VISUAL ART / DESIGN COURSES

FOR 2015 ACADEMIC YEAR

MATRIX / SYLLABUS

ACHARYA SCHOOL OF ART & DESIGN
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VISUAL ART / DESIGN COURSES

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Department of Visual Arts
BANGALORE UNIVERSITY

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   I. **ELECTIVE SUBJECTS ……340-359**

The following courses are developed based on the Choice based Credit system scheme & proposed for the Academic Year 2015 onwards.

1) **Course Name:**

   A. *BVA in Creative Painting (Existing Program & New syllabus proposed)*
   B. *BVA IN Applied Arts/ Graphic Design (Existing Program & New syllabus proposed)*
   C. *BVA in Product Design(New Program)*
   D. *BVA in Furniture and Space Design(New Program)*
   E. *BVA in Interior and Spatial Design(New Program)*
   F. *BVA in Textile Design(New Program)*
   G. *BVA in Animation and Multimedia Design (New Program)*

Objectives of the New Programs:

I BVA in Product Design:

a) The primary objective of the program is to impart the knowledge in the areas on Design history, Culture and art and important miles stones in the History of the world. Course bring design awareness about two, three and four dimensional designs, knowledge about the Design process, aesthetics and the creative elements involved

b) The Course provides knowledge about consumer products, custom based products design, design Process and the sustainability of the design.

c) To introduce the digital interface and digital Medium and its application in design and enable 3D representations of the Design

d) To enable to understand and design the products to support the environmental friendly and sustainable in nature. To engage the student in continuous dialogue and discourses for better understanding the requirements of cross cultural modern Society .To encourage an understanding of personal aims, goals and abilities through self reflection and self directed Projects.

II BVA in Furniture Design:

a) The aim of the course is to provide a strong historical background and the awareness about the Modern and the latest trends and movements in Furniture Designs.
b) The course also aims to provide a space for interaction with traditional Arts and craftsmen and the traditional skills and values.
c) The focus is given on more hands on experience and experiments in innovative furniture design concepts.
d) The course is keen in adopting new methodologies and techniques available in today's Industrial production environment and to bridge the same with academics. Apart from providing the knowledge in aesthetic solutions sensibilities in form, colour and surface, course also focus on environmental issues, Sustainability and culture.

III BVA in Textile Design:

a) The aim of the program is to nurture the artist and the designer within the talented young students. Textile Design Program Focus on providing the best aesthetic sensibility to the students through solid Foundation program through Form, Colour, surface and the design fundamentals.
b) Course also develop and nurture the critical analytical approach to Design and respond to the modern trends and movements without losing the focus on culture and ethnicity.
c) The course bridges the Industry and the Academics through innovative learning methodologies. It intends to connect them with latest technology and the expertise.
d) The course introduces the designs from diverse Indian culture and from the history. Students are provided with ample opportunities to research and to work on research projects throughout the program.
e) Digital medium is introduced to enhance the visual representational skills as required in the today's Industrial environment.

IV BVA in Interior / Spatial Design:

a) Humans are always associated with Space and have developed deeper association. In the process of living together spaces will develop their own identities which are connected to the aesthetic appreciation, taste and style of human being.

b) This Course will develop sensibilities to identify the space-Human relation and explore to provide a meaning through the design possibilities.
c) The course introduces different spaces and their needs in the changing cultural values and basic human needs.
d) The course facilitates students to interact with space and evaluate , to creatively think and provide solutions.
e) Students are also introduced to the new Digital mediums and representation skills as part of the program.

V BVA in Animation

a) Animation s a new media of communication developed for both entertainment and non entertainment application.
b) This Course offers knowledge in basic Animation principles, Cell animation, Digital animation which is fundamental to the course.
c) Animation is used widely in Animation film making which encompass both traditional and digital knowledge which is the core training area in this course.
d) Educational Animation is also widely popular today and used in medical application largely. Other wise from primary education to professional courses like engineering, defense, aeronautic and in many such areas animation is used instructional visualization which makes teaching more effective.
e) Animation program focus on all these areas and also cater to the industry demands and The future requirements
f) Game design is also part of the Animation and there is a great demand for the Game designers. This course trains students in Game art design.

E. Curriculum Design and Teaching Methodology:

i. Curriculum for the new program has been designed in par with the course objectives. The Quality and **standard of the curriculum has more scope compared to other similar programs in the country.**
ii. The numbers of subjects in every semester are chosen for their **value and importance** in terms of program as entirety
iii. The subjects in every semester are **connected and are pre requisite to study in the next level.**
iv. The subjects are chosen keeping the **advancement of Art and Design in the current scenario and adaptation of the new and emerging technology in the process of Art** and Design making.

v. The Foundation year study is **common to both the proposed programs and prerequisite to both the specialization programs**

vi. The **due weight is given to both theory and the Practical courses** to complement each other in acquiring the knowledge.

vii. There are subjects like **Visual Thinking in 2D/3D & Visual cultures in Art & Design** enable students what is seen, analyzed, Processed and applied in making creative work of Art and Design.

viii. History of Art is also has scope because of its importance in understanding the **evolution of Artistic activity across the time and space**.

ix. **Technology and its application** are introduced through the Course -Digital Media I & II

x. New Media like Photography, Videography, Internet and Intranet is included in the course to provide the strong knowledge in Visual communication mediums and to use them in their creative pursuits.

xi. Activity like **journal writing** is introduced to engage the students in **observing their surroundings** and to interact with them using Visual media. This will help them to sensitise towards available information

FOUNDATION STUDIES

FOUNDATION STUDIES COURSE MATRIX

SEMESTER I

	Subject Code	Title of the Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1	University Code	Language I	4	3	30	70	100	2
	University Code	Language II	4	3	30	70	100	2
Part 2		**CORE THEORY**	-	-				
	F.1.1	Story of Art –I	3	3	30	70	100	2
	F 1.2	Visual Thinking	3	3	30	70	100	2
	F 1.3	Fundamentals of Design : 2D &3D	3	3	30	70	100	2
		CORE STUDIO COURSE						
	F 1.4	Fundamentals of Drawing - I	3	-	15	35	50	1
	F 1.5	2D &3D Design Practice	4	-	15	35	50	1
		Inter Design studies1	3	-	15	35	50	1
Part 3	Foundation/ SD Course	Constitution of India and Human Rights	3	3	30	70	100	2
	CC/ EC Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing	-	-	50	-	50	1
		Total	**30**	**18**			**800**	**16**

FOUNDATION STUDIES COURSE MATRIX

SEMESTER II

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1	University Code	Language I	4	3	30	70	100	2
	University Code	Language II	4	3	30	70	100	2
Part 2		**CORE THEORY**	-	-				
	F 2.1	Story of Art –II	3	3	30	70	100	2
	F 2.2	Introduction to Visual cultures	3	3	30	70	100	2
	F 2.3	Colour theory	3	3	30	70	100	2
		CORE STUDIO COURSE						
	F 2.4	Fundamentals of Drawing -II	3	-	15	35	50	1
	F 2.5	Colour Composition	3	-	15	35	50	1
	F 2.6	Inter Design studies- 2	3	-	15	35	50	1
Part 3	Foundation/ SD Course	Environment and Public Health	3	3	30	70	100	2
	Co-curricular / Extra Curricular Activities	workshop / Project / Journal writing	-	-	50	-	50	1
		Total	**29**	**18**			**800**	**16**

Note: Semester I & II are common for all the Art and Design programs.

FOUNDATION STUDIES

SYLLABUS

SEMESTER I

Year 1 / SEMESTER 1/ FOUNDATION
Program: B.V.A (Foundation Studies)
Course Title: Language I
Course Code: University Code **Course Credit: 4credit Hours**

As prescribed by the Bangalore University

Year 1 / SEMESTER 1/ FOUNDATION
Program: B.V.A (Foundation Studies)
Course Title: Language II

Course Code: University Code **Course Credit: 4 credit Hours**

As prescribed by the Bangalore University

Year 1 / SEMESTER 1/ FOUNDATION
Program: B.V.A (Foundation Studies)
Course Title: Story of Art I
Course Code: F 1.1 **Course Credit: 3 credit Hours**

Brief Description of the Course:

This course provides brief introduction to the Pre historic activities at different parts of the world. Here students are given exposure to the evolving cultures, ritualistic practices, artistic activities. Course briefs about the environment, tools and other materials, which were parts of their evolving life.

Learning Objectives:
(a) Develops deep sense of understanding of the creative activities by the pre historic man.
(b) Ability to distinguish between the strengths and limitations of Prehistoric man and the culture as a whole.
(c) Ability to interpret the Pre historic culture in the present day context.

Pedagogy: Instruction consists of lectures demonstrations Practical assignments, studio projects, quizzes

Course Outline:

- Introduction to the meaning of Civilization, Culture and Art.
- The Evolution of Human Culture: Time -Space Systematic and Major Transformations. Evolution of art forms based on the necessity and changes in the life as a whole.
- Constructing Meaning: The Process of Representation- Brief study of the Pre history of Paleolithic, Mesolithic and Neolithic periods. Study of cave paintings, Sculptures and architectural forms.
- Context, Form and Symbols in Australia and Southern African prehistory.
- Civilizations: Study of Civilizations on river valleys. Materials and the art-Symbols and narrative representations. Architecture and sculpture study.
- Indus valley civilization-sculptures and Architecture. Study of Harappa and Mohenjo-Daro and other places

Recommended Text:

1 Prehistoric Painting Of Bhimbetka - Yashodhar Math pal by Abhinav Publications, 01-Jan-1984 - 236 pages

2. Rock-art of India by, Kalyan Kumar Chakra arty

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)

Course Title: Visual Thinking

Course Code: F 1.2 **Course Credit:3 credit Hours**

Brief Description of the Course:

Course introduces ways of seeing in the visual world and analyzing the visual experiences and the visual data. Course introduces novel methods to understand the meaning and interpretations of visual images. The course provides end number of examples and references to know the ways of seeing from the simple to complex world. Course also provides opportunity to learn from the interdisciplinary domains.

Learning Objectives:

(a) Develops the ability to observe, analyze and understand the visual information received from the world around.

(b) Helps in identifying the problems of visual representation and provides solutions through visual codes, symbols and narrative diagrams.

(c) Helps to cross the limitations laid by the textual reality and to develop the visual reality for art and design context.

Pedagogy: Instruction consists of lectures demonstrations Practical assignments, studio projects, quizzes

Course Outline:

- Visual Queries
- What We Can Easily See
- Structuring Two-Dimensional Space
- Color
- Getting the Information: Visual Space and Time
- Visual Objects, Words and Meaning
- Visual and Verbal Narrative
- Creative Meta-seeing
- The Dance of Meaning

Recommended Text:

1. *Visual Thinking For Design* - Author*(s):Colin Ware* ISBN: 978-0-12-370896-0

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)

Course Title: Fundamentals of Design 2D &3D

Course Code: F 1.3 **Course Credit: 3 credit Hours**

Brief Description of the Course: This course introduces the basic elements and principles of Art and Design topics required for a student at the entry level. Course allow student to look at the subject in a broader perspective and provide a solid theoretical base for the specialization program. Examples for relevant Design problems are given to understand and to find out the solutions. Both 2 dimensional and 3 dimensional design processes is addressed in this course.

Learning Objectives:

(a) After completing this course students will be able to understand the elements and define all the principles of Design

(b) Students will be capable of interpret different Design problems and explain the solutions.

(c) Students are capable to understand and explain the 2 dimensional design the concepts

(d) Students are capable to understand and interpret 3 dimensional design concepts.

Pedagogy: Lecture, Demonstrations, Presentations, Discussions and Seminars.

Course Outline:

- Introduction to visual elements and elements of Design, their characteristics, behavior and visual attributes
- To discuss the examples of Aesthetic representation of visual elements
- To discuss the problems of organization of an object and group of Objects of Art and Design
- Introduction to the concept of form, function and the beauty
- Theoretical introduction to the Gestalt Laws of perception, phenomenology, and fundamentals of design
- To discuss the problems for Simplification of forms and the guiding principles and Layout – division of space, grids
- Colour theory. Introduction to colour fundamentals
- Colour – interpretation and meaning - connotation, symbolism
- Colour and composition using basic geometrical shape - Colour interaction.
- To discuss the Examples for Composition using basic design elements

Recommended Text:

1. *Principles of Form and Design by Wucius Wong John Wiley & Sons, New York, ISBN-10: 0471285528 , ISBN-13: 978-0471285526.*
2. *Principles of Color Design by Wucius Wong, Publisher: Wiley, ISBN-10: 0471287083 ISBN-13: 978-0471287087.*
3. *Principles of Two-Dimensional Design, Wucius Wong, Publisher: Wiley, ISBN-10: 0471289604 ISBN-13: 978-0471289609.*

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)

Course Title: Fundamentals of Drawing - I

Course Code: F 1.4 **Course Credit: 3 credit Hours**

Brief Description of the Course:

Course sensitise the student towards visual experience. It introduces the fundamentals of drawing through line as primary element. The course introduces simple to complex process of drawing required to visualize the ideas. Course provides conceptual and technical knowledge to resolve problems of representation. Course helps to engage in self exploration using drawing as a medium.

Learning Objectives:

(a) This course enables the students to learn the medium of Drawing and its importance in visualization.

(b) This course allow student to learn observation, visualization and visual experience through basic Elements of Drawings

(c) In this course students learn the visual representations using perspectives

(d) Students will be sensitized towards their surroundings, materials and the visual and Physical qualities.

Pedagogy:

Instruction consists of lecture presentations, demonstrations and studio projects

Course Outline:

- Introduction to the drawing - Exploring line and the effects
- Observational Drawing: to draw what is seen through keen observations. To draw simple objects from around.
- Creating basic shapes and forms on a two-dimensional surface using Planes, Orthographic projections, studying Solidity, Depth and Volume, Positive and Negative Shape - structure, surface and texture
- Drawing from Nature –To draw leaves, fruits vegetables and elements from Nature.
- Introduction to human figure drawing – quick Sketching of human figure from out door, indoor.
- To study the gestures and different poses of the human figure.

Recommended Books

1) *Complete Book of Drawing Technique - Peter Stanyer.*

2) *Fun with the Pencil – Loomis.*

3) *Dynamic Figure Drawing – Burne Hogart*

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: 2D &3D Design Practice

Course Code: F 1.5 **Course Credit: 3 credit Hours**

Brief Description of the Course:

Course to build basic hands on experience in 2Dimensional design problems and helps to solve using different concepts and ideas using different mediums such as drawing, painting, collage etc. Course provides solid foundation to resolve the problems of simple and complex visual representation. Course provides multiple examples to represent conceptual thoughts and strengthen the fundamental knowledge of visual representation in 3 dimensional design using different materials and mediums.

Learning Objectives:

(a) Students will be able to apply the basic knowledge learnt under this subject throughout their course and also in their career.

(b) Students will be able to express and visualize their ideas and thoughts
(c) Students are exposed to the basic visual communication skills through interpretation and explanation of Art works.

Pedagogy:

Instruction consists of demonstrations, Practical assignments, and studio projects

Course Outline:

- To create 2dimensional and 3 dimensional geometrical shapes and forms – composition in contrast – black and white, positive and negatives, tessellation, units and their shapes, transformations, metamorphosis.
- To explore Poster black and white, colour papers, grained papers to create 2 dimensional designs
- To explore and work with different materials like Clay, Card board, Thermo coal to create 3dimesional designs
- Simplification of forms and Layout – division of space, grids
- Colour and composition using basic geometrical shape - Colour interaction.
- Composition using basic design elements both in 2 Dimensions and 3 Dimensions.

Reference Books:

i. *Principles of Form and Design by Wucius Wong John Wiley & Sons, New York, ISBN-10: 0471285528 , ISBN-13: 978-0471285526.*
ii. *Principles of Color Design by Wucius Wong, Publisher: Wiley, ISBN-10: 0471287083 ISBN-13: 978-0471287087.*
iii. *Principles of Two-Dimensional Design, Wucius Wong, Publisher: Wiley, ISBN-10: 0471289604 ISBN-13: 978-047128960*

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: Inter Design studies I
Course Code: F 1. 6 **Course Credit:3 credit Hours**

Brief description of the Course:

Course introduces about the 'questioning' since the question is the basis for information or knowledge acquiring. Enquiry for the fundamental details will bring revelation. This course will instigate the enthusiasm within and takes student to the next stage.

Course aims to introduce Culture as a whole and Community and its practices within. Culture will have multiple communities that address the various needs of a society. Course introduces to the emotional and functional aspects of communities and their practices and their contribution to the growth of the society and culture as whole.

Learning Objectives:

(a) Students will be capable of understanding the communities and their Practices

(b) Students will be able to interact with different communities and drive their projects based on the information.
(c) Students are capable of representing their research and findings in a systematic Visual data.
(d) Students are capable of communicating their design solutions through a series of project works like image, photographs, illustrations etc.

Pedagogy: Instruction consists of presentations, demonstrations, Practical assignments

Course Outline:

- To search of areas with in ART –Architecture, Design and Literature and Takes on Fundamental questions.
- To interact with the local crafts community and study the process and making of the artifacts.
- To study their habitat, culture & sustainability in today's context. (Potter community/ Weavers Community/ Goldsmiths/ Artists / Musicians / Professional Theater)

Textbooks:

1. *Design Research : Methods and Perspectives by Brenda Laurel*
2. *Principles of Research Design in the Social Sciences (Social Research Today) by Frank Bechhofer (Author), Lindsay Paterson (Author)*

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: Constitution of India and Human Rights
Course Code: University Code **Course Credit: 3 credit Hours**

This Course will be conducted as per the University Syllabus

Year 1 / SEMESTER 1/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: CC/ EC / Workshop / Project /Journal writing

In this Course Co-Curricular activity/ Extra Curricular Activity / Workshop / Project /Journal writing will be conducted

SEMESTER 2

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A in (Foundation Studies)
Course Title: Language I
Course Code: University Code **Course Credit: 4 credit Hours**

This Course will be conducted as per the University Syllabus

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: Language II
Course Code: University Code **Course Credit: 4 credit Hours**

This Course will be conducted as per the University Syllabus

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)
Course Title: Story of Art -II
Course Code: F 2.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course introduces the important civilizations marked in the history. In this course, Literature, Philosophy and the religion are elaborately discussed Course briefs the characteristic features of Art, design and culture practiced during this period. Course also explains in detail, about the materials used and the Architecture designs and motives, Art panels etc. Communication systems and life style developed by the community are specially focused.

Learning Objectives:

(a) In this course students will develop knowledge about the Life and cultures of the people during civilizations.
(b) Students will be able to understand and interpret the literature, Art, Architecture, and other artistic practices of this period.
(c) Students will be able to understand relate the Art and philosophy of this period.

Pedagogy: Instruction consists of lectures presentations, assignments, projects, Seminars etc.

Course Outline:

- **Ingredient of Civilizations:** Aegean, Crete, Mycenaean, and Minoans – art and architecture, Frescos
- Study of Art, literature, philosophy and the Religion practiced by the Greeks. Architecture Theater sculpture, Paintings practiced in this period
- Archaic, classical, Hellenistic periods and paintings of the vases.
- Roman Culture and life style. Civilization: Architectural and Engineering marvels –mosaics and Mural paintings of Pompeii War memorials.
- **Indian Art** : To discuss the artistic traditions during Maurya, Sunga dynasty. The course briefs about the developments of Buddhist art and its influences on Hindu traditions. Narratives of Jataka story. Rock cut sculptures and Architectures of this period

Textbooks:

1. *Understanding Early Civilizations: A Comparative Study Bruce G. Trigger*

   Cambridge University Press, 05-May-2003

2. *Early Civilizations: Ancient Egypt in Context Bruce G. Trigger*

   American University in Cairo Press, 1993

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: (Foundation Studies)
Course Title: Introduction to Visual cultures
Course Code: F 2.2 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course helps students to develop a systematic approach in understanding the visual culture across hi-cultures and sub cultures. The course thematically reveals how the world is filled with, printed images in books, Magazines, posters, advertisements, cut outs, Photograph ,cinema and Television etc. The course also conduct enquiry about how this visual world influences and creates impact on our sensibilities**.**

Learning Objectives:

(a) Students will be able to understand the impact of the visual culture on individual perception.
(b) Course will help students to explore the visual meaning and interpret in their own creative work.
(c) The course will provide students good insight and understanding of the complexity of the visual culture and its relation to the immediate life around.
(d) Students will be able to learn the associated meanings from visual cultures at cross cultural connections.
(e) Course discuss the relation of History and Individual memory under different cultural practices

Pedagogy: Instruction consists of lectures presentations, assignments, projects, Seminars etc.

Course Outline:

- Introduction- In relation to Visual art , Architecture and religion
- Visual culture and photography, Cinema, Television and media impact on our visual consciousness
- Visual journey through News papers and Magazines, Print media, illustrations, comic books etc
- Politics of Digital Media - Cultural analysis of Design

Textbooks:

1. *Visual Culture – Richard Howells and Joaquim Negreiros*
2. *Visual Culture - Chris Jenks*
3. *Visual Culture – Edited by Jessica Evans and Staurt Hall*

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS

Program: (Foundation Studies)

Course Title: Colour theory

Course Code: F 2.3 **Course Credit: 3 credit Hours**

Brief description of the Course:

In this course history of Colours from different period is introduced. Course also introduces Classification of colours and hue, saturation and value of colours. Course also looks at the psychological, cultural, religious and other associations with colours. Colour interpretation and meaning of colours from the art works of old masters.

Learning Objectives:

(a) Course enables students to understand and interpret the signification of colours in image making.
(b) Students will be able to know the historical evolution of colours and Techniques from the past
(c) Students will be able define and explain different colour theories and the concepts behind them.

Pedagogy: Instruction consists of presentations, discussions and seminars

Course Outline:

- To understand the relationship between Value, Hue, Chroma Show and discern
- incremental differences in value gradation and match color values to an established gray scale. Show High/Low Value and High/Low Chroma.
- The Physics of Color: Color Systems the Color Wheel: Munsell, Goethe, Runge, Itten.
- Theories of Color Relationships/Harmonies: Monochromatic, Analogous, Diad, Triad, Tetrad, Complementary, Split Complementary, Achromatic, and Polychromatic.
- Theories of Successive and Simultaneous Contrast. Additive and Subtractive colours

Color Intervals - exercises

- *Colour analysis from art works : Painting and sculptures*
- *Colour analysis of design components*
- *Colour analysis of real life context*

Textbooks:

1. *Albers, Joeseph, Interaction of Color, Yale Press.*
2. *Wong, Wucius, Principles of Color Design.*
3. *PANTONE: The 20th Century in Color. Leatrice Eiseman and Keith Recker*

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS

Program: B.V.A (Foundation Studies)

Course Title: Fundamentals of Drawing -II

Course Code: F 2.4 **Course Credit: 3credit Hours**

Brief description of the Course:

In this course further advance drawing techniques are taught. Course will provide more scope for perspective studies. Course will reveal the importance of Human figure study through anatomy and also dynamic poses.

Learning Objectives:

(a) Students will be able to visualize their drawings using principles of perspective
(b) In this course students will be able learn object study and shading techniques
(c) The course will enable Students to draw Human anatomy, Dynamic poses.

Pedagogy: Instruction consists of presentations, demonstrations, Practical assignments and projects

Course Outline:

- Perspective Drawing. Principles of perspectives, one point two point and three point perspective. Perspective as applied to objects, furniture, interior and exteriors of the buildings etc.
- To study Objects from surroundings, to study the form, surface
- Introduction of light and shadow on objects and an assessment and representation of the impact of light on simple forms and objects - change in mood, surface quality, density, drama, and impact.
- Drawing from Nature: outdoor study of plants and trees.
- To study Human form, anatomy , weight , balance ,Rhythm and proportion and perspective applied to figures.
- Anatomy study human forms of different gender and age
- To study dynamic poses of figures, figures in action and in movement.

Textbooks:

1. *Perard, Victor, Anatomy and Drawing, 2004*

2.McDaniel, Richard, The Drawing Book: Materials and Techniques for Today's Artists, 1995

3.Albala, Mitchell, Landscape Painting: Essential Concepts and Techniques for Plein Air, 2009 4. Dynamic Figure Drawing, Burne Hogarth

5. Perspective Drawing Handbook By Joseph D'Amelio

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS

Program: B.V.A (Foundation Studies)

Course Title: Colour & Composition Practice

Course Code: F 2.5 **Course Credit: 3 credit Hours**

Brief description of the Course:

Course introduces to practical way of applying colours on two dimensional surface using appropriate medium and the aesthetical evaluation of the colour scheme**.** Course introduces practical application of the color theories, focusing on the interaction and relativity of color.

Learning Objectives:

(a) Students will be able to understand the practical aspects of colour, its nature, different mediums of colors and application techniques.
(b) Students will be able to demonstrate considerable skills in colour mixing, blending and application.
(c) Students will be able to demonstrate simple Colour designs and compositions, value of colours in a given composition.
(d) Students will develop a working color vocabulary through a series of projects illustrating the seven color contrasts.

Pedagogy: Instruction consists of presentations, demonstrations, Practical assignments and projects

Course Outline:

- Practical understanding of mixing color, handling paint and artist materials.
- To study the seven Color contrasts (Hue, Light / Dark, Cold. Warm, Complementary Contrast, Simultaneous Contrast, Saturation, Extension). To study Subtractive and additive colours.
- To create colour compositions using different colour schemes like; Color Harmony / colour balance complementary, warm, cool etc.
- Spatial Effects of Color - (Gouache, Watercolors, pastels)
- Colors and special topics (color & nature, psychology, symbolism, expression)
- Color Basics (Physics of light, additive color relationships, pigment colors)
- The Color Spliere - three dimensional color model

- To learn how to utilize and apply color to your art making practice in a coherent, interesting and insightful manner

Textbooks:

4. *Albers, Joseph, Interaction of Color, Yale Press.*
5. *Wong, Wucius, Principles of Color Design.*
6. *PANTONE: The 20th Century in Color. Leatrice Eiseman and Keith Recker*

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A
Course Title: Inter Design Studies II

Course Code: F 2.6 **Course Credit: 3 credit Hours**

Brief Description of the Course:

This course aims to introduce the fundamentals of Design ideas and application in the advanced courses in Product Design, Interior Design, Furniture Design and Textile Design etc. The course allows the students to do research and identify the problems with their immediate surroundings and learn to solve the problems with the help of the Guide.

Learning Objectives:

(a) Students will be able to understand their immediate surroundings and its importance in life
(b) Students will develop the keen observation and research methodology
(c) Students will be able to identify the gaps between the people and the systems
(d) Students are capable of recording and documenting the process
(e) Students are capable of providing the simple problems identified in the process

Pedagogy: Instruction consists of lectures demonstrations Practical assignments, studio projects

Course Outline:

- To study the problems evolving by natural occurrences or manmade circumstances. By which the system requires fresh analysis and intervention to correct and offer solutions to better it further. **Process:** Students will choose one of the theme as mentioned and work around it and final submission will be a presentation and documentation.

  I. Conservation of a Community Park.
  II. Rain water harvesting in urban context
  III. Bio - waste recycle system
  IV. Pollution of Air/Water/ Noise / Food etc
  V. To evaluate an interior space of a building / part of the building and to provide design solution.

- To study simple toys with motion. To study the mechanism involved motion. To integrate the skills of craftsmanship, art & Design, Mechanism and Mathematics. Also to know the knowledge of manual and basic electronic application to the models.

Process: Students will choose one of the theme as mentioned and work around it and final submission will be a modified /redesigned Toy

I. Chennapattana Toys
II. Automated plastic Toys
III. Wooden /bamboo toys
IV. To document the design process of local Weaving Community
V. To document the design process of pottery / traditional furniture in the neighborhood

Textbooks:

1. Design Research : Methods and Perspectives by Brenda Laurel
2. Principles of Research Design in the Social Sciences (Social Research Today) by Frank Bechhofer (Author), Lindsay Paterson (Author)

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)

Course Title: Environment and Public Health

Course Code: University Code **Course Credit: 3 credit Hours**

This Course will be conducted as per the University Syllabus

Year 1 / SEMESTER 2/ FOUNDATION SYLLABUS
Program: B.V.A (Foundation Studies)

In this Course Co- **Course Title:– CC/ EC /Workshop/Project/ journal writing**
Curricular activity/ Extra Curricular Activity / Workshop / Project /Journal writing will be conducted

APPLIED ART / GRAPHIC DESIGN

GRAPHIC DESIGN

COURSE MATRIX SEMESTER III

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
			Theory		IA	Exam	Total	
Part 1	University code	Language I	4	3	30	70	100	2
	University code	Language II	4	3	30	70	100	2
		CORE THEORY						
	GD3.1	Theory of Graphic Design I	3	3	30	70	100	2
Part 2		**CORE STUDIO COURSE**						
	GD3.2	Graphic Design and Communication I	4	-	30	70	100	2
	GD3.3	Drawing for Designers	4	-	30	70	100	2
	GD3.4	Typography I	4		30	70	100	2
	EL 3.1	**CORE ELECTIVE**	3	-	15	35	50	1
Part 3	GD3.6	Advanced Digital Media	3	-	15	35	50	1
	Foundation/ SD Course	Computer Applications and Information Technology	3		15	35	50	1
		CC & EC – Workshop writing	-	-	50	-	50	1
		Total	**32**	**9**			**800**	**16**

GRAPHIC DESIGN

COURSE MATRIX SEMESTER IV

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1	University code	Language I	4	3	30	70	100	2
	University code	Language II	4	3	30	70	100	2
		CORE THEORY						
	GD 4.1	Theory of Graphic Design 2	3	3	30	70	100	2
Part 2		**CORE STUDIO COURSE**						
	GD 4.2	Graphic Design and Communication II	5	-	30	70	100	2
	GD 4.3	Drawing for Designers	4	-	30	70	100	2
	GD 4.4	Typography II	4	-	30	70	100	2
	EL 4.1	**CORE ELECTIVE**	3	-	15	35	50	1
	GD 4.6	Advanced Digital Media	3	-	30	70	100	2
Part 3		CC & EC - Workshop			50	-	50	1
		Total	**30**	**9**			**800**	**16**

GRAPHIC DESIGN

COURSE MATRIX SEMESTER V

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2		**CORE THEORY**	-	-				
	GD 5.1	Theory of Advertising Design I	3	3	30	70	100	2
		CORE STUDIO COURSE						
	GD 5.2	Graphic Design for gaming	9	-	90	210	300	6
	GD 5.3	Graphic Design for Print Media	8	-	90	210	300	6
	GD 5.4	Advanced Illustration Technique	7		60	140	200	4
Part 3	EL 5.1	**CORE ELECTIVE**	3	-	30	70	100	2
		Total	**30**	**3**			**1000**	**20**

GRAPHIC DESIGN

COURSE MATRIX SEMESTER VI

(As per the Bangalore University CBCS Course structure)

	Subject Code	**Title of the Paper**	**`Instruction Hrs/ week**	**Duration of Exam (hrs)**	**Marks**			**Credits**
					IA	**Exam**	**Total**	
`		**CORE THEORY**	-	-				
	GD 6.1	Theory of Advertising Design – II	4	3	30	70	100	2
		CORE STUDIO COURSE						
Part 2	GD 6.2	Advertising Design & Media	6	-	75	175	250	5
	GD 6.3	Packaging Design and Printing Technology	6	-	75	175	250	5
Part 3	GD 6.4	Digital Illustration Technique	5		50	100	150	3
	EL 6.1	**CORE ELECTIVE**	3		30	70	100	2
	GD 6.5	**Project work**	6		50	100	150	3
		Total	**30**	**3**			**1000**	**20**

GRAPHIC DESIGN

COURSE MATRIX SEMESTER VII

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2		**CORE THEORY**	-	-				
	GD7.1	Theory of Advertising, Visual communication & media -1	3	3	30	70	100	2
		CORE STUDIO COURSE						
	GD7.2	Advertising Design Research Project- I	6	-	90	210	300	6
	GD7.3	Interaction Design	5		60	140	200	4
	EL 7.1	**CORE ELECTIVE**	3		30	70	100	2
	GD7.5	Portfolio development	3	-	90	210	300	6
Part 3	GD7.6	Internship / Project	10	-	90	210	300	6
		Total	**30**	**3**			**1300**	**26**

GRAPHIC DESIGN

COURSE MATRIX SEMESTER VIII

(As per the Bangalore University CBCS Course structure)

	Subject Code	Title of the Paper	Instruction Hrs/ week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2		**CORE THEORY**	-	-				
	GD 8.1	Design and Business Management	3	3	30	70	100	2
	GD 8.2	Theory of Advertising, Visual communication & media –II	3	3	30	70	100	2
	GD 8.3	**CORE STUDIO COURSE**						
		Advertising Design Major Research Project -I	12	-	150	350	500	10
	GD 8.4	Minor Research Project –II	9	-	120	280	400	8
Part 3	GD 8.5	Portfolio Development Final display and presentation of the Project	3	-	60	140	200	4
		Total	**30**	**6**			**1300**	**26**

SYLLABUS

YEAR 2 / SEMESTER 3

1. **Language I :** As per the University prescribed Syllabus

2. **Language II :** As per the University prescribed Syllabus

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Graphic Design I

Course Code: GD 3.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course will introduce basic information and process of communication in everyday life. Introduces Verbal, non –verbal, audio and visual communication in general. Historical understanding and evolution of communication methods and mediums

Learning Objectives:

- After completing this course students will be able to;
- Understand and interpret the communication process
- Explain about different communication modes
- Evolution of communication mediums

Pedagogy: Lecture, discussions & presentations

Course Outline:

Introduction to communication. Its importance in society. Verbal and non verbal communication, audio and visual communication. The communication formula, the purpose of communication as an adjunct to the study of Applied Art. Historical and Chronological survey of the evolution of the following media.

Gestures and sign languages, mudra, pictures, cave paintings, Objects artifacts, Iconography, Signs and symbols, Script evolution

Text Books:

i. *Graphic Design Thinking (Design Briefs) Paperback – July 27, 2011 by Ellen Lupton (Author), Jennifer Cole Phillips (Author)*
ii. *Graphic Design Theory: Readings from the Field by Helen Armstrong*

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Graphic Design and Communication I

Course Code: GD 3.2 **Course Credit: 4 credit Hours**

Brief description of the Course:

This Course aims to provide knowledge in various communications prevailing in life and the role of Graphic Design in communication. Course provides introduction to Visual Communication in various contexts and explores the design strategy. Introduces Graphic Design for contemporary communication process. Students work on simple assignments culminating in to a project.

Learning Objectives:
After completing this course students will be able to ;
Define and interpret visual communication through Design.
Achieve design solutions in a given context and problem
Use simple visual elements in communication successfully.
Understand and analyse designs as applied in different context

Pedagogy: Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Introduction to Graphic Design : To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.
- Graphic Design : To find out solutions to the typical design problems. Ex; Book Cover
- Different stages of simplification of design
- To design a symbol or a logo with specific objective. Different aspects of Letter form.
- To takeup design problems in designing Visiting cards, Letter Heads, Envelop Design, Greetings Designs Invitation Cards etc.

Textbooks:

i. *Graphic Design as Communication by Malcolm Barnard / Routledge*

ii. *Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Son*

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Drawing for Designers

Course Code: GD 3.3 **Course Credit: 4 credit Hours**

Brief description of the Course:

This course covers basic drawing skills required for Design students. Introduces conceptual sketches, Presentation drawings. Course also introduces step by step process of Technical Drawing and the Visualization methods, Illustrations and designs required in different print and publishing media

Learning Objectives:
After completing the Course students will be able to;

- Visualize the design concepts in their chosen area
- Understand the visual elements and use them appropriately in their design
- Demonstrate strong visual skills
- Analyse their own visual concepts and others better.

Pedagogy: : Demonstrations and instructor led assignments

Course Outline:

- To introduce the basic geometry and the guiding principles
- To study Line styles and types such as; *visible/ hidden/center/ cutting/ plane/ section/phantom*
- To introduce different types of projections such as Multiple views and projections
- Orthographic projection /Auxiliary projection /Isometric projection /Oblique projection
- To study Perspective /Section Views /Scale /Showing dimensions /Sizes of drawings
- Graphical representation of figures, objects etc.

Textbooks:

i.Geometry of Design: *Studies in Proportion and Composition*
by Kimberly Elam
Publisher: Princeton Architectural Press, 2001

ii. Sacred Geometry: *Philosophy and Practice (Art and Imagination)*
by Robert Lawlor
'Publisher: Thames & Hudson, 1989

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Typography I:

Course Code: GD 3.4 **Course Credit: 4 credit Hours**

Brief description of the Course:

This course will introduce the basic type forms, terminologies, and specifications. Application of type to layout design, with stress on rendering techniques. Also includes historical development of type**.**

Learning Objectives:

- After completing this course students will be able to;
- Understand and apply the basic principles of typography in their designs
- Experiment and use expressive styles of Type sets.
- Aesthetically explore the design concepts using typography

Pedagogy: Demonstrations and instructor led practical assignments

Course Outline:

- Typography and its power for expressive qualities
- Experiments in typography use
- To explore the aesthetical aspects of colour , form and the expressionistic quality of letter form treating it almost abstract composition. Copy based Advertisements from Magazines. Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system
- Lettering and Typography:
- Construction of a San – Serif Font
- Construction of Serif Font
- Parts of the letter
- Assignments based on Optical spacing and Mechanical spacing
- Expressive Typography.

Textbooks:

i. Type and Typography by Phil Baines, Andrew Haslam / Laurence King Publishing

ii. Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baines

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Core Elective

Course Code: EL 3.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Digital Media I

Course Code: GD 3.4 **Course Credit: 3 credit Hours**

Brief description of the Course:

This Course introduces software Adobe Photoshop CS3, Illustrator CS3, In design CS3, Macromedia flash. Course allow students to expertise in the tools and application in the Design art works and rendering the images, image manipulations, Colour corrections etc. Course also introduces basics of web design in the context of previously Design.

Learning Objectives: The students will receive information that will enable them to:

- Understand the concept of creating textures, brushes, abstract and thematic designs.
- Create effective typography designs used for raster and vector illustrations and designs.
- Construct characters using flash symbols and rig it for animation.
- Animate background layouts and characters using 2D animation principles.

Pedagogy: Demonstrations, Lectures, Instructor led assignments

Course Outline:

Theories of Perception, Light and Colour : Essential colours of an artist - Observation, Perseverance, Experimentation, Pre planning, Time Scheduling - Persistence of Vision; Frames per Second, Flip Book,

Slow motion and fast motion - Light and Colour Theory; Electromagnetic Spectrum, Chromo and Luma, The Human eye and Vision, Colour Perception - human eye - Colours of Light**,** Additive Theories Subtractive theories Primary Colours Secondary colours, Tertiary colours**,** Warm and Cool colours**,** Colour symbolism Mixing Colours**,** Colour Palettes**,** Colour in painting

Digital Tools, Image Format and Colour Representations : Concept of digital computer, Computer Basics, Hardware and Software, Hardware Sub Modules, Various Platforms, Workstations, Dedicated Machines Software, Operating Systems, BIOS, Firmware Utilities, Application Software - Image and File Formats: Vector format, Pixel format, File Compression Image formats, File formats, File compression, (Lossy and non lossy compression) Properties of Bitmap Images, Monitor resolution, Image resolution, Resolution for printing, Resolution for display, Pixilation, Interpolation - Colour representation in computers: RGB, HLS, CMYK, Greyscale, Colour pallets. Graphics packages Image formats Vector Formats Pixel format.

Introduction to Photoshop : Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop Environment, Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.

Image Editing and Manipulation – I " Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques - Creating Special Effects, Preparing Images for Printing.

Working with Flash : Introduction to Flash Environment - Drawing in Flash - Basic animation, working in the timeline**,** Key frame Animation**,** working with symbols, Motion tween, Shape tween, Break apart and distribute. Intro to Motion, Guide Motion, Guide Paths, Mask layers, Creating Buttons, Setting up scenes for first project, Publishing movies, Working with custom colours and gradients, Practicing principles of Animation

Teaching Pedagogy: Computer Lab, lecture demonstration

Software: Adobe Photoshop and adobe Flash

Text Books:

1 *Animation from pencils to pixels: classical techniques for digital animators, Tony White ISBN-10: 0240806700; ISBN-13: 978-0240806709*

2 *The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte (Hardcover - May 2001)*

3 *Envisioning Information by Edward R. Tufte (Hardcover - May 1990)*

Year 2 / SEMESTER 3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Computer Applications and Information Technology

Course Code: University Code **Course Credit: 3 credit Hours**

As per the University syllabus

Year 2 / SEMESTER3/ SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CC & EC – Workshop / simple project

Simple Project :

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

SEMESTER 4

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Language I

Course Code: University Code **Course Credit: 4 credit Hours**

As per the University Syllabus

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Language II

Course Code: University Code **Course Credit: 4 credit Hours**

As per the University Syllabus

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Graphic Design II

Course Code: GD 4.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course will brief about the Graphic design in complex form and application of Symbols, signage, different forms of reproduction process and mediums. History of print medium and evolution of Graphic design I print medium. Graphic Design in digital medium and application of Graphic Design in Film and Animation introduction to Motion graphics.

Learning Objectives:
After completing this course students will be able to;

- Define and explain the importance of Symbols, signage
- Explain the basic principles of Layout design and theory of Typography
- Understand and interpret the history of reproduction process, print medium

Pedagogy: Lecture, Discussions, Presentations

Course Outline:

Symbols

Electrical and electronic signage's

Principle of Layout Design and Theory of Typography

History of reproduction and methods and types

Print media and Society – News paper and Magazenes

Digital Media and society – Film and Television

Text Books:

i. *Graphic Design Thinking (Design Briefs) Paperback – July 27, 2011 by Ellen Lupton (Author), Jennifer Cole Phillips (Author)*
ii. *Graphic Design Theory: Readings from the Field by Helen Armstrong*

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Graphic Design and Communication II

Course Code: GD 4.2 **Course Credit: 5 credit Hours**

Brief description of the Course:

This course will introduce the ideas for designing the Visual Symbols and logos and other brand or public welfare design initiatives. Course will also discuss various aspects of design process, conceptualization and visualization f the design. Students will get opportunity to research and explore the Social, corporate and other cultural initiatives through dialog, interaction to arrive their design concepts.

Learning Objectives:

Students will be able to;

- Understand the importance of the symbols and signs and visual elements and use them effectively in heir design concepts
- Interact with people from social, cultural and corporate backgrounds to derive what people are looking for and their visual literacy level.
- Explore and experiment with representational designs and abstract designs to achieve their concepts
- Students will be effectively interact with their clients and communicate their ideas

Pedagogy: Demonstrations, lectures and instructor guided project assignments

Course Outline:

- Press Layout Designing: Study of different spatial arrangements
- Collage and contour drawings for rearrangements of the layouts
- Layout elements in gray scales
- Context based Press layouts
- To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues.
- Commercial aspects of posters : Poster as publicity materials for promoting different commercial and state activities.

Text Books:

i. Graphic Design as Communication by Malcolm Barnard / Routledge

ii. Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Sons

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Drawing for Designers

Course Code: GD 4.3 **Course Credit: 4 credit Hours**

Brief description of the Course:

This course is continuation of the previous Drawing course with emphasis on Complex visualization process. Conceptualization exercises, study of Human, animal and other living forms in line, colours and mass. Study of architecture, Design, motives, pattern study etc

Learning Objectives:
After completing this course students will be able to;

- Visualize complex ideas
- Draw and colour human and other living forms
- Design and render Architectural forms, Patterns organic and abstract.

Pedagogy: Instructor led demonstrations, observational studies, out door study

Course Outline:

- Study of Human, animal and other living forms
- Study of objects from observation
- Study of Architectural features from observations.
- Study of Design motiefs, Patterns
- To practice, Line drawings, Colour sketches.

Text Books:

i. *Force: Dynamic Life Drawing for Animators, Second Edition - Paperback (2006) by Mike Mattesi*
ii. *Ways of Seeing, John Berger, Penguin ISBN-10: 0140135154, ISBN-13: 978-0140135152*
iii. *About Looking, John Berger, Vintage, ISBN-10: 0679736557, ISBN-13: 978-0679736554*
iv. *Sense of Sight, John Berger, Vintage, ISBN-10: 0679737227, ISBN-13: 978-0679737223*
v. *The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3D-Animation, Three Rivers Press; ISBN-10: 0517886022*
vi. *The Illusion of Life: Disney Animation, Ollie Johnston and Frank Thomas, Publisher: Disney Editions; ISBN-10: 0786860707*
vii. *Gray's Anatomy - Descriptive and Surgical. Drawings by H V Carter, Publisher: Parragon 1995 ASIN: B0018DNF7I*

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Typography II

Course Code: GD 4.4 **Course Credit: 4 credit Hours**

Brief description of the Course:

This is continuation course in which students will be continuously explore the Typography subject. They will be introducing to the advanced type forms, terminologies, Application of Types in various context based layout designs

Learning Objectives:
After learning this course students will be able to;

- Design and apply advanced type forms in context based lay outs.
- Apply knowledge of composition using type as primary visual elements
- The need of different design concepts, targeted audience, visibility of the style, shape and content

Pedagogy: Instructor led demonstrations, context related projects display and presentations

Course Outline:

- Complex and expressive typographic explorations
- Experiments with letter forms, space related typeset designs, exploring choices of colour
- Designing the layouts on the basis of purpose, context and using type form appropriately suitable to the design and concept

Text Books:

i. Type and Typography by Phil Baines, Andrew Haslam / Laurence King Publishing

ii. Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baines

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CORE ELECTIVE

Course Code: EL4.1 **Course Credit: 3credit Hours**

CORE ELECTIVE

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Year 2 / SEMESTER4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Advanced Digital Media-II

Course Code: GD 4.6 **Course Credit: 3 credit Hours**

Brief description of the Course:

This Course introduces software Adobe Photoshop CS3, Illustrator CS3, In design CS3, Macromedia flash. Course allow students to expertise in the tools and application in the Design art works and rendering the images, image manipulations, Colour corrections etc. Course also introduces basics of web design in the context of previously Design.

Learning Objectives:

The students will receive information that will enable them to:

- Understand the concept of creating textures, brushes, abstract and thematic designs.
- Create effective typography designs used for raster and vector illustrations and designs.
- Construct characters using flash symbols and rig it for animation.
- Animate background layouts and characters using 2D animation principles.

Pedagogy: Demonstrations, Lectures, Instructor led assignments

Course Outline:

Image Editing and Manipulation - II

Creating Tileable and seamless textures -Creating Textures Defining Patterns Defining Brushes Tiling patterns, Understanding colour channels ,Working with colour channels, with negatives, and colour adjustment levels - Understanding Colour Modes-Working with different colour modes. Image Adjustments Levels, Histogram Exposure Variations, Threshold Equalize Calculations. Using Photoshop as an artistic tool-Colour, Symbolism, Ink and Painting, Colorizing ,Artistic Filters. Abstract Design-Creating Abstract and Thematic Designs, Creating Abstract Brushes, Multilayered Background Design using Blend Modes.

Effects and Text Design

Filters and its Use-All Filters, Understanding How Filters work, Liquify Tool Extract Tool Vanishing Point. Blending Modes - Lighting Blends, Additive Blends, Subtractive Blends, Colour Blends and Transparency Blends - Text Design-Creating work paths, Warping Text, Applying filter effects, Perspective transformation of text, SFX in text, Masking, Bonsai. Contemporary and Hi –Tech Interface Design Studying different interfaces, Working with multilayered colour blend, Props and Material design.

File Automation and Visualization Techniques

File Automation-Batch Processing, Automating Scripts, Contact Sheets, Bleaching Process - Designing Fractals - Visualization - Matte Painting and Lighting Modes

Setting up the workspace, Brush definition and configuration, Colour palette study, Matte painting for compositing, Understanding different Lighting modes, Organic Lighting, Metallic Lighting Texture Channels.

Key Frame Animation and Character Development

FLASH- Rotoscopy and In Betweening, Onion Skin, Ease In & Ease Out, Transformation, Morphing - Character Construction, Character Rigging, Symbol Construction, Symbol Animation, Symbol Library Management.

Digital Animation Techniques

Layout Composition – Background, Composition, Background colouring, Camera Movements Staging, Scaling, Proportional tweening - Using Principles of animation, Loops, Cycles and Holds, Walk cycles, SFX in Flash, Creating Shadows Lighting Reflections - Working on pencil-tested animation Importing Pencil tested frames, In Betweening, Digital Ink and Paint, Background Compositing - Working with Animation techniques outputs, Importing the footage, Colourizing, Clean up Work.

Teaching Pedagogy: Computer Lab, lecture demonstration

Software: Adobe Photoshop and adobe Flash

Text Books:

i. *Animation from pencils to pixels: classical techniques for digital animators, Tony White ISBN-10: 0240806700; ISBN-13: 978-0240806709*
ii. *The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte (Hardcover - May 2001)*
iii. *Envisioning Information by Edward R. Tufte (Hardcover - May 1990)*

Year 2 / SEMESTER 4 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CC & EC - Workshop

Brief description of the Course: Suitable Workshop / Activity / Project will be conducted in this semester

Simple Project :

Here Students will work in small groups and learn how to approach to the simple problems in the system. This project help them to apply the skills learnt in the previous and the present semesters and find out their importance.

Visual Journal writing:

Visual Journal is continuation of the earlier two semesters. But here they use this space more as a diary of a design student for consolidating their ideas through scribbling, photograph and writing.

YEAR 3

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Advertising Design I

Course Code: GD 5.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course will introduce some of the important milestones and aspects of Advertising in the last hundred years. The course will discuss about the impact of Industrial revolution on society and Advertisement in relation with Marketing. Different features of Advertisements and qualities and its relevance to the Modern Business trends.

Learning Objectives:
On completing this course students will be able to;

- Understand the important features of Advertisement
- Know and explain the qualities of different aspects of Advertisement
- Role of advertisement in different fields of society

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:.

- Introduction to Advertising;
- Post Industrial impact on Rural, urban economy of India
- Mass production and Transportation
- Advertising and Marketing
- Direct and indirect Marketing
- Advertising of an Art, Science and Business profession
- Advertising History and Modern Advertising
- Advertising and Society

Text books:

i. *Advertising Theory (Routledge Communication Series) February 25, 2012 by Shelly Rodgers (Editor), Esther Thorson (Editor*
ii. *The Advertising Research Handbook, Second … byCharles E. Young*
iii. *Advertising Research: Theory & Practice (2nd Edition) Hardcover – May 23, 2011 by Joel J. Davis (Author)*

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Graphic Design for **Gaming**

Course Code: GD 5.2 **Course Credit: 8 credit Hours**

Brief description of the Course:

Introduction to the Game design. Developments of gaming Industry. Gaming as modern entertainment. Scope for Visualization of story, Concept and development of visual narratives. Designing the Game assets , Backgrounds and characters etc. Development of a style and visual quality. Drawing story boards. To understand the role of the designer / artist in game development

Learning Objectives:

- On completion of the course student will be able to;
- Understand the Game design process
- Execute drawings, story boards
- Create Game assets.
- To develop a particular style, look and feel

Pedagogy: Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Introduction to gaming and concepts. Meaning and definition
- Classification of gaming
- Game production process
- Pre production for Gaming – Concepts and ideas
- Game assets design
- Production environment steps and planning –Implementation in 2D Flash.
- Post production – Compositing and editing, sound designing

Textbooks:

i. The Art of Game Design: A book of lenses BY Jesse Schell / CRC Press, 04-Aug-2008
ii. Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books) by Steve Swink
iii. On the Way to Fun: An Emotion-Based Approach to Successful Game **Design** by Roberto Dillon

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Graphic Design for Print Media

Course Code: GD 5.3 **Course Credit: 8 credit Hours**

Brief description of the Course:

In this course Students learning the Graphic design aiming at printing media as the final output. This course will brief how to visually communicate and prepare work for printed reproduction of catalogs, brochures, book jackets, advertisements, News papers and Magazines. Course focus on Visual problem solving, application of Art and Design principles and print production standards. . Use of Illustrations and Photography in layout designs, image manipulation in digital medium as required for design.

Learning Objectives:
After completing the course students will be able to;

- Know the Graphic Design in relation to print media
- Use the principles of Design
- Understand the types of Graphics required in print media
- Execute Graphics design for of catalogs, brochures, book jackets, advertisements, News papers and Magazines

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

Introduce complex design ideas and design principles

Visual problem solving and print production standards

To learn the relative use of Type, graphics, illustration and photography in print media

To understand the Graphic design knowledge required for Catalogues, broachers, book covers, advertisements which involve print media.

Textbooks:

i. Fundamentals of Graphic Design by Gavin Ambrose, Paul Harris, AVA Publishing
ii. Graphic Design Solutions by Robin Landa Cengage Learning

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Advanced Illustration Technique

Course Code: GD 5.4 **Course Credit: 8 credit Hours**

Brief description of the Course:

This course introduces basic principles of illustration, method, media and composition. Course will introduce different guidelines for context based illustrations. Provides ample references from the history and contemporary illustration styles. Introduces different methods for illustration for print and publishing, web based digital illustrations, educational, corporate, Science and technical illustrations etc.

Learning Objectives:
After completing this course students will be able to;

- Understand and execute illustrations in various mediums
- Create illustrations for print media
- Create illustration for Web based digital media
- Create illustrations for educational, corporate, Science and industrial purpose
- Create technical illustrations

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Basic elements and principles of illustration
- Illustration in different mediums
- Illustrations in line, Black and white, colour
- Developing individual style of illustration
- illustrations for educational, corporate, Science and industrial purpose
- Technical illustrations

Textbooks:

i. The complete guide to advanced illustration and design by Simon Jennings/ Chartwell Books
ii. 500 Digital Illustration Hints, Tips, and Techniques: The Easy, All-in-One Guide to Those Inside Secrets for Better Image-Making by RotoVision SA,

iii. Handbook of Print Media: Technologies and Production Methods by Helmut Kipphan / Springer Science & Business Media

Year 3 / SEMESTER 5 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CORE ELECTIVE

Course Code: EL 5.1 **Course Credit: 3 credit Hours**

Brief description of the Course: Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

SEMESTER 6

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Advertising Design – II

Course Code: GD 6.1 **Course Credit: 4 credit Hours**

Brief description of the Course:

This course introduces different methods of Reproduction process. Introduces Campaign planning and objectives. Discuss the functioning of an Advertising agency and consumer needs and demands, psychology of the mass and individual costumer

Learning Objectives:
After completing this course students will be able to;

- Understands the principles and methods of reproduction process.
- Understands the campaign planning and implementation
- Know Consumer psychology and selling points

Pedagogy:

Lecture, Seminars, discussions and presentations.

Course Outline:

principles and methods of reproduction process.

campaign planning- Introduction and explanation with examples.

Campaign objectives.

Influencing factors on advertising campaign.

Three basic principles of campaign planning

Importance of unity and continuity, Structure, Function and operations of an advertising agency

Advertising and the consumer: wants and needs.

Advertising primary appeal, Unique selling points(USP), Outstanding selling points (OSP).

Consumer psychology

Textbooks:

i. Advertising Design and Typography by Alex W.White / Allworth Press
ii. Advertising Campaign Design: Just the Essentials by Robyn Blakeman / M.E. Sharpe
iii. Advertising Creative: Strategy, Copy + Design by Tom Altstiel, Jean Grow

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Advertising Design & Media

Course Code: GD 6.2 **Course Credit: 6 credit Hours**

Brief description of the Course:

course will brief the advertising layout designs for the purposes of Institutional needs like Educational, Hospitals etc.

Learning Objectives:
On completion of the course students will be able to;

- Create advertisement concepts and designs for various institutional needs
- Create advertisement concepts and designs for various services
- Create advertisement concepts and designs for social welfares and causes
- Create advertisement concepts and designs for various consumer durable goods

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Advance Laout design for advertising ;
- Advertisement for non commercial services like Educational Institutions, Hospitals etc
- Advertisements for consumer goods. Pictorial based advertisements
- Magazine advertisements for commercial services like Hotels, travel and hospitality
- Advertisements for Consumer products like, Health care products
- Advertisement for public and social welfare events and awareness

Textbooks:

i. Citizen Designer: Perspectives on Design Responsibility by Steven Heller, Véronique Vienne /Allworth Press
ii. Advertising by Design: Generating and Designing Creative Ideas Across Media by Robin Landa / John Wiley & Sons
iii. The Design Manual by David Whitbread / UNSW Press

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Packaging Design and Printing Technology

Course Code: GD 6.3 **Course Credit: 6 credit Hours**

Brief description of the Course:

This course introduces package design including various media, typography, and colour analysis. Provides field trips and interaction with industry resource people. Also briefs about the application of the Graphic Design for packaging design**.** Course will explain the process of printing in Offset method and the digital methods. Course will explain in detail the technical procedures involved in printing and provide the necessary information to the graphic designer.

Learning Objectives:
After completing the course students will be able to;

- Know about Packaging design and Industry, and printing process
- Understand Screen printing techniques
- Understand the Litho - offset printing technology
- Understand the Digital printing technology

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

- Introduction to Packaging Design – including the various media, typography, and Colour schemes analysis.
- Introduction to Graphic design for packaging – Application of Graphic Design and problem relating to packaging design Types of packaging, printing and fabrication methods, regulatory guidelines and application of digital medium.

History of Printing technology

- Litho-Offset printing –Plano Graphic ,Line& half tone printing in single colour. Comparison of different process from the economic and suitability point of view

- Screen printing process –Fundamentals of line and half tone printing, Printing on different surfaces
- Digital Printing process – Image Resolution, file format – printing output

Textbooks:

I. What is Packaging Design? BY Giles Calver /RotoVision, 2004
II. Package Design Workbook: The Art and Science of Successful Packaging BY Steven DuPuis, John Silva / Rockport Publishers
III. 1,000 Package Designs: A Comprehensive Guide to Packing It In BY Grip / Rockport Publishers

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Digital Illustration Technique

Course Code: GD 6.4 **Course Credit: 5 credit Hours**

Brief description of the Course:

This course will brief about how to use digital medium in Place of traditional illustration or combining traditional and digital medium to achieve speed, quality and suitable for various purposes. This course will be based on the principles and design concept learnt in the previous semesters. This course examines the use of the computer as a medium and an additional tool for the illustrator. You will explore a variety of digital techniques and working methods as well as review the historical development and current directions of digital illustration. Other topics will include:

• proper file setup and preparing files for clients
• saving and organizing your digital work
• preparing digital images for web use and gallery exhibits

Learning Objectives:

On completion of the course students will be able to;

- Develop the advanced knowledge in the basic tools and techniques involved in Photoshop which was taught previously
- Understand the digital environment, work efficiency, back up and storage, File formats and file transfer etc
- Do Image research, usage, manipulations
- Create illustrations based on the fundamentals and principles taught.
- Printing issues

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline :

introduction to the digital environment, equipment and software
• computer and application setup
• personalizing the workspace
• work efficiency
• backup and storage
• file formats and file transfer
• vector vs. bitmap
• image research, usage, and copyright
• working between applications, importing, exporting, placing
• color space, color mode, calibration
• input issues (tablet, scanner, camera)
• printing issues
• experimentation and discovery, incorporating traditional imagery
• optimizing images for web use

Textbooks:

i. Digital Painting Techniques, Volume 1 by Taylor & Francis, 2009
ii. 500 Digital Illustration Hints, Tips, and Techniques: The Easy, All-in-One Guide to Those Inside Secrets for Better Image-Making by RotoVision SA, 2009

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CORE ELECTIVE

Course Code: GD EL 6.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Year 3 / SEMESTER 6 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Project work

Course Code: GD 6.5 **Course Credit: 6 credit Hours**

Brief description of the Course:

In this course students will be taking a mini project work on Graphic Design topic. Students need to discuss with the mentor for specific area of working in Graphic Design.

YEAR 4

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Advertising :Visual communication & media -1

Course Code: GD 7.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

This Course introduces the history of design and the Art of Electronic media. Here in the course discussions around the Computer as new environment, digital technology, Photography Design of the new generation, Film and Animation as new age communication mediums

Learning Objectives:

- After completing this course students will be able to ;
- define and explain the design in the age of electronic media
- Understand the possibility in digital medium and its influences on Print, film and Television mediums
- Explain the historical evolution of the design school

Pedagogy:

Lecture, Demonstrations, Studio based practical projects

Course Outline:

Introduction to Electronic medium

- Computer Imaging, Digital Photography, Moving images, Film language.
- Television as powerful communicate on medium - Television commercials
- Animation, traditional narrative school, digital Animation, Animation in non narrative styles
- Design Schools:Bauhaus philosophy.
- Books as Visual Communication medium from 16th century on wards. Books in the modern time.

Textbooks:

i. Visual Communication: Images with Messages by Paul Martin Lester / Thomson Wadsworth, 2006

ii. **Visual Communication:** More Than Meets the Eye By G. Harry Jamieson / Intellect Books, 2007
iii. Bauhaus,1919- 1933 by Magdalena Droste / Taschen, 2002

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Advertising Design (Research project) I

Course Code: GD 7.2 **Course Credit: 6 credit Hours**

Brief description of the Course:

This Course provides opportunity to students to develop a project based on Corporate Identity. Students will do research on visual communication on the subject through references, field visits, Interaction with Industry people. Students will come out with creative concepts, ideas and sketches as the initial stage of the research. More focus will be given on consistency of the visual format, in the Logo design, and its use in all corporate communications.

Advance level of the research project focus on to develop a research methodology. To analyze the data and develop a design criteria to produce the individual project synopsis. This involves in strategizing Campaign design and development.

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Interaction Design

Course Code: GD 7.3 **Course Credit: 5 credit Hours**

Brief description of the Course:

This Course introduces basic concepts in Interaction Design. Interaction Models – issues in man-machine interface, ergonomic considerations, dialog.

Learning Objectives:
After completing this course students will be able to ;
Apply knowledge learnt in this course in designing the interactive model of different devices.
Apply the knowledge in designing the web page, standard operating key boards for example Mobile phone, ATM machine etc.

Evolve simple, user friendly Minimalistic design ideas for application

Pedagogy:

Lecture, Demonstrations, field research , Studio based practical projects

Course Outline:

- **Paradigms for interaction** – time sharing, Video *display* units, Programming toolkits, Sensor based context aware interaction, Multi-modal displays etc.
- **Interaction Design Process**: User focus; Scenarios; Navigation Design; Screen Design and Layout; Iteration and Prototyping. Design: Principles; Standards; Guidelines; Rules and Heuristics Principles.
- **Design Techniques:** Scenario building; Personas, Brain Storming, Story Boarding, Wire framing etc.
- **Evaluation Techniques:** Expert Analysis; Heuristic Evaluation; Evaluation through User Participation. Case examples in Human computer interaction.

Textbooks:

i. *Designining the User Interface: Strategies for Effective Human-Computer Interaction B.Shneiderman, , 3rd Ed., Addison Wesley, 2000.*
ii. *Design: Beyond Human –Computer Interaction, J. Preece, Y. Rogers and H. Sharp, John Wiley & Sons, Delhi, 2003.*
iii. *Human Computer Interaction , A. Dix, J. Finlay, G.D Abowd and R. Beale, 3rd Ed., Pearson Education Ltd., 2004.*
iv. *The Essential Guide to User Interface Design of Interaction Design, W.O. Galitz, John Wiley & Sons, 2002.*

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: CORE ELECTIVE

Course Code: EL 7.1 **Course Credit: 3 credit Hours**

Brief description of the Course:

Aim of this course is to introduce both conventional and digital knowledge which enable students with multiple skill sets. Under this course number of subjects of different nature, scope and relevancy are provided to the students. These topics are of different complexity and technicalities. Students shall discuss

with their guides/ mentors and choose the elective based on their interest and requirement to the future application

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Portfolio development

Course Code: GD 7.5 **Course Credit: 3 credit Hours**

Course Description:

This course will brief on the importance of the portfolio, and different types of portfolio and methodology in systematically developing individual Project portfolio. Also, the course briefs about portfolio's for different purpose . Course will provide information and knowledge of different digital and manual methods to build one's portfolio. Under this course students will learn to plan for their final display and presentation of their portfolio for external jury

Year 4 / SEMESTER 7 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Internship / Project

Course Code: GD 7.6 **Course Credit: 10 credit Hours**

Course Description:

Objective of providing an internship to the students is to provide them exposure to the outside world on which their confidence builds. In this Course students will be working on a live project in a Design Studio environment / an Organization similar to that with hands on experience in Research and Product development.

OR

Student will be put under the guidance of an external resource person from the Industry/ Research / Similar Organization.

SEMESTER 8

Year 4 / SEMESTER 8 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Design and Business Management

Course Code: GD 8.1 **Course Credit: 3 credit Hours**

Brief description of the Course:
This course introduces Design as a strategic tool in the corporate sector. Also explain the Design strategy formulation. Case studies in event, brand, and advertisement management. Discuss Product management.

Learning Objectives:
After completing this course students will be able to;

- Understand the Business related works and knowledge to execute them
- Understand the Market
- Understand the organization and its structure and the way of functioning
- Understand the Managerial works and administrative jobs
- Build the team relevant to work / projects
- Project planning, estimations etc
- Learn public relations

Pedagogy: Lecture, Discussions, Case studies and writing assignments

Course out line:

- Introduction to marketing and consumer behavior.
- Organization, structure and functioning.
- Interactive role of Design including administration.
- Design documentation and management of processes such as ISO 9000,ISO 14000, Quality Function Deployment etc.
- Creativity, innovation and its management in a team work. Team building, interpersonal relationship and conflict resolution.

- Professional practice, contracts, fees, negotiations, ethics and public relations, project planning.

Text Books:

i. *Design Management – A handbook of Issues and Methods, M. Okley (ed.), Blackwell Pbl. 1990*
ii. *Project Management,S.A Chunawalla, Himalaya Pbl. House, Mumbai*

Year 4 / SEMESTER 8 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Theory of Advertising and **Visual communication & media –II**

Course Code: GD 8.2 **Course Credit: 3 credit Hours**

Brief description of the Course:

In this course, students will be introduced to important elements of Advertising procedures and Communication possibilities. The course will draw attention of the students on many important aspects such as Creative advertising, Product analysis, Principles of Layout and design, Market research, Appropriate Media for advertising and communication and media analysis.

Learning Objectives:
After completing the course students will be able to;

- Understand the creative advertisement qualities, Product analysis.
- Pictures in advertising
- Understand the concept of selling
- Marketing and Marketing research.
- Selection of advertising media, evaluation of media

Pedagogy: Lecture, discussion, presentations

Course out line:

- **Creative advertising**: Planning and execution, Product analysis, Human motieves; Desire and hope, Copy Platform, Visualization – Invention of advertising ideas, Principles of Design and layouts, Pictures V/S words – communication, Pictures in advertising, The hard sell –The soft sell, Types of advertising
- **M**

  Marketing and Market research - Nature and scope of marketing, Preproduction, prototype and planning, Consumer reaction, Market research and channels of distribution, Motivation research and Brand image.
- **S**

  election of Advertising Media appropriate for advertising, Evaluation of the media, Major media analysis.

Text Books:

i. Visual Communication: Images with Messages by Paul Martin Lester / Thomson Wadsworth, 2006
ii. Visual Communication: More Than Meets the Eye By G. Harry Jamieson / Intellect Books, 2007
iii. Bauhaus,1919- 1933 by Magdalena Droste / Taschen, 2002

Year 4 / SEMESTER 8 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Advertising Design Major Research Project -I

Course Code: GD 8.3 **Course Credit: 12 credit Hours**

Brief description of the Course:

The emphasis of the project on individually planned design research projects that involve considerations of Advertising Campaign for public welfare for any socially relevant iisue.This will involve wide range of requirements of different types and scope for visual, formal and structural innovations. The project is supported by theoretical information and assignments in the complementary nature of systematic and creative thinking in the various stages of the design process and visual, structural and functional analysis of design system. The outcome of the project will be in the form of innovative and conceptual design proposal that reflect the students understanding of the design process. These will be developed and presented in the form of appropriate and tangible design solutions including models, graphic solutions such as;

- TV Advertising concepts – Story boards
- Poster / Hoardings – Out door

Year 4 / SEMESTER 8 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Minor Research Project –II

Course Code: GD 8.4 **Course Credit: 9 credit Hours**

Brief description of the Course: Course Description:

Minor Project provides an opportunity to the students to research on the subject areas not considered for the Graduation Project. This project focus mainly on the interdisciplinary or interrelated subject matters where the graduation project may not provide space to further research

Year 4 / SEMESTER 8 / SPECIALIZATION SYLLABUS
Program: B.V.A Graphic Design

Course Title: Portfolio Development Final display and presentation of the Project

Course Code: GD 8.5 **Course Credit: 3 credit Hours**

Brief description of the Course:

This course will brief on the importance of the portfolio, and different types of portfolio and methodology in systematically developing individual Project portfolio. Also, the course briefs about portfolio's for different purpose . Course will provide information and knowledge of different digital and manual methods to build one's portfolio. Under this course students will learn to plan for their final display and presentation of their portfolio for external jury