

VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS COLLEGE)

Board of Studies in Graphic Design

Choice Based Credit System Pattern

Syllabus

For

B. Voc. Part-III

B.Voc in Graphic Design

(To be implemented from Academic Year 2020-2021 onwards)

BACHELOR OF VOCATION (B.Voc.)

STRUCTURE OF SYLLABUS:

To be implemented from the academic year 2020-2021

1. Title of the course: BACHELOR OF VOCATION (Graphic Design)

A. INTRODUCTION

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, editing and photography).

1.Creating Art: Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

2.Art in Context: Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

3.Art as Inquiry: Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

B. RATIONALE

Design is the process of selection where visual elements such as point, line, shape, volume, tone, texture, color, form, format, space, and structure are used by students to express their ideas. Visual sensitivity and working knowledge of design elements would be developed by solving a series of problems and employing a variety of media and materials. The curricular area aims at enabling the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

Design is an activity of problem solving for the well being of society and individuals. Today, in the world of information and communication every one has to communicate and get

communicated by different groups of people through a wide variety of communication systems.

Graphic designs course have great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, known as pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing poster, book-covers, letter heads, news papers, brochure, logo, textile prints, or even jewelries. Since the advent of personal computers and design software, graphic design is being utilized in electronic media-often referred to as interactive design which has unlimited applications in advertisements. The students can later become graphic designers working in print production (newsletters, posters, brochures, etc). Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The Graphic Design curriculum focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, colour, composition, and typography, through case studies and hands-on exercises. During the study, assignments will incorporate problem solving projects that relate to visual communication. The course includes introduction to computer as a tool to create, modify and present the visual messages.

C.CORE CONTENT GOALS FOR GRAPHIC DESIGN

The students will learn:

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About color theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- To improve their design skills and techniques using a variety of tools.
- To learn pre and post production techniques.

In this class, students will design and create a variety of projects, both by hand and by using computer graphic design programs. They will maintain good studio organization and use of tools as expected by the teacher. They are expected to maintain facilities in an appropriate working condition.

2. Duration:

The duration of the B.Voc. Course will be of **three years**.

- **B.Voc. Part I - Diploma in Graphic Design**
- **B.Voc. Part II - Advanced Diploma in Graphic Design**
- **B.Voc. Part III - Bachelor of Vocation in Graphic Design**

The final B.Voc degree will be awarded only after completion of three year course. The suggested credits for each of the years are as follows:

| Awards | | Normal calendar duration | Skill Component Credits | General Education Credits |
|--------------|---|--------------------------|-------------------------|---------------------------|
| Year 1 | Diploma in Graphic Design | Two Semesters | 36 | 24 |
| Year 2 | Advanced Diploma in Graphic Design | Four Semesters | 36 | 24 |
| Year 3 | B.Voc in Graphic Design | Six Semesters | 36 | 24 |
| TOTAL | | | 108 | 72 |

General Education Component should not exceed 40% of the total curriculum.

Credits can be defined as the workload of a student in

1. Lectures
2. Practical
3. Seminars
4. Private work in the Library/home
5. Examination
6. Other assessment activities.

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops /labs and tutorials;
- b) For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

3.Eligibility:

The eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream from any recognized board or university.

The candidates having Art Teachers Diploma (ATD) of Directorate of Art, Maharashtra Government, Mumbai **after XII** are eligible for admission to B.Voc. part II advanced diploma programme.

4. Medium of Instruction:

The medium of instruction of the course will be **Marathi / English**

5. Pattern: Semester Pattern.

6. Examination:

A. Scheme of examination:

- The semester examination will be conducted at the end of each term (both theory and practical examination)
- Theory paper will be of 50 marks each. The practical examination will be of 200 marks and industrial practical training/project work is of 50 marks.
- Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus.

For each semester there will be four theory papers. Practical Examination will be conducted at the end of every semester.

| Paper Number | Title of Paper (For Semester V) | Internal Marks | Theory Exam Marks | Total Marks |
|--------------|------------------------------------|----------------|-------------------|-------------|
| I | Advertising Art (Part - III) | 10 | 40 | 50 |
| II | Logo Designing | 10 | 40 | 50 |
| III | Photography | 10 | 40 | 50 |
| IV | Brands and Branding | 10 | 40 | 50 |
| TOTAL | | 40 | 160 | 200 |

The practical examination will be of 200 marks.

| Sr. No. | Practical examination | Marks | Internal Assessment | Marks |
|---------|-----------------------|-------|--------------------------|-------|
| 1 | Practical | 180 | Projects/ Industry Visit | 50 |
| 2 | Portfolio | 20 | | |
| Total | | 200 | | 50 |

The total weightage of first term is of 450 marks, the details of which are-

| Sr. No. | Title | Marks |
|---------|---------------------------|-------|
| 1 | Theory Examination 50 X 4 | 200 |
| 2 | Practical Examination. | 200 |
| 3 | Internal Assessment | 50 |
| TOTAL | | 450 |

B. Nature of question paper:

For each paper there will be **THREE** compulsory questions.
General nature and marking system of the question paper will be:

| Question Number | Type | | Marks |
|-----------------|-------------|----------------------|-------|
| Q.1 | MCQ | No internal options | 8 |
| Q.2 | Long answer | Any two out of three | 16 |
| Q.3 | Short notes | Any four out of six | 16 |

C. Standard of Passing:

To pass the examination a candidate must obtain at least 35% (i.e. 14 marks out of 40) in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

D. External Students: Not applicable as this is a practical oriented course.

7. University Term: As per academic calendar of the university.

For the first year i.e. Diploma in Graphic Design practical examination and theory paper assessment will be done at college level.

8. List of equipment and instruments:

1. Computer Machines
2. Colour Printer
3. Scanner
4. Digital Camera
5. Projector
6. Internet Connectivity
7. CCTV Camera for Graphic Design Laboratory is must.

9. Laboratory Safety Equipments:

Part I: Personal Precautions:

1. Must wear **Lab Aprons / Lab Jacket** and proper shoes.
2. Except in emergency, over – hurried activities is forbidden.
3. Eating, Drinking and Smoking in the laboratories is strictly forbidden.

Part II: Use of Safety and Emergency Equipments:

1. First aid Kits
2. Fire extinguishers (dry chemical and carbon dioxide extinguishers)
3. Management of Local exhaust systems.
4. Sign in register if using instruments.

10. Workload:

Each skill based paper (i.e. Paper no. II, III and IV) will have **four theory** periods per week. There are **four practical** per week. Each practical will be of four periods. The practical batch will have maximum 20 students.

The total workload for one batch will be:

| | | |
|---|--------------|-----------------------|
| 1. Four Papers on skill based Education: 4 X 4 | = | 16 Theory Periods. |
| 2. Four Practical work per week: 4 X 4 | = | 16 Practical periods. |
| 3. Project Work per batch per week: | = | 04 Periods |
| | | ----- |
| | TOTAL | 36 Periods. |

Working hours will be 5 hours (300 minutes) per day i.e. six periods each of 50 minutes.

13. MEMORANDUM OF UNDERSTANDING (MOU):

The purpose of this MOU is to clearly identify the roles and responsibilities of each party (i.e. college and industry partner) as they relate to the implementation of the **B.Voc. Programme in Graphic Design** at the college.

It is recommended to sign at least **TWO MOU** with the industry partners in the related field.

14. PROGRAM OUTCOMES (POs)

1. B. Voc. Graduate in Graphic Design will learn and understand the principles of Drawing, Sketching, Design, Color Theory and Typography.
2. Graduate will learn and understand tools and techniques of creating designs and layouts for the print media AND creating digital Illustrations.
3. Graduate will learn and understand tools and techniques of creating digital image manipulations.
4. B. Voc. Graduate in Graphic Design will able to develop an original, innovative and articulate body of graphic design work for a professional portfolio.
5. B. Voc. Graduate in Graphic Design will able to develop and provide design solutions in response to a given brief.
6. B. Voc. Graduate in Graphic Design will develop demonstrated ability to evaluate the requirements for packaging in response to a brief.
7. B. Voc. Graduate in Graphic Design will able to present a range of promotional material, using branding guidelines, in support of a given brand.
8. B. Voc. Graduates in Graphic Design will gain knowledge of the professional design environment and awareness of the designer's roles and responsibilities, client liaison, and how to present themselves and their work within a commercial environment.

15. PROGRAM EDUCATIONAL OUTCOMES :

1. The graduates will apply knowledge gained in course to improve lives and livelihoods through a successful career in Graphic Design field.
2. The Graduates will engage in lifelong learning such as higher studies & association with professional bodies.

16. PROGRAM SPECIFIC OUTCOMES :

1. B. Voc. Graduates in Graphic Design will work on various platforms by using their knowledge and creativity in data sorting, research, mind mapping, thinking process behind concept and problem solving presentation of final design.
2. B. Voc. Graduates in Graphic Design will use latest trends, 3d printing concepts, advance techniques of printing and presentation in print and digital media for high quality solution.

B.Voc. Part - III Course structure

General Structure:

The degree course has two semesters, each of 450 marks. There will be **four theory** papers for each semester of 50 marks each.

- 1) Paper-I: Advertising Art (Part - III) - 50 Marks.
- 2) Paper-II: Logo Designing - 50 Marks.
- 3) Paper-III: Photography - 50 Marks.
- 3) Paper-IV: Brands and Branding - 50 Marks.

There will be practical examination for each semester. The duration of practical examination will be of six hours and it will be of 100 marks of which 20 marks are reserved for Portfolio, Industry Training via internships, handling live Projects. The internal assessment includes visits to Advertising Agency and Graphic Design Studios, home assignment, test & tutorials etc.

SYLLABUS

B.Voc IN GRAPHIC DESIGN

SEMESTER V

SKILL BASED PAPERS:

Paper I: Advertising Art (Part III)

| | |
|---|---|
| Name of Course Teacher: | Mr. Satish Vinayak Upalavikar |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107. 1 | Understand Creative Advertising.- Planning and Execution — Ideas - Soul of Advertising— Unique Selling (Propositions) — Points of a Product | 3 |
| CF107.2 | Understand and Study How Product Analyses are made. Applications of USPs— Basic Human Motives that make People Act— Desire and Hope— Basic Human Desires that relate to Advertised Products— Humor— Sympathy — Empathy — Anxiety — Fear— Executing The Theme Creatively | 4 |
| CF107.3 | Understand What is Copy Platform?—Copywriting Functions of Advertising Copy—Basic Ingredients of Copy—Approach to Writing Copy—'The Headline—Text Copy—Visualization— Invention of Advertising Ideas— Advertising must be such that it is capable of easy perception— Advertising must be interesting— Advertising must use the best presentation techniques— What is 'Graphic' in advertising design | 8 |
| CF107.4 | Study Principles of Design: The Law of Balance—The Law of Rhythm—The Law of Emphasis—The Law of Unity—The Law of Simplicity—The Law of Proportion | 2 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107. 1 | - | - | 2 | - | - | - | - | - | - | - | - |
| CF107.2 | - | - | - | 2 | - | - | - | - | - | - | - |
| CF107.3 | - | - | - | - | - | - | - | 3 | - | - | - |
| CF107.4 | - | 3 | - | - | - | - | - | - | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr. No | Title | Author | Publisher | Edition | Year of Edition |
|--------|---|--|-------------------------------|---------|-----------------|
| 1 | "Advertising Art and Idea", | Dr. G. M. Rege | Ashutosh Prakashan | 1987 | - |
| 2 | "Indian Advertising Laughter and tears", | Arun Chaudhuri | Niyogi Books | 2014 | - |
| 3 | "Advertising and IMC Principles and Practice", | Sandra Moriarty Nancy D. Michal William D. Wells | Pearson Education India | 10th | 2016 |
| 4 | "Advertising Promotion and Marketing Communication" | Kermeth Clow Donald Baack | Pearson Education India | 6th | 2013 |
| 5 | "Advertising Management", | Jaishri Jethwaney Shruti Jain | Oxford University Press India | 2nd | 2013 |

Paper –II: Logo Designing

| | |
|---|---|
| Name of Course Teacher: | Mr. S. V. Desai |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107.1 | Understand importance of Preliminary sketches, first step in designing an effective logo. These can be as simple as paper and pen drawings or drafts made using a vector program, such as Illustrator. Start with 20 to 30 sketches or ideas and then branch out to create variations of the original ideas. If nothing seems to work, start over and begin sketching new ideas. An effective graphic designer will spend more time on this preliminary work than any other step in the design process. | 5 |
| CF107.2 | How to keep your logo balanced by keeping the —weightll of the graphics, colors, and size equal on each side. Though the rule of balance can occasionally be broken, remember that your logo will be viewed by the masses, not just those with an eye for great art, so a balanced design is the safest approach. | 1 |
| CF107.3 | Understand how color theory is complex, but designers who understand the basics are able to use color to their advantage. Use colors near to each other on the color wheel (e.g. for a —warmll palette, use red, orange, and yellow hues). Don't use colors that are so bright that they are hard on the eyes. The logo must also look good in black and white, grayscale, and two colors. Breaking the rules sometimes is okay; just make sure you have a good reason to! | 1 |
| CF107.4 | Create various design styles of a logo, and to pick the right one, you should have some background information about the client and the brand. A recent trend in logo design is the Web 2.0 style of 3D-looking logos, with —bubblyll graphics, gradients, and drop shadows. This style may work well for a Web 2.0 website or tech company, but may not be effective for other kinds of brands. | 8 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)
 1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107.1 | - | - | - | - | 2 | - | - | - | - | - | - |
| CF107.2 | 3 | - | - | - | - | - | - | - | - | - | - |
| CF107.3 | 3 | - | - | - | - | - | - | - | - | - | - |
| CF107.4 | - | - | - | - | - | - | - | 2 | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr. No | Title | Author | Publisher | Edition | Year of Edition |
|--------|----------------------------|------------------------------|-----------------|---------|-----------------|
| 1 | "Logo Modernism (Design)", | Jens Muller,R.Roger | Taschen Gmbh | 2015 | - |
| 2 | "Logo Design Love", | David Airey | Peachipit Press | 2014 | - |
| 3 | "Symbol (mini), | Steven Bateman, Angus Hyland | | 2017 | - |
| 4 | "Designing Brand identity" | Alina Wheeler | | 2017 | - |
| 5 | "Logoism", | Sandu Publishing | Gingko Press | 2017 | - |

Paper –III : Photography

| | |
|---|---|
| Name of Course Teacher: | Mr. Raghu Jadhav |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107. 1 | Understand Short History 1. Precursor technologies, 2. Invention of photography, 3. Film photography, 4. Digital Photography | 3 |
| CF107.2 | Understand and Study Camera controls - Focus, Aperture, Shutter Speed, White Balance, Film Speed, Metering, Autofocus | 3 |
| CF107.3 | Study Type of lenses - Normal, Long focus, Wide angle, Telephoto, Macro, Fisheye, Zoom | 3 |
| CF107.4 | Study Photographic Techniques & accessories - Depth of field, using camera filters, tripod | 4 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107. 1 | - | - | 1 | - | - | - | - | - | - | - | - |
| CF107.2 | - | - | 2 | - | - | - | - | - | - | - | - |
| CF107.3 | - | - | 1 | - | - | - | - | - | - | - | - |
| CF107.4 | - | - | - | 1 | - | - | - | - | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr. No | Title | Author | Publisher | Edition | Year of Edition |
|--------|---|----------------|---------------|---------|-----------------|
| 1 | "Understanding Colors", | Bryan Peterson | Random House | 2018 | - |
| 2 | "The Art of Photography", | Bruce Barnbaum | Rocky Nook | -2017 | - |
| 3 | "Learning to see Creativity", | Bryan Peterson | Amphoto Books | 2015 | - |
| 4 | "Light Scms & Magic" | Fil Hunter | Routledge | 2015 | - |
| 5 | "Fast track Photographer Businessplan", | Dane Sanders | Amphoto Books | 2010 | - |

Paper IV: Brands and Branding

| | |
|---|---|
| Name of Course Teacher: | Mr. Dhiraj Anil Nimbalkar |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107.1 | To understand Meaning of Brand and Branding - Brand is a term closely linked to a product or place's image and reputation in that it —captures the idea of reputation observed, reputation valued and reputation managed! At its simplest, a brand is —a product or service or organisation, considered in combination with its name, its identity and its reputation! | 5 |
| CF107.2 | To understand & study Brands: Not just about Promotion, but about Trust and Respect Importantly, brands represent more than a set of images to promote a product or place; they are about trust and respect (Bell, 2005). The meanings, symbols, and values represented by brands —not only reinforce the identity and uniqueness of destinations but also reassure the people, habitués, values, and symbols of their own culture, thus preserving the..._state of being' of the placel | 7 |
| CF107.3 | To Build a Brand Branding is a way of defining your business to yourself, your team and your external audiences. It could be called the business' —identity!, but only on the understanding that it embodies the core of what the business is and its values, not just what it looks and sounds like. | 8 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107.1 | - | - | - | - | 2 | - | - | - | - | - | - |
| CF107.2 | - | - | - | - | - | - | 1 | - | - | - | - |
| CF107.3 | - | - | - | - | - | - | - | 3 | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr. No | Title | Author | Publisher | Edition | Year of Edition |
|--------|--------------------------|-------------------|--------------------|---------|-----------------|
| 1 | "Brands & Branding", | Rita Clifton , | Profile Books Ltd. | 2014 | - |
| 2 | "How To Lounch A Brand", | Fabian Geyrtatter | Brandtro | 2016 | - |
| 3 | "Personal Branding", | Matt Golden | Bravex Publication | 2016 | - |
| 4 | Brand The Change | Anne Mitenburg | Bis Publishers | 2018 | - |

Practical

A) Software Skill Development

1) Adobe Illustrator - Basic

40 Hrs.

3) Photoshop

20 Hrs

Action making, create mockups and use plugins.

60 Hrs

B) Design Skill Development

Advertisement

- Advertising Campaign
- Branding
- Out Door - Hoardings
- POP

140 Hrs.

Logo Design Development

- Research
- Brain Storming
- Sketching
- Execution
- Artwork

C) Project Work 50 Hrs.

1) Creating Design Portfolio on designers community sites

(Behance Network, DeviantArt , DesignersCouch, DesignRelated etc.)

2) Advertising Agency Visit

3) Collect best designer's portfolios

SEMESTER VI

A. Nature of Examination:

For second semester there will be four theory papers. Practical Examination will be conducted at the end of the semester.

| Paper Number | Title of Paper (For Semester VI) | Internal Marks | Theory Exam Marks | Total Marks |
|--------------|---|----------------|-------------------|-------------|
| V | Symbol and Icon Design | 10 | 40 | 50 |
| VI | Visual Communication and Information Graphics | 10 | 40 | 50 |
| VII | Public Signage Graphics | 10 | 40 | 50 |
| VIII | UI/UX Design | 10 | 40 | 50 |
| TOTAL | | 40 | 160 | 200 |

The practical examination will be of 200 marks.

| Sr. No. | Practical examination | Marks | Internal Assessment | Marks |
|---------|-----------------------|-------|--------------------------|-------|
| 1 | Practical | 180 | Projects/ Industry Visit | 50 |
| 2 | Portfolio | 20 | | |
| Total | | 200 | | 50 |

The total weightage of second term is of 450 marks, the details of which are-

| Sr. No. | Title | Marks |
|---------|---------------------------|------------|
| 1 | Theory Examination 50 X 4 | 200 |
| 2 | Practical Examination. | 200 |
| 3 | Internal Assessment | 50 |
| | TOTAL | 450 |

B. Nature of question paper:

General nature of the question paper will be:

| Question Number | Type | | Marks |
|-----------------|-------------|----------------------|-------|
| Q.1 | MCQ | No internal options | 8 |
| Q.2 | Long answer | Any two out of three | 16 |
| Q.3 | Short notes | Any four out of six | 16 |

SEMESTER VI

SKILL BASED PAPERS :

Paper –V : Symbol and Icon Design

| | |
|---|---|
| Name of Course Teacher: | Miss Shraddha Vijay Shinde |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|--|-------------------|
| CF107. 1 | An understanding of symbolism is a critical part of graphic design. Designers use symbols in both obvious and subtle ways to communicate something about the design. Symbolism is a profound, complex subject so in this post I will present an overview of what I consider to be the most important for designers to be aware of in terms of symbolism. | 1 |
| CF107.2 | Understand and Study SYMBOLISM OF COLOR: USING COLOR FOR MEANING Color Symbolism in the Western world: Color Symbolism in the Eastern World: | 1 |
| CF107.3 | Understand ICON DESIGN - Icon design is the process of designing a graphic symbol that represents some real, fantasy or abstract motive, entity or action. In the context of software applications, an icon often represents a program, a function, data or a collection of data on a computer system. | 5 |
| CF107.4 | Study Brand icons for commercial - A further type of computer icon is the brand icon of commercial third-party software programs available on the computer system. These brand icons are bundled with their product and installed on a system with the software. | 8 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107. 1 | 2 | - | - | - | - | - | - | - | - | - | - |
| CF107.2 | 3 | - | - | - | - | - | - | - | - | - | - |
| CF107.3 | - | - | - | - | 2 | - | - | - | - | 1 | 1 |
| CF107.4 | - | - | - | - | - | - | - | 1 | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr. No | Title | Author | Publisher | Edition | Year of Edition |
|--------|---|------------------------------|--------------------------|---------|-----------------|
| 1 | “How to Design Logos, Symbols & Icons”, | Gegory Thomos | Adoms Media | 2003 | - |
| 2 | “Thinking in Icons”, | Felix Sockwell | Rockport Publishers | 2017 | - |
| 3 | "The Icon Book", | William Horton | Wiley | 2019 | - |
| 4 | "Symbol" | Steven Bateman, Angus hyland | Laurence King Publishing | 2011 | - |

Paper –VI: Visual Communication and Information Graphics

| | |
|---|---|
| Name of Course Teacher: | Mr. Satish Vinayak Upalavikar |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107.1 | To understand & study THE COMMUNICATION DESIGN Industries are changing rapidly For our graduates to remain valid contributors to contemporary communication industries they must be able to understand the multitude of communication platforms they will encounter, from the traditions of print, to online and tablet devices; environmental graphics to the sound and motion of film. | 3 |
| CF107.2 | To understand RELATIONS BETWEEN DATA VISUALIZATION AND INFOGRAPHICS The purpose of data visualization and infographics is to provide visual presentation of complex and irregular information in a planned and comprehensible manner. Both terms have different meanings despite this joint purpose. | 5 |
| CF107.3 | To understand TECHNOLOGICAL INFRASTRUCTURE OF DATA VISUALIZATION AND INFOGRAPHIC WORKS Inclusion of interactive or motion formats to the study calendar into the infographics and data visualization projects together with static formats will develop students' skills to use technology | 5 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107.1 | - | - | 1 | - | - | - | - | - | - | - |
| CF107.2 | - | - | - | - | 1 | - | - | - | - | - |
| CF107.3 | - | - | - | - | 2 | - | - | - | - | - |

Text Books/Reference Books/ Other Books/E-material/Paper

| Sr.No | Title | Author | Publisher | Edition | Year of Edition |
|-------|--|--------------------------------------|----------------|---------|-----------------|
| 1 | “Visual Communication Images with Messages”. | Poul Martin Lester | - | - | - |
| 2 | “Visual Communication”. | Jonathan Baldwin Lucienne Roberts | Ava Publishing | 2006 | - |
| 3 | "Visual Meetings”. | David Sibbet | - | - | - |
| 4 | Design for Information | Isabel Meirelles | - | - | - |
| 5 | The Doodle Revolution | Sunni Brown | Adoms Media | - | - |

Paper –VII: Public Signage Graphics

| | |
|---|---|
| Name of Course Teacher: | Mr. Dhiraj Anil Nimbalkar |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|--|-------------------|
| CF107. 1 | To understand Signage - Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. A signage also means signs collectively or being considered as a group. The term signage is documented to have been popularized in 1975 to 1980. | 5 |
| CF107.2 | To understand and learn HISTORY The French ensign indicates its essential connection with what is known in English as a flag, and in France, banners not infrequently took the place of signs or sign boards in the Middle Ages. Signs, however, are best known in the form of painted or carved advertisements for shops, inns, etc. | 2 |
| CF107.3 | To understand & study types of signage – Pictograms Pictograms are images commonly used to convey the message of a sign. In statutory signage, pictograms follow specific sets of colour, shape and sizing rules based on the laws of the country in which the signage is being displayed. | 5 |
| CF107.4 | To study and process on SIGN SHAPE - The shape of a sign can help to convey its message. Shape can be brand- or design-based, or can be part of a set of signage conventions used to standardize sign meaning. Usage of particular shapes may vary by country and culture. | 7 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107. 1 | - | - | - | - | 2 | - | - | - | - | - | - |
| CF107.2 | - | 1 | - | - | - | - | - | - | - | - | - |
| CF107.3 | - | - | - | - | 1 | - | - | - | - | - | - |
| CF107.4 | - | - | - | - | - | - | 2 | - | - | - | - |

Text Books/Reference Books/Other Books/E-material/Paper

| Sr.No | Title | Author | Publisher | Edition | Year of Edition |
|-------|------------------------------------|-----------------|---------------------------|---------|-----------------|
| 1 | “New Signage Design”, | Wong Shiaoqiang | Promo Press | 2018 | - |
| 2 | “Digital Sigage”, | Keith Kelsen | Routledge | 2015 | - |
| 3 | "Signage Design for Public Space”, | Jemes Trulove | Rock Port Publishers Inc. | 2000 | - |

Paper –VIII: UI/UX Design

| | |
|---|---|
| Name of Course Teacher: | Mr. S. V. Desai |
| Course Type: Theory / Practical | Theory |
| Required/Elective | Required |
| Prerequisite | Basic concepts of Projection methods & appropriate knowledge of types of lines. |
| Teaching Scheme (Lecture/Practical/Tutorial/Drawing) | 04/00/00/00 Hours |
| Total contact Hours (Lecture/Practical/Tutorial/Drawing) | 50/00/00/00 Hours |
| Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical | 40/10/--/-- |

Course Outcomes (COs):

| Course Outcomes(COs): Upon completion of this course, students will be able to | | Mapping with PO's |
|---|---|-------------------|
| CF107. 1 | To understand User Interface Design - Designing effective interfaces for software systems | 2 |
| CF107.2 | To understand and learn IMPORTANCE OF USER INTERFACE System users often judge a system by its interface rather than its functionality. A poorly designed interface can cause a user to make catastrophic errors . Poor user interface design is the reason why so many software systems are never used. | 4 |
| CF107.3 | To understand & study GRAPHICAL USER INTERFACES Most users of business systems interact with these systems through graphical user interfaces (GUIs) – although, in some cases, legacy text based interfaces are still used. | 3 |
| CF107.4 | To create GUI CHARACTERISTICS <ul style="list-style-type: none"> • Windows • Icons • Menus • Pointing Devices • Graphics | 8 |

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PSO1 | PSO2 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| CF107. 1 | - | 1 | - | - | - | - | - | - | - | - | - |
| CF107.2 | - | - | - | 2 | - | - | - | - | - | - | - |
| CF107.3 | - | - | 1 | - | - | - | - | - | - | - | - |
| CF107.4 | - | - | - | - | - | - | - | 3 | - | - | - |

Text Books/Reference Books/Other Books/E-material/Paper

| Sr.No | Title | Author | Publisher | Edition | Year of Edition |
|-------|---------------------|-----------------|-------------------------|---------|-----------------|
| 1 | “UI UX Design”, | Xia Jiajia | Art Power International | 2016 | - |
| 2 | “UX for Dummies ”, | Donald Chesnut | Wiley | 2014 | - |
| 3 | "Lean UX ”, | Jeff Gothelf | Shroff | 2016 | - |
| 4 | UI is Communication | Everett N McKey | Moegan Kaufmann | 2013 | - |

B. Practicals:

A. Software Skill Development

1) Illustrator Advance

50 hrs

B. Designing Skill Development

200 hrs

1) Advertising Designing

2) Poster

3) Social Media Advertising

4) Portfolio Making

C. Company Project Work

50 hrs

1) Create Logo

2) Design Corporate Identity

3) Design advertising campaign

4) Design web page

5) Social Media advertising