution, The Arts and Crafts Movement and Its Heritage, Art Nouveau, The Genesis of Twentieth-Century Design.

REFERENCES

- Gombrich,E. H. *The Story of Art*. Phaidon Press, 16 edition, April 9, 1995
- Harman, Chris. *A People's History of the World*. Verso, 17 April 2008
- Kleiner, Fred G*ardner's Art Through the Ages*. Harcourt College Pub, 10th Reiss edition, August 1995)
- Hauser, Arnold. *The Social History of Art Volume I & II*. Routledge, Box edition, August 3, 1999
- Janson, Anthony F. *History of Art*. Pearson. 8th edition, 3 January 2010
- Charles, Victoria. *Renaissance Art*. Parkstone Press, July 1, 2007
- Meggs, Philip. *A History of Graphic Design.* John Wiley & Sons, 1998
- Drucker, Johanna and Emily. *Graphic Design History*. Pearson, 1st edition, February 8, 2008
- Heller, Steven and Pettit, Elinor. *Graphic Design Time Line*: *A Century of Design Milestones*. Allworth Press, September 1, 2000
- Eskilson, Stephen J. *Graphic Design: A New History*. Yale University Press, October 25, 2007

21P1GRDP01: DESIGN STUDIO I
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Develop designs using elements, principles and theories.

CO 2.Apply software technology in design of brands and communication.

CO 3.Utilize design processes: strategize from concept to delivery to solve communication problems.

CO 4. Apply the craft of design reproduction techniques in order to develop better understanding of the print medium.

CO 5. Design creative, meaningful designs for the print medium.

Module 1

Image Creation and editing formats - Vector Vs Raster images.

Module 2

Study of Vector tools: Drawing tools, Shape and transform tools, Layers in Illustrator, Pen tool, Bezier curves, Pathfinder, Coloring, and Gradients. Working with text, advanced options of text. Organizing illustrations with layers. Working with Symbols, 3D Mapping, working with transparency and blending modes, Gradient mesh.

Module 3

Design Reproduction Techniques: Wood-Cut, Lino-cut, Block printing, Offset Lithography, Stencil printing, Flexography, Screen Printing, UV printing and 3D printing. Future of Print Technology.

Module 4

Study of Raster tools: Selection tools, Painting and retouching tools, Layers in Photoshop, Layer effects, working with Color modes, Reading a Histogram, Image editing and Color correction.

Module 5

Application of masks, editing alpha channels, working with smart objects, exploring filters, Working with camera RAW files.

REFERENCES

- Adobe Creative Team. *Adobe Illustrator CS4 Classroom in a Book*. Adobe, 1st edition, 27 May 2012

- Jenkins, Sue. *How to Do Everything: Adobe Illustrator CS4*. McGraw-Hill Osborne, 1st edition, 1 April 2009

- Botello, Chris. Adobe. *Illustrator CS4 Revealed*. Course Technology, 1st edition, May 21, 2009

- Adobe Creative Team. *Adobe Photoshop CS4 Classroom in a Book*. Adobe, 1st edition, 10 November 2008

- Kelby, Scott. *The Adobe Photoshop CS4: Book for Digital Photographers*. New Riders, 1 edition, January 1, 2009

- Lynch, Richard. *The Adobe Photoshop CS4 Layers Book*. Focal Press, 1st Edition, November 8, 2011

21P1GRDP02: INTERACTION DESIGN I
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
- CO 1. Explain the graphic design principles related to web design and learn how to implement theories into practice using HTML language
- CO 2. Examine critical thinking and problem-solving skills required to successfully design and implement a website using CSS.
- CO 3. Develop the ability to analyze, identify and define the software technology required to build and implement a web site.
- CO 4. Develop Dynamic HTML pages by using JavaScript DOM events.
- CO 5. Demonstrate techniques of responsive web design, including media queries.

Module 1

Introduction to HTML, Dreamweaver. Basic HTML tags, Creating a Basic Web Page.

Module 2

Attributes, Lists and Tables, Links and Images, Cascading Style Sheets Introduction.

Module 3

CSS - Selector Type, Values, Common Properties, Web Page Layout Techniques, Introduction to Dreamweaver, CSS Improvement - Type, Imagery.

Module 4

JavaScript Introduction, creating websites using Dreamweaver, Organization and workflow.

Module 5

Introduction to Responsive Web Design (RWD). Basic idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development. Mobile first design concepts, Common device dimensions, View-port tag, Using CSS media queries, BasicCustom Layout

REFERENCES

- Norman, Donald A. *The Design of Everyday Things*. Basic Books; Revised edition, 14 November 2013

- Luppa, Nick. *Interactive Design for New Media and the Web*. Focal Press; 2 Pap/Cdr edition, 23 October 2001

- Thomas Powell. *HTML & CSS: The Complete Reference*, Fifth Edition Paperback – 1 Jul 2017

- Jon Duckett. *HTML and CSS: Design and Build Websites*– 30 May 2014

- DT Editorial Services. *HTML 5 Black Book* 2Ed. Paperback – 2016

- David Flanagan. *JavaScript: The Definitive Guide* 6th Edition O'Reilly.

21P1GRDP03: PHOTO & VIDEO TECHNIQUES
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Explain photo and video techniques to create content for communication designs.

CO 2. Explain composition, framing and visual language skills to recognize, develop effective designs

CO 3. Appraise and maintain standards in photographs/digital video contents, identify areas for improvement, and implement changes

CO 4. Develop creativity and analytical skills in students by identifying the quality of imagery in digital photography.

CO 5. Create all components of concept development, pre-production, production and post-production.

Module 1

Visual Grammar and Aesthetics of Composition: Camera angles and framing.

Module 2

Methods and Techniques of Digital Imaging: Photography- ISO, Shutter speed, Aperture. Creating Visual arts: Technology of imaging still objects. Image creation for print, online design communication.

Module 3

Design of Light and Art of Lighting, setting equipment and props for shoot, experimental photography, changing trends in Lighting Setup. Creation of Visual space for Screen. Product photography, art direction, flat lay.

Module 4

Imaging moving objects: Camera movements - Shooting and editing for video production.

Module 5

Graphic Design Portfolio - Using Photography (Record) & Videography.

REFERENCES

- David Stump (2014), Digital Cinematography: Fundamentals, Tools, Techniques, and Workflows, Focal Press.

- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press; 5 edition.

- David Landau (2014), Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image, Continuum Publishing Corporation; Reprint edition.

- Wolohomok, Louis. Art of Pictorial Composition. Harper, First Edition, 1961

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21P2GRDT03: MEDIA ETHICS, LAWS AND EDUCATION
(Theory)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
  CO 1. Recall and summarise Indian media laws and regulations in comparison with those of other nations.
  CO 2. Relate, analyses and evaluate how media policies and regulations enable or constrain effective media environments.
  CO 3. Outline and examine the rights and responsibilities of media practitioners in the execution of their duties.
  CO 4. Inspect the problems and limitations of applying old media laws in new media environments.
  CO 5. Discuss the complex issues associated with media regulation and need for contextualizing legal and ethical practices according to change.

Module 1

Ethics – Branches of Ethics, Media Ethics – Mass Media and the shape of the Human Moral Environment. Applied Ethics – Ethical issues in different media professions – Journalism, Cinema, Advertising, Photography, Graphic Design, Animation etc.- Overview of Codes and Regulations in India. Digital Media Ethics. Media ethics-print and broadcasting-code of Ethics for AIR and Doordarshan. Official Secret Act, 1923, Press Ombudsman.

Module 2

Media Education – Objectives and Skills – Key Concepts, Media Scenario: Present Trends – Different Starting points for Media Education – Media Impact in Society – Social and Psychological impacts

Module 3

Indian Constitution-Salient features, Fundamental Rights and Directive Principles. Freedom of Press & Parliamentary Privileges. Powers of President & Governor. Case studies with regard to Freedom of Speech & Expressions. Hierarchy of Courts, (Civil and Criminal), Cognizable & Non-Cognizable cases, Anticipatory bail, Bailable& Non Bailable offences, defamation, sedition, types of writs.

Module 4

Press Legislations in India. The Press & Registration of Books Act of 1867. Drug & Magic Remedies (Objectionable Advertisement) Act of 1954 the Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act of 1955.Press Council Act of 1978- Cable Television Networks (Regulation) Act of 1995. Video and Audio piracy. Information Technology Bill. Cyber Laws-Censorship Guidelines-Press Accreditation Rules etc.

Module 5

The Cinematograph Act of 1952, Young persons (Harmful Publications) Act of 1956, Copyright Act. Of 1957, Contempt of Court Act, Consumer Protection Act. Right to Information Act 2005-Intellectual Property Right.

REFERENCES

- Rossi, Philip J. Mass Media and the Moral Imagination. Sheed&Ward,U.S., 1 March 1994
- Christmas, Clifford. Communication Ethics and Universal Values. SAGE Publications, Inc, January 28, 1997
- Ess, Charles. Digital Media Ethics. Polity; 1 edition, March 16, 2009
- Andrew Belsey and Ruth Chadwick (1992). Ethical issues in journalism and mass media. London, New York: Routledge
- J. S Mudholkar (1975). Press Laws. Kolkata: Eastern Law House
- Ursula Smartt (2006). Media Law for Journalists. London, Thousand Oaks, New Delhi: Sage Duncan Bloy (2006). Media Law. London, Thousand Oaks, New Delhi: Sage
- VenkatIyer (2000). Mass Media Laws And Regulations In India. New Delhi: Bahri Sons (India Research Press)
- B. Manna (2006). Mass Media And Related Laws In India. Kolkata: Academic Publishers
- Monroe E. Price, StefaanG. Verhulst, Libby Morgan 2013). Routledge Handbook of Media Law. London, New York: Routledge
- Kaye Stearman (2012). Freedom of Information. New York: The Rosen Publishing
- Chris Reed (2004). Internet Law: Text and Materials. New York, Melbourne, Cape Town: Cambridge

21P2GRDP04: TYPOGRAPHY
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
CO 1. Illustrate evolution of typography, terminologies and industrial practices.
CO 2. Create original typographic designs using calligraphy techniques
CO 3. Develop content using typography as design, text and grid.
CO 4. Create designs for publication, online and branding materials.
CO 5. Experiment with typography as a medium of art and communication.

Module 1

Introduction to Typography: Typeface, type anatomy, display types, families and fonts, usage of different type variations, laws of designs in typography and its applications - Manual and digital font creation

Module 2

Calligraphy and hand lettering: Basic tools and instruments (dip pens, brushes, nibs, parallel pen). Typographic design creation: logos, posters, film titles.

Module 3

Visual order using typography. Compatible typefaces, Legibility and readability. Creating visual designs using typography, experimental typography, images using typography, 3D typography, expressive typography.

Module 4

Typographic grids: grid to organize and compose. Contemporary trends in typography and layout.

Module 5

Study of Indian language typefaces, Indian language typefaces in print media.

Typography to reinforce messages: Advertisement design – Campaign advertisements, Concept posters, Book covers.

REFERENCES

- Samara, Timothy. *Typography Workbook*. Rockport Publishers, New edition, November 1, 2006

- Bringhurst, Robert. *The Elements of Typographic Style*. Hartley & Marks Publishers, 2nd edition, 2002

- Lupton, Ellen. *Thinking with Type*. Princeton Architectural Press, 2nd Revised edition, 6 October 2010

- Ambrose, Gavin and Harris, Paul. *The Fundamentals of Typography*. AVA Publishing, 2ndedition, September 1, 2011

- Carter, Rob, Day, Ben and Meggs, Philip B. *Typographic Design: Form and Communication.* John Wiley & Sons, 5th Edition, 2 December 2011

- Rabinowitz, Tova. *Exploring Typography*. Thomson Delmar Learning; 1 edition, February   21,   2006

21P2GRDP05: USER INTERFACE DESIGN/ USER EXPERIENCE DESIGN
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

    CO 1. Demonstrate knowledge of design principles used in the creation of a web site.
    CO 2. Develop skills in digital imaging and analyzing the usability of a web site.
    CO 3. Apply critical thinking and problem-solving skills required to successfully design and implement a website.
    CO 4. Explain web-based interfaces and create interactive pages with html and style sheets.
    CO 5. Plan and conduct user research related to web usability.

Module 1

An overview of the human experience design process - UX design to UI design – human perception and behavior in virtual and spatial environments: color, texture, typography, Imagery etc.-cultural, geographical, psychological relationship.

Design Considerations: Development factors- platform constraints, prototyping, customizability etc.

Visibility factors: human factors and express a strong visual identity, human aptitude, product identity, clear conceptual model and multiple representations. Acceptance factors: corporate politics, international markets, training factors.

Module 2

Design of elements: graphical techniques used to communicate the message or context – Semiotics: from real to the abstract. Color: color, texture and light convey complex information and pictorial reality. Animation: a dynamic or kinetic display of elements. Layout: formats, proportions, and grids – how to read a screen.

Module 3

User Research & Wireframing: Conducting user research, Site/Content Map, Wireframing basics, Technical considerations.

Module 4

Principles of User Interface Design: Organize: Consistency, screen layout, relationships and navigability. Economize: Simplicity, Clarity, and Distinctiveness

Communicate: balance, legibility, readability. Introduction to UI mock-up software.

Module 5

Building a Brand: Creating brand guidelines for interactive applications. Selecting & expanding a design for interactive applications.
Wireframing workflows, translating brand guidelines to UX for interactive applications. Wireframing review, Sketch analysis, Pitch Guidelines, Final wireframe critique, User flow review - Final design.

REFERENCES

- Donald A. Norman. *The Design of Everyday Things.* Tantor Audio, MP3 - Unabridged CD edition, August 30, 2011

- Mullet, Kevin, and Darrell Sano. *Designing Visual Interfaces: Communication Oriented Techniques:*

- Dix, Alan J., Janet E. Finlay. . *Human-Computer Interaction* Prentice Hall; 3 editions (30 Sept 2003)

- Olsen, Dan R. *Developing User Interfaces (Interactive Technologies)* Interactive Technologies Morgan Kaufmann; 1 edition (July 15, 1998)

- Rex Hartson and PardhaPyla *The UX Book: Process and Guidelines for Ensuring a Quality User Experience*

- Jesmond Allen and James Chudley . *Smashing UX Design,* John Wiley & Sons (18 May 2012)

- Faranello Scott. *Balsamiq Wireframes Quick start Guide*

- Tidwell, Jenifer. *Designing Interfaces: Patterns for Effective Interaction Design.* O'Reilly Media; 1 edition, December 1, 2005

- Moggridge, Bill. *Designing Interactions.* The MIT Press, 1 edition, October 1, 2007

- Duyne, Douglas, et al. *The Design of Sites.* Prentice Hall,2 edition, December 24, 2006

- Cooper, Alan. *About Face 3. The Essentials of Interaction Design.* John Wiley & Sons ,15 May 2007

21P2GRDP06: PUBLICATION DESIGN
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
- CO 1. Extent Knowledge & technical skill in tools required for print design.
- CO 2. Develop ability to visualize multiple publications using design skill and art skills.
- CO 3. Demonstrate skill and creative thinking to develop a professional design for print.
- CO 4. Apply creative problem solving and technical skills in the creation of effective design solutions for print

Module 1

Layout design: Directing the eye, Backwards movement, Application of design principles in lay out, Free style lay out, Grid design, Formats, margins, Columns and Gutters, Page depth, Working with Imagery, Borders and rules.

Module 2

Magazine Design: creating a suitable grid, Title and cover policies, Visualization in Magazine Design, Basic magazine terminology, Redesigning a magazine, Essentials of Page Design,

Module 3

Newspaper Design: The main elements of print layout, Formats and Grids, Selecting and Using Type, White Space, Color, Headlines, the masthead, laying out Pages, the Modular andMini column formats, Designing front page and inner pages.

Module 4

Book Design: Effective Grid design for the book, Typography, Margins in page design, Laying out text and images.

Module 5

Consistency in design: Creating style guides and printing instructions. Practical training in print production.

REFERENCES

- E. Carte, David. *The Big Book of Layouts*. Harper Design, 16 June 2009
- Tondreau, Beth. *Layout Essentials: 100 Design Principles for Using Grids*. Rockport Publishers, 1 February 2009
- Society of News Design. *The Best of News Design, 35th Edition*. Rockport Publishers, 15 November 2014
- Frost, Chris. *Designing for Newspapers and Magazines*. Routledge, 1 June 2011
- Cullen, Kristin. *Layout Workbook: A Real-World Guide to Building Pages in Graphic Design*. Rockport Publishers, 1 May 2007
- Hochuli, Jost and Kinross, Robin. *Designing Books: Practice and Theory*. Hyphen Press; New edition, 2 February 2004.

21P2GRDP07: ADVERTISING DESIGN AND BRANDING
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the Course, students will be able to:

   CO 1. Illustrate different promotional aids, their role and importance in promoting a brand.

   CO 2. Identify the aesthetical and ethical perspectives of promotional designs.

   CO3. Develop the knowledge of materials, technology and systems in creating brand materials.

   CO 4. Utilize the various creative processes and strategies to create design solutions.

   CO 5. Evaluate the consumer psychology and understand the design influences.

Module 1

Branding: Concepts, Recent branding aspects, Case studies. Different types of papers. Cool and warm paper, Quality and GSM of printing papers- Different types of print forms and binding. Selection of appropriate papers for different print purposes and print technologies.

Module 2

Visual tool of the brand - a unique logo. Different types of logos, brainstorming, mind mappings, mood board. Logo design: Essentials and process. Identity manual variations and evolution of a logo, corporate colours.

Module 3

Brand promotional designs. Spot colours, dominant visual colours in design, stationary (business card, Letterhead, Envelope) brochure and different folding methods. News advertisement, poster, hoarding, big standee, table standee, pamphlet, flyer.

Module 4

Visualization of design, handmade Prototype, importance of negative space. Dummy designs for branding. Ethics of Branding.

Module 5

Creation of different promotional elements for a Brand. Promotional aids: Logo, business stationary, brochure, news advertisement, poster, hoarding, big standee, table standee, pamphlet, flyer.

REFERENCES

- Designing Brand Identity: An Essential Guide for the Whole Branding Team: Alina Wheeler
- Branding: In Five and a Half Steps: Michael Johnson
- The Definitive book of Branding: KartikeyaKompella
- Brands and Branding: John Simmons
- Designing Brand Identity: Alina Wheeler
- LOGO: The reference guide to Symbols & Logotypes: Michael Evamy
- What is Branding: Matthew Healey

21P3GRDP08: PACKAGE DESIGN
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
   CO 1. Relate the relationship between form and function of packaging.
   CO 2. Identify branding as a major key of packaging success.
   CO 3. Apply the principles and theories of visual design.
   CO 4. Adapt the trends, printing techniques and technology in the package design industry.
   CO 5. Create innovative and attractive brand package design solutions

Module 1

The role of packaging – An historical perspective, marketing, technical and functional considerations, Materials, Measuring the success of a package design.

Module 2

Anatomy of packages, Structural design, Cartons, Bottles, Tubes, Cans, Rubs and Jars, Multi packs, Clam shells and Blister packs.

Module 3

CDs, Gift packs, Innovative formats, Materials, Surface graphics, Branding, Information layout and hierarchy, Back of packs. Photography, Illustration, Colour, Symbols, Weights, Measures and Bar-codes.

Module 4

Study of various package designs in the market, Study and analysis of famous packaging portfolios.

Module 5

Project Work.

REFERENCES

- Carter, David E. *The Big Book of Layouts*. Harper Design, 16 June 2009
- Tondreau, Beth. *Layout Essentials: 100 Design Principles for Using Grids*. Rockport Publishers, 1 February 2009
- *The Best of News Design*, 35th Edition. Rockport Publishers; 35th Revised edition, 15 November 2014
- Frost, Chris. *Designing for Newspapers and Magazines*. Routledge, 1 June 2011

21P3GRDP09: INFORMATION DESIGN
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Examine the elements in communication design with reference to universal contexts.

CO 2. Analyze complex information design projects.

CO 3. Design user friendly designs for use in environmental systems, sites and standalone multimedia applications.

CO 4. Compile massive, complex information to simple, understandable and interesting communication designs.

CO 5. Create various styles of illustrations for different categories of users for books, web and other interactive media.

Module 1

Introduction to Digital Illustration. Data Visualisation Methods: Representation of objects: process of simplification.

Module 2

Translating Data into Visuals: Statistical Information Illustrations, Graphs, Charts, Abstraction, Symbols and Typography in Maps. Information Graphics in Signages and Package designs.

Module 3

Medical Illustration, 3D Illustration, Story Illustration, Article Illustrations, Poem Illustration, Character Creation: Human, Animals, Birds, Objects, Comic book layout and Illustration.

Module 4

Recreating events in space and time. Visualization of Dynamic Information – applications & case studies. Information graphics in interactive Media.

Module 5

Project: Design an impactful video campaign using illustrations/symbols for a cause using motion graphic applications and typography.

REFERENCES

- Beginners Guide to Digital Painting: Richard Tilbury

- Digital Painting Techniques: Practical techniques of digital art masters

- The complete guide to Digital Illustration: Steve Caplin, Adam Banks, Nigel Holmes

- Infographics Designers' Sketchbooks: Rick Landers and Steven Heller

- Visual Explanations: Edward Tufte 6. Envisioning Information: Edward Tufte

- Information Graphics: Robert L. Harris

- Visual Function: An Introduction to Information Design: Paul Mijksenaar

- The Functional Art: An Introduction to Information Graphics and Visualization: Alberto Cairo

21P3GRDP10: PROGRAMMING FOR DESIGNERS
(Practical)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
CO 1. Develop Dynamic HTML pages by using JavaScript DOM events.
CO 2. Apply knowledge of PHP scripting in digital platforms.
CO 3. Utilize knowledge of database connectivity with PHP in website creations.
CO 4.Make use of these knowledge students can showcase their creative and innovative   works in the multimedia world.

Module 1

Client-Side Scripting Language - Java Script, Java script types-variables operators, Conditions statements, loops, popup boxes, Events, arrays, objects, functions, validation of forms

Module 2

Server-Side Scripting Language - PHP: Introduction and basic syntax of PHP, Decision and looping with examples, PHP and HTML, Arrays, Functions, Browser control and detection, String, form Processing, Files, Advance features: cookies and sessions, Object oriented programming with PHPs.

Module 3

Database Management System (DBMS) - Intro to SQL or MySQL which Is used to create, read, write, delete and update records / data to/from a database from a PHP file.

Module 4

Web hosting basics, types of hosting packages, registering domains, defining Name servers, using FTP client, maintain a website, hosting of the student's Portfolio Site or Creating a Blog.

REFERENCES

- Ullman, Larry. *Php 6 and MYSQL 5 for Dynamic Web Sites*. Pearson Education,1 edition, 2008

- Reas, Casey and Fry, Ben. Processing - *A Programming Handbook for Visual Designers and Artists*. MIT Press, 2nd Revised edition,24 February 2015

- Luke Welling, Laura Thomson *PHP and MySQL Web Development*

- Robin Nixon, *Learning PHP, MySQL, JavaScript, CSS & HTML5.*

21P3GRDP11: MOTION DESIGN
(Practical)

90 Hours (4 hrs/week   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:
- CO 1. Develop a vocabulary and visual language for motion.
- CO 2. Apply the motion design techniques in applied practice using software.
- CO 3. Demonstrate an understanding of motion graphic design principles in applied practice.
- CO 4. Adapt with Industry standard motion graphic- visual effects toolsets and plug-ins.
- CO 5. Create motion graphic project with requirement of 2D, 3D elements and real footage.

Module 1

Study of contemporary motion graphics - commercials, music videos, film and TV titles. Introduction to After Effects: Composition Basic, timeline and keyframes. Working with Photoshop and After Effects.

Module 2

Dynamic Typography: type in time-based media, variations in typographic attributes, transitions, rhythm and pace. Type in 3d space. Image based animations: exploring various styles for effective storytelling.

Module 3

Using 3d space: Integrating 3d models and 2d elements. Advanced topics in After Effects: motion paths and interpolation, 3d compositing. Combining multiple media – 2d and 3d animation, live footage, text and other visual elements.

Module 4

Integrating Plugins for Motion graphics: Element 3D, Trapcode Suit, Particle Effects, Character rig & animation using DUIK.

Module 5

Rendering: Render queue panel. Render settings, Output module settings. Introduction to Adobe Media Encoder. Introduction to Motion Tracking.

REFERENCES

- Meyer, Chris and Meyer, Trish. Creating *Motion Graphics with After Effects: Essential and Advanced Techniques.* Focal Press, 5 edition, 29 July 2010

- Krasner, Jon . Motion *Graphic Design: Applied History and Aesthetics*. Focal Press, 2 edition,26 February 2008

- Krasner, Jon . *Motion Graphic Design and Fine Art Animation: Principles and Practice.* Focal Press; Pap/DVD edition (21 July 2004

- Gallagher, Rebecca and Paldy, Andrea Moore. Exploring *Motion Graphics.* Cengage Learning, Inc; Pap/Cdr edition, 31 August 2006

- Woolman, Matt. *Type in Motion 2* . Thames and Hudson,1 November 2005

21P3GRDPJ1: RESEARCH METHODOLOGIES
(Project)

90 Hours (5 hrs/week)   **Credit – 4**

COURSE OUTCOMES

At the end of the course, students will be able to:

. CO 1. Develop deep and wide insights in design research.

CO 2. Classify and apply quantitative and qualitative research techniques for designing graphic design content.

CO 3. Demonstrate knowledge of all processes involved in design research while evaluating descriptive and prescriptive research methods.

CO 4. Interpret, develop and design Research Methodology for various design research needs in graphic design.

CO 5. Outline and create design research documents in the form of project reports.

Module 1

Introduction to research: What and Why; Current issues with research and the need for a research methodology; Major facets of research. Introduction to RM – a research methodology-its main components, and examples to explain the components.

Module 2

Types of design research, determining type of research to be persuaded. Starting research: Clarification of requirements: Identifying research topics, carrying out literature search, consolidating the topic into research questions and hypotheses, and developing a research plan.

Module 3

Types of descriptive study; Processes for carrying out descriptive studies for Developing an understanding a facet of design and its influences; Introduction to associated descriptive study real-time and retrospective research methods for data collection such as protocol analysis, questionnaire surveys, interviews. Introduction to quantitative and qualitative data analysis methods.

Module 4

Types of prescriptive study; Processes for developing design support and associated Prescriptive study research methods; Types of support evaluation; Processes for evaluating a design support, and associated Evaluation study research methods; Types and structures of research documentation; Approaches and guidelines for documenting and reporting research process and outcomes

Module 5

Project: Research Paper

REFERENCES:

- Blessing, L.T.M., and Chakrabarti, A. DRM, a Design Research Methodology, Springer, 2009.
- Blessing, L.T.M., and Chakrabarti, A.DRM: A Design Research Methodology, in International Conference on The Science of Design- The Scientific Challenge for the 21st Century, INSA, Lyon, France, 15-16, 2002.
- Blessing, L.T.M, Chakrabarti, A., and Wallace, K.M. A Design Research Methodology, Proceedings of the International Conf. in Engineering Design, Prague, Vol.1, pp50-55, 1995.

21P3GRDIN1: INTERNSHIP 1

Duration: 1 Month   **Credit – 2**

COURSE OUTCOMES

At the end of the course, students will be able to:
   CO 1. Exposure and work on live projects in the industry and create portfolios.
   CO 2. Work with other industry professionals, collaborate with other individuals as members of a team and enhance communication skills.
   CO 3. Confidently face challenges of the graphic design industry.
   CO 4. Analyze the communication challenges and provide effective design solutions.

Internship is on the job training to assimilate professional practices. The students will have to undergo an Internship at a Design firm for a fortnight during the month after Semester 2 End Semester Examination. The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. A faculty member will monitor the students during the internship. The assessment will be based on the comprehensive report submitted by each student within a month of completion of internship 1.

21P4GRDPJ2: GRADUATION PROJECT

Credit – 12

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Build design works to display their specialisation, creativity and skills.
CO 2. Utilize research processes to create strong communication designs.
CO 3.Develop entrepreneurship skills and suggest innovative methods for communication design.
CO 4. Construct live projects from concept to the final production.
CO 5. Design projects using various production mediums (art, photography, content writing design, editing, multimedia) for on and off social media platforms.

Graphic Design Project

- Student should work individually to achieve the production goal within three months of time under the guidance of supervising faculty.

- Student should develop an innovative and theoretically informed body of work which proves their creativity, aesthetic sense, purpose of the design and technical skill.

- On completion, the student should submit the printed design along with the comprehensive report to the department.

- Students should present their project as a seminar for evaluation.

21P4GRDPJ3

PORTFOLIO

54 Hours (3 hrs/week)   **Credit – 2**

COURSE OUTCOMES

At the end of the course, students will be able to:
CO 1. Build graphic design works to display their creativity and skills.
CO 2. Utilize research processes to create strong brand building concepts and strategies.
CO 3. Develop wholistic competitive skills to survive in the industry.
CO 4. Adapt to the latest trends, styles and techniques in production of graphic design.
CO 5. Design projects using various production mediums (art, photography, content writing design, e editing, multimedia) for on and off social media platforms.

OBJECTIVES

Provides an opportunity to prepare a professional portfolio and exhibit student works at the end of the program with proper guidance from the department. The employers want to know how skilled a graduating student is, and this is an opportunity to exhibit their talents and area of specialisation. Each student should work individually and combine their final portfolio works under the guidance of supervising faculty.

21P4GRDI2: INTERNSHIP 2

Duration: 1 Month   **Credit – 2**

COURSE OUTCOMES

At the end of the course, students will be able to:

CO 1. Work on live projects in the industry, create portfolios and build industry networks.
CO 2. Work with industry professionals, collaborate with other individuals as members of a team and enhance communication skills.
CO 3. Confidently face challenges of the graphic design industry.
CO 4. Analyze the communication challenges and provide effective design solutions.

Internship is on the job training to assimilate professional practices. The students will have to undergo an Internship at a Design firm for a month during the fourth semester. The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. A faculty member will monitor the students during the internship. The assessment will be based on the comprehensive report submitted by each student within a month of completion of internship 2

21P4GRDCV1: COMPREHENSIVE VIVA-VOCE

Credit – 2

OBJECTIVES

Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester. Students will be able to review and evaluate the overall work done by the student in four Semesters of Programme.

COURSE OUTCOMES

CO 1. Examine the level of application and understanding from the content and practice gathered during the master's programme.

CO 2. Assess the overall works done by the student in the four Semesters of the Programme.

CO 3. Test for the wholistic skills developed by the student besides graphic design such as language delivery, interpretation, intuition, handling situations and etiquettes.

CO 4. Define terminologies, theories and explain processes involved in graphic design.

CO 5. Evaluate application of best practices and ethical values in the professions concerning and related to graphic design.

Guidelines for Comprehensive Viva

- The viva shall cover all courses including electives chosen.
- The External Evaluation will be conducted by an expert /a panel of experts appointed by the College and as per the schedule issued by College.
- The examiner(s) will evaluate the knowledge level and skills acquired by the students during all semesters of MA GRAPHIC DESIGN programme.
- The grades shall be awarded based on the answers, communication skills and presentation skills.

MODEL QUESTION PAPER

Reg. No ....

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 20…….

SEMESTER 1

COURSE: 21P1GRDT01 HISTORY OF ART AND DESIGN

Time: Three Hours   Total weight: 30

Section A

Answer any 8 questions. Each question carries a weight of 1

1. What do you mean by Cuneiform?

2. Define Art and Aesthetics

3. What are Venus Figurines?

4. Write a short note on Illuminated Manuscripts.

5. What is Mummification?

6. Define Iconoclasm

7. Classify the Greek Orders.

8. What is aesthetic judgement?

9. What is realism?

10. Define cubism.

Section B

Answer any 6 questions. Each question carries a weight of 2

11. Explain the characteristics of Egyptian Paintings.

12. Explain the Greek vase paintings.

13. Elucidate on Gothic art.

14. Explain Animism and Geometrism.

15. Briefly note on Early Christian Art.

16. Examine the Renaissance art.

17. Write a note on Mesopotamian art and Culture.

18. How do you explain abstract expression?

Section C

Answer any 2 questions. Each question carries a weight of 5

19. Explain the artistic attempts of prehistoric cave man

20. Write an essay on the artistic developments of Greek Civilization

21. Elaborate on the contributions of civilizations in the development of art

22. Explain the evolution of the art.