

**Department of Visual Arts**  
**(Graphic designing & Communications)**

**VISION:**

As a passionate artist, our vision is to cultivate a vibrant and creative community of budding artists blending with creativity & technology.

**MISSION:**

To empower students with artistic ideas and technical skills by observing, adopting, and implementing industry standards.

**Program educational objectives:**

1. Students will learn how to handle the creative pressure.
2. To develop themselves as successful artists with industry standards
3. To be known for their unique creative art with quality and standard.
4. Students will learn how to start their startups in the creative field with research.
5. To build a potential to make a successful higher study.

## **Program outcome:**

### **Program Outcomes for BVA Graphic Design,**

- PO1. Graduates across all disciplines will demonstrate critical thinking skills by analysing design or animation concepts, evaluating creative solutions, and problem-solving to address complex challenges within their respective fields, fostering innovative and effective outcomes.
- PO2. Graduates will exhibit ethical awareness and integrity in their professional practice, respecting cultural diversity, promoting inclusivity, and upholding ethical principles and standards in client interactions, project execution, and content creation, ensuring responsible and ethical contributions to their industries.
- PO3. Graduates will integrate principles of environmental sustainability into their work, making informed choices about materials, production processes, and design solutions to minimize environmental impact, promote sustainable practices, and contribute to a more environmentally conscious and responsible design and animation industry.
- PO4. Graduates will embrace self-directed learning and commit to lifelong learning, continuously seeking opportunities for professional growth, skill development, and industry engagement to stay updated with emerging trends, technologies, and best practices, fostering adaptability, resilience, and continuous improvement throughout their careers.

### **Program Specific Outcomes BVA Graphic & Communication Design:**

- PSO1. Graduates will demonstrate the ability to analyze design problems critically, evaluate various design solutions, and make informed decisions that align with project goals, user needs, and industry standards.
- PSO2. Graduates will exhibit ethical awareness and responsibility in their design practice, considering the social, cultural, and environmental impact of their work and adhering to ethical guidelines and professional standards in all aspects of design production and communication.

### **Course Outcomes for Animation and Game Art:**

#### **SEM-1 Design Fundamentals I:**

CO1: Visual Elements & Communication 1

CO2: Visual Elements & Communication 2

CO3: Design Principles in 2D and 3D

#### **SEM- 1 Drawing Fundamentals I:**

CO1: Understanding perception and visual elements.

CO2: Developing observational drawing skills.

CO3: Studying human figures and perspective principles.

## **SEM-2 Design Fundamentals- II**

CO1: - Develop an understanding of various influences on visual culture.

CO2: - Acquire skills in creating complex 3D forms and structures.

CO3: - Demonstrate proficiency in applying colour theory to 3D design.

## **SEM- 2 Drawing Fundamentals II:**

CO1: Exploring Drawing Techniques, Pictorial Systems, and Measurements.

CO2: Understanding Surfaces, Light and Shadow, Nature Drawing.

CO3: Study of Human Anatomy, Dynamic Poses, and Expressions.

## **SEM-3 Graphic designing & communication**

CO1: Societal importance of communication, evolution of media, and study of gestures, symbols, and scripts.

CO2: Application of Graphic Design principles to solve design challenges, and progression through different design stages.

CO3: Creation of symbols/logos, letterform exploration, practical design projects, and mini-research projects.

### **SEM-3 Basic Typography:**

CO1: Typography exploration, experiments, and aesthetic study.

CO2: Construction of San-serif and Serif fonts.

CO3: Letter anatomy, spacing assignments, and expressive typography research project.

### **SEM-3 Digital Media- I:**

CO1: Digital medium introduction, image manipulation, and colour modes exploration.

CO2: Drawing techniques, photo corrections, and typographic design.

CO3: Product labels design, greeting cards, posters, and storybook illustrations project.

### **SEM- 4 Graphic Design and Communication II:**

CO1: Symbols and signage design, layout principles, history of reproduction, and media influence.

CO 2: Publication design introduction, press layout techniques, and contextual layouts.

CO3: Poster and display material design, commercial poster aspects, and mini-project development.

### **SEM-4 Advance Typography C-II:**

CO1. Design and apply advanced type forms in context-based lay outs.

CO.2. Apply knowledge of composition using type as a primary visual element

CO 3. Design different concepts for targeted audiences able to execute the visibility of the style, shape and content for

all types of Layouts

CO 4: Use the digital medium to execute the final stage of application for printing and web platform.

### **SEM-4 Digital Media-II:**

CO1. Create effective typography designs used for raster and vector illustrations and designs.

CO.2. Use the Digital Medium to explore the Lay out Designs for print media.

CO 3. Use the digital Medium in creating Type and Image and can create impactful Designs.

CO 4: Use the digital medium to execute Portfolios, blogs and webpages and work in digital marketing platforms.

### **SEM-5 Graphic Design for Print & Web Media:**

CO1. Remember, recognize, and use the knowledge in gained from Pre requisite subjects from

previous semesters

CO.2. Differentiate and analyse the Graphic Design language as required for Print Media.

CO.3. Do user research in web Media and analyse the design and execute.

### **SEM-5 Graphic Design for Gaming:**

CO1. To remember and identify the skills required to design storyboards and game illustrations using their skills acquired in the previous semester.

CO.2 Planning and executing the Game design process.

CO.3. Able to create Game design assets using the digital skills acquired earlier.

### **SEM- 5 Information Design:**

CO1. Do research and gather information Classify, and analyse the information collected and will be able to arrange them for the execution

CO.2 Plan, and develop the concepts for Infographic Designs

CO.3. Digitally Visualize the concepts and present their Design concepts.

### **SEM-5 Theory of Advertising Design:**

CO 1. Remember and identify the concepts of advertising and able to record the information.

CO 2. Interpret the Concepts of advertisement used in various advertisements by well-known Designers.

and from their works

CO 3 Differentiate, analyze and interpret the role of Advertisements and its impact on society.

### **SEM-6 Advertising Design & Media:**

CO1. Research, Ideate and Create concepts for advertisements for the promotion and branding of Institutions, Corporations and Industries, companies.

CO2. Plan and create suitable strategies and Identify suitable design solutions for the advertisements and Branding for the sector chosen.

CO3. Visualize the advertising concepts in Digital media as mentioned in the above sectors using the skills and knowledge acquired.

### **SEM- 6 Packaging Design and Printing:**

CO1. Identify the needs for the packaging and ideate concepts using Design Principles

CO2. Organize, plan and find out the Design solutions for the packaging Design of various types and requirements.

CO3. Use the different printing Technologies to achieve the artistic, creative Packaging Designs of various products.

### **SEM-6 Introduction to UI/UX Design:**

CO1. Memorize, Recall, identify the Design principles and apply them in their Design concepts

CO.2 Identify the needs for the UI/UX Design and conduct a thorough Research to acquire good knowledge of the subject

CO.3.. Analyze, differentiate the information Architecture and use the Design process to achieve good Design