VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)
Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Supriya Patil

Department:B. Voc. Graphic Design

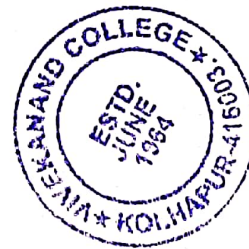| Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - 1 Sem-1	English for business communication	**Use of English in Business Environment** **Topics:** Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations What is a sentence? Elements of a sentence Types of sentence: Simple compound, complex		
		Writing a Letter of Application and CV/ Resume **Topics:** Structure of a letter of application for various posts CV/ Resume and its structure		
		Presenting Information/Data **Topics:** Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts	Covered	
		Interview Technique **Topics:** Dos and don'ts of an interview Preparing for an interview Presenting documents Language used in an interview		

(Supriya Patil)

Year: 2020-21
Name of Teacher : Prof. Sachin Jamadar

Department:B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-I	Color Theory	Understand the relationship between Value, Hue, Chroma. The Color Wheel - theories of Color Relationships/Harmonies.		
		Understand to illustrate the application of color in three different color harmonies on a repeat side to side pattern of one's original design. Illustrate understanding of color proportion and extension. Develop and demonstrate ability to recognize color harmonies and proportions of color used by designers in existing spaces.	Covered	
		Understand Color Symbolism, Color Psychology, Historical & Contemporary use of Color. Local color and subjective use of color. Emotional effects Personal Color preferences.		
		To develop more mature and varied colour skills using Graphic Software.		

(Sachin J. Jamadar)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar
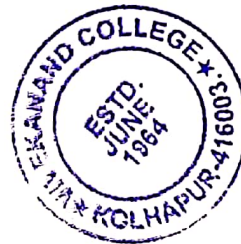
Department: B. Voc. Graphic Design

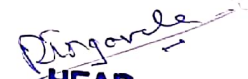| Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-I	**Elements of Art and Principles of Design**	Discover the basic principles of two dimensional design through the manipulation of black, white and gray.	**Covered**	
		Encourage to adopt a creative approach to problem solving and to become self-critical in the editing of the work.		
		Develop a vocabulary of terms specific to the visual arts and particularly two dimensional art		
		Use elements and principles in various designs created by using Graphic Design Software		

(Mr. S.V. Upalavikar)
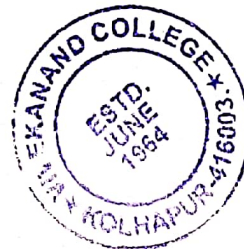
Year: 2020-21

Name of Teacher : Prof. Sachin Jamdar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-I	History of Graphic Design	Provide exposure to images and information to inspire great work, further study, and exploration. Organize information for better communication.	Covered	
		Identify influences and characteristics of design styles. Recognize significant contributors to design.		
		Observe and discuss examples of effective design. Recognize prevalent historical design themes.		
		Understand unification/separation of design and society. Unification/separation of design and technology.		

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B. VOC. GRAPHIC DESIGN
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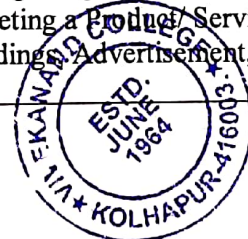# VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)
Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Supriya Patil

Department: B. Voc. Graphic Design

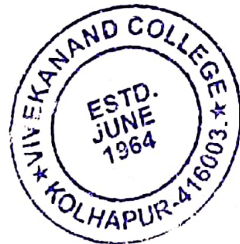| Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-II	English for business communication	**Group Discussion** **Topics:** Preparing for a Group Discussion Initiating a Discussion Eliciting Opinions, Views, etc. Expressing Agreement/ Disagreement Making Suggestions; Accepting and Declining Suggestions Summing up.		
		English for Negotiation **Topics:** Business Negotiations Agenda for Negotiation Stages of Negotiation	Covered	
		English for Marketing **Topics:** Describing/ Explaining a Product/ Service Promotion of a Product Dealing/ bargaining with Customers Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement, Public Function/ Festival		

(Supriya Patil)

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B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Based on the theory units

Reference Books:

Herekar, Praksh. *Business Communication.* Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication.* Pune: Mehta Publications, 2003.

John, David. *Group Discussions.* New Delhi: Arihant Publications.

Kumar, Varinder. *Business Communication.* New Delhi: Kalyani Publishers, 2000.

Pardeshi, P. C. *Managerial Communication.* Pune: NiraliPrakashan, 2008.

Pradhan, N. S. *Business Communication.* Mumbai: Himalaya Publishing House, 2005

Rai, Urmila& S. M. Rai.*Business Communication.* Mumbai: Himalaya Publishing House, 2007.

Sethi, Anjanee&BhavanaAdhikari.*Business Communication.* New Delhi: Tata McGraw Hill.

Sonie, Subhash C. *Mastering the Art of Effective Business Communication.* New Delhi: Student Aid Publication, 2008.

(Supriya Patil)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Sachin Jamadar

Department:B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-II	Color Theory Part II	Understand that when producing physical colors as in paint a Subtractive System is used and when producing colors digitally as on a computer an Additive System is used.		
		Understand to illustrate the application of color in three different color harmonies on a repeat side to side pattern of one's original design. Illustrate understanding of color proportion and extension. Develop and demonstrate ability to recognize color harmonies and proportions of color used by designers in existing spaces.	Covered	
		Understand that color is a meaningful constant for sighted people and it's a powerful psychological tool. By using color psychology, he can send a positive or negative message, encourage sales, calm a crowd, or make an athlete pump iron harder.		
		Understand Color Psychology, applying Color Psychology to Everday Life.		

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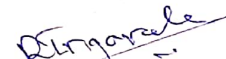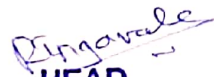**(AUTONOMOUS)**

Year: 2020-21
Name of Teacher : Prof. Sachin Jamadar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-II	Typography	Understand generation of letter forms, including analysis of basic alphabet categories and rationale of individual letter-style characteristics.		
		Understand fundamentals of typography with emphasis on the formal aspects of designing with typographic elements.	Covered	
		Study contexts allowing the individual nature of the project content and audience to start influencing and determining their typographic choices.		
		Use typography for meaningful design solution with minimal content by using Graphic Design Software.		

(Sachin J. Jamadar)

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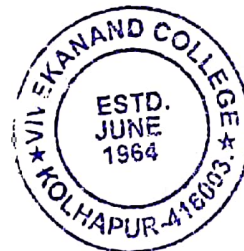B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
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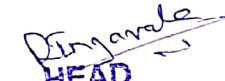ESTD.
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Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - I Sem-II	Persepctive Part-I	Understand the art of representing three-dimensional objects on a two dimensional surface so as to give the right impression of their height, width, depth, and position in relation to each other.		
		Know all details in perspective. Perspective drawings have a horizon line, which is often implied. This line, directly opposite the viewer's eye, represents objects infinitely far away. They have shrunk, in the distance, to the infinitesimal thickness of a line.	Covered	
		Understand types of perspective. One point perspective uses one vanishing point placed on the horizon line. Two point perspective uses two points placed on the horizon line. Three point perspective uses three vanishing points.		
		Use perspective in various designs created by using Graphic Design Software		

(Mr. S. V. Upalavikar)

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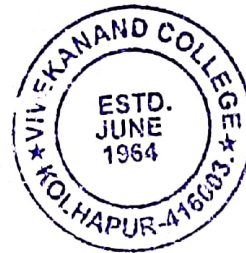## Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Powar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-III	Fundamentals of Financial Accounting - I	**Introduction to Accounting** Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque		
		Journal and Ledger Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper	Covered	
		Depreciation Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.		
		Final Accounts Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms		

(Arun Powar)

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B. VOC. GRAPHIC DESIGN
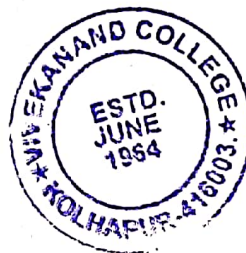**VIVEKANAND COLLEGE, KOLHAPUR**
(AUTONOMOUS)

Year: 2020-21
Name of Teacher : Prof. Sachin Jamadar

Department : B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-III	Advertising Art - I	Understand introduction to advertising – defining advertising, Schematic history of advertising. Concepts of advertising		
		Understand and Study main trends in advertising. Strategy, Period, Focus and Themes. Rational vs. non-rational: Evolution of strategies. Strategy of repetition, use of text and patterns, typography and the creation of slogans.	Covered	
		Understand Advertising and society- Advertising business offers employment, Advertising promotes freedom of press, Information and freedom of choice, Advertising creates demand and consequently sales, Advertising reduces selling cost, Advertising creates employment, Advertising establishes reputation and prestige, Truth in advertising, Advertising tries to raise the standard of living.		
		Study Ethics, regulation and social responsibilities taste and advertising, Stereotyping in advertising, Advertising to children, Advertising controversial products.		

(Sachin J. Jamadar)

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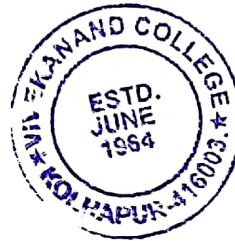VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar

Department : B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-III	Callygraphy	Understand basic of art in calligraphy by studying elements, principles, proportion and balance.		
		Understand and Study the art, symbolic expression, history and importance of calligraphy. Practice the calligraphy in ink and colour with pen, bamboo and brush in different types like English, Sanskrit, and Devanagiri etc.	Covered	
		Study Computer Graphics (Theory) - (i) Graphic Design for Calligraphers (ii) Letters as Subject: Written, Drawn & Painted (iii) The Joy of Calligraphy: Developing a Personal Script		
		Study Professional Calligraphy : (i) Lettering (ii) Logos (iii) Illustration (iv) Communication Design (Banners, Posters, Backdrops etc) (v) Illumination (vi) ICT in Graphic Design		

(Mr. Upalavikar S.V.)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Rahul Ingavale

Department : B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-III	Printing Technology Part - I	To understand Meaning of Printing and use of printing technology. History of printing, types of letters, printing press and industrial printing press		
		To understand & study Lithography Printing Process.	Covered	
		To understand & study types of Type Setting – Manual type setting, hot metal type setting and digital type setting..		
		To understand & study PAPER. History of paper, making process of paper, recycling of paper and types of paper.		

Ringavale
(Rahul Ingavale)

Ringavale
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B. VOC. GRAPHIC DESIGN
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VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)
Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Arun Powar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-IV	Fundamentals of Financial Accounting - I	**Computerized Accounting System** Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.		
		Computer Application through Accounting Package Tally Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation. Generation of various Accounting Reports.	Covered	
		Accounts of Professionals of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.		
		Single Entry System Conversion of Single Entry System into Double Entry System.		

(Arun Powar)

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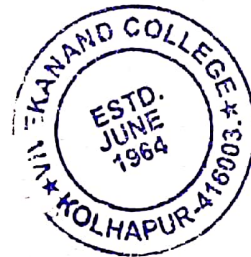
Year: 2020-21

Name of Teacher : Prof. Satish upalavikar   **Department :** B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-IV	Advertising Art – II	Understand advertising and marketing – marketing plan, Advertising role in marketing: Types of market, Approaching market, The marketing concept and relationship marketing, Channel of distribution, Pricing.		
		Understand and Study Campaign planning objectives and basic principles, Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product, Layout design principles.		
		Understand and study Creative side of the advertising – what is creative advertising, Creative leap, Creative concept, Strategy and creativity, Creativity and strategy in the message design, Creative thinking.	Covered	
		Study Level aspects of advertising – copyright, Trade mark, Consequences of advertising, Status of advertising agents – outdoor advertising, advertisements in newspapers and magazine, cinematography – radio and television advertising.		

(Mr. Upalavikar S.V.)

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B. VOC. GRAPHIC DESIGN
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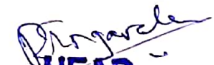(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Sachin Jamadar

Department : B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-IV	Packaging	To understand & study meaning of packaging and history.	Covered	
		To understand packaging for shipping. Different types and precautions taken for packaging for shipping.		
		To understand & study types of packaging and paper packaging methods.		
		To understand & study USP (Unique selling product).		

(Sachin J. Jamadar)

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B. VOC. GRAPHIC DESIGN
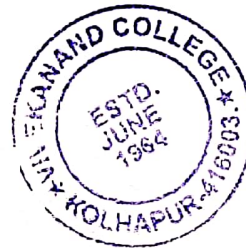VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Rahul Ingavale

Department : B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - II Sem-IV	Printing Technology Part - II	To understand & study digital printing process and fine art inkjet printing process.	Covered	
		To understand spiral binding, center pinning, loop center pinning, perfect binding and perfect sewing binding.		
		To understand & study process of die making, creasing process and die cutting process.		
		To understand & study process of advance technology of 3D printing.		

Ringavale

(Rahul Ingavale)

Ringavale

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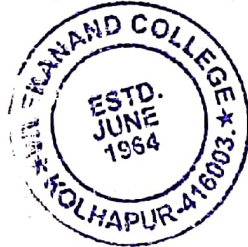## Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Dhiraj Anil Nimbalkar   **Department:** B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-V	Logo Design	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.		
		How to keep your logo balanced by keeping the —weightl 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.		
		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 —warml 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!	Covered	
		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 —bubblyl 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		

(Dhiraj Anil Nimbalkar)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

B. Vov. GD Part - III Sem-V	Brands & Branding	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‖		
		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, habitus, values, and symbols of their own culture, thus preserving the… state of being' of the place‖	**Covered**	
		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.		

(Dhiraj Anil Nimbawrl)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Rushikesh Goni

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-V	Photography	Understand **Short History** 1. Precursor technologies, 2. Invention of photography, 3. Film photography, 4. Digital Photography		
		Understand and Study **Camera controls** - Focus, Aperture, Shutter Speed, White Balance, Film Speed, Metering, Autofocuse	**Covered**	
		Study **Type of lenses** - Normal, Long focus, Wide angle, Telephoto, Macro, Fisheye, Zoom		
		Study **Photographic Techniques & accessories** - Depth of field, using camera filters, tripod		

(Rushikesh Goni)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-V	Advertising Art Part-III	Understand Creative Advertising.- Planning and EXCCUtion — Ideas - Soul of Advertising— Unique Selling (Propositions) — Points of a Product		
		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— Humour— Sympathy — Empathy — Anxiety — Fear— Executing The Theme Creatively	Covered	
		Understand What is Copy Platform?—Copywriting Functions of Advertising Copy—Basic Ingredients of Copy—Approach to Writing Copy—'The Headline—Text Copy—Visualisation— 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		
		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		

(Mr. Upalavikar S. V.)

HEAD
B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)
Statement of Syllabus Covered

Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-VI	Symbol & Icon	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.		
		Understand and Study SYMBOLISM OF COLOR: USING COLOR FOR MEANING Color Symbolism in the Western world: Color Symbolism in the Eastern World:		
		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 omputer system.	**Covered**	
		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.		

(Mr. S.V. Upalavikar)

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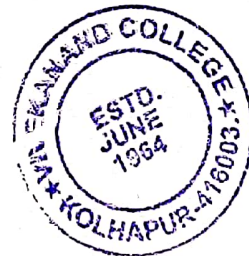B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Satish Upalavikar

Department:B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-VI	Visual Communication & Information Graphic	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.	Covered	
		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.		
		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		
		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.		

(Mr. S.V. Upalavikar)

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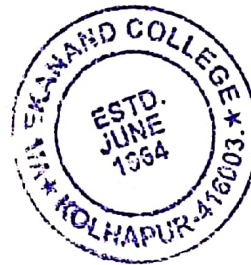B. VOC. GRAPHIC DESIGN
VIVEKANAND COLLEGE, KOLHAPUR
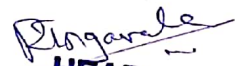(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Dhiraj Anil Nimbalkar

Department: B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-VI	Public Signage	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.		
		To understand and learn **HISTORY** The French enseigne 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.	**Covered**	
		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.		
		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.		

(DHiraj Anil Nimbal.)

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B. VOC. GRAPHIC DESIGN
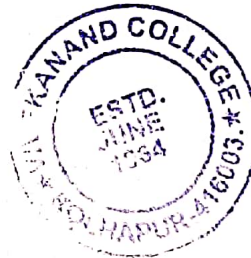VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Year: 2020-21

Name of Teacher : Prof. Rahul Ingavale

Department:B. Voc. Graphic Design

Class & Paper no.	Subject & Paper name	Syllabus Assigned	Syllabus Covered/ Not Covered	Remark
B. Vov. GD Part - III Sem-VI	UI / UX	To understand User Interface Design - Designing effective interfaces for software systems		
		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.	**Covered**	
		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 textbased interfaces are still used.		
		To create **GUI CHARACTERISTICS** • Windows • Icons • Menus • Pointing Devices • Graphics		

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(Rahul Ingavale)

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