

**VIVEKANAND COLLEGE, KOLHAPUR**  
**(AUTONOMOUS COLLEGE)**

**Board of Studies in Graphic Design**

**Choice Based Credit System Pattern**

**Syllabus**

*For*

**M.Voc Part-I**

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

# MASTER OF VOCATION (M.Voc)

## STRUCTURE OF SYLLABUS:

To be implemented from the academic year 2020-2021

### 1. Title of the course: MASTER 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 everyone 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.COURSE OBJECTIVES**

By studying Graphic Design students will have a wider horizon in the field of art and will

- Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
- Develop and demonstrate their understanding and skillful use of the elements and principles of visual design (*1. conceptual element, 2. visual element, 3. relational element & 4. practical or functional element.*)
- Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
- Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design.
- Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

### **2. Duration:**

The duration of the M.Voc. Course will be of **two years.**

▪ **M.Voc. Part I - Graphic Design**

▪ **M.Voc. Part II - Graphic Design**

The final M.Voc degree will be awarded only after completion of two 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	<b>Post Graduate Diploma in Graphic Design</b>	Two Semesters	36	24
Year 2	<b>Master in Graphic Design</b>	Four Semesters	36	24
<b>TOTAL</b>			<b>72</b>	<b>48</b>

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 50 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 M.Voc. programme shall be B.F.A., B.Voc or G.D. Art from any recognized board or university.

### **4. Medium of Instruction:**

The medium of instruction of the course will be **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 I)	Internal Marks	Theory Exam Marks	Total Marks
I	UI-UX	20	30	50
II	SEO – I	20	30	50
III	Communication – I	20	30	50
IV	Human Factors in Visual Design	20	30	50
<b>TOTAL</b>		<b>80</b>	<b>120</b>	<b>200</b>

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		
<b>Total</b>		<b>200</b>		<b>50</b>

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
<b>TOTAL</b>		<b>450</b>

### **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	6
Q.2	Long answer	Any two out of three	12
Q.3	Short notes	Any four out of six	12

### **C. Standard of Passing:**

To pass the examination a candidate must obtain at least 40% (i.e. 12 marks out of 30) 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. I, 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. <b>Four Papers</b> on skill based Education: 4 X 4	=	16 Theory Periods.
2. <b>Four Practical</b> work per week: 4 X 3	=	12 Practical periods.
3. <b>Project Work</b> per batch per week:	=	02 Periods
		-----
	<b>TOTAL</b>	<b>30 Periods.</b>

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 **M.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. PROGRAMM OUTCOME (PO) :**

1. Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.
2. Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.
3. Utilize relevant applications of tools and technology in the creation, reproduction, and distribution of visual messages.
4. Apply graphic design principles in the ideation, development, and production of visual messages.
5. Identify and utilize design history, theory, and criticism from a variety of perspectives, including: art history, communication/information theory, and the social/cultural use of design objects.
6. Confidently participate in professional design practice and management within a collaborative work environment.
7. Employ best practices and management in the design profession and within a collaborative work environment.

## **M.Voc. Part - I (PG Diploma in Graphic Design) Course structure**

### **General Structure:**

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

- |   |             |
|---|-------------|
| 1) Paper-I: UI/UX                           | - 50 Marks. |
| 2) Paper-II: SEO - I                        | - 50 Marks. |
| 3) Paper-III: Communication – I             | - 50 Marks. |
| 4) Paper-IV: Human Factors in Visual Design | - 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.







CF107.2	-	3	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	SEO	Adom Clarke	Smart Internet Marketing	-	2017
2	SEO - Digital Marketing	Anya Gildner	Baltika Press	-	2019
3	Eric Enge	Stephan Spencer	O'Reilly Media Inc.	-	2015
4	Digital Marketing All-in-One	Stephanic Diamond	Kindle Edition	-	2019

**Paper – III : COMMUNICATION - I**

**COMMUNICATION - I**

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	30/20/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO103.1	Understand the importance of Communication in all aspects of social life	1
CO103.2	Communication definition related to graphic design. Types of Communication	2
CO103.3	Role of communication in Digital age. Look out the changes in between technological revolution.	3
CO103.4	Digital Media elements & types. Requirement of data transformation via digital communication.	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	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	Communication	Adom Clarke	Smart Internet Marketing	-	2017
2	Communication - Digital Marketing	Anya Gildner	Baltika Press	-	2019
3	Eric Enge	Stephan Spencer	O'Reilly Media Inc.	-	2015
4	Digital Marketing All-in-One	Stephanic Diamond	Kindle Edition	-	2019

**Paper – III : Human Factors in Visual Design**

**Human Factors in Visual Design**

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO104.1	Understanding of basic concepts and techniques related to human factors in design	1
CO104.2	Understanding of design principles and processes and the work of influential designers.	2

CO104.3	Able to explore, develop and extend design ideas by integrating specialist visual communication and techniques in response to a brief	3
CO104.4	Explain how personal preference, group preferences, style and trends may impact on the design of products, systems and/or environments.	

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	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	UI is Communication	Everett N McKey	Moegan Kaufmann	2013	-
2	SEO - Digital Marketing	Anya Gildner	Baltika Press	-	2019
3	Eric Enge	Stephan Spencer	O'Reilly Media Inc.	-	2015
4	Digital Marketing All-in-One	Stephonic Diamond	Kindle Edition	-	2019

## SEMESTER II

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 I)	Internal Marks	Theory Exam Marks	Total Marks
I	MOTION DESIGN	20	30	50
II	SEO – II	20	30	50
III	Communication – II	20	30	50
IV	PUBLICATION	20	30	50
<b>TOTAL</b>		80	120	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		
<b>Total</b>		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
	<b>TOTAL</b>	<b>450</b>

### SKILL BASED PAPERS:

#### **Paper –V : MOTION DESIGN MOTION DESIGN**

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO101.1	Gather useful information about Motion Design that this is the process of graphic design put it into motion.	1
CO101.2	Learn and appreciate the skill of sketching as a process animation and visual effects.	4
CO101.3	Difference between Animation and Motion Design	1
CO101.4	Create high quality, professional animation using Motion Design tools .	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	PO9	PSO1	PSO2
CF107.1	3	-	-	-	-	-	-	-	-	-	-
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	Teaching Motion Design	Michael Dooley,Steven	Simon and Schuster	2010	-
2	The Theory and Practice of Motion Design	R. Brian Stone,Leah Wahlin	Routledge	2018	-
3	Design for Motion	Austin Shaw	Routledge	2019	-
4	Motion and Design	Anonim	Unknown	2019	-

**Paper – VI : SEO - II (Search Engine Optimisation)****SEO - II**

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required

<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO102.1	Generate the keywords via concept map. The study based on research and thinking process of own. Self study on working of search engines and browsers.	1
CO102.2	Define White Hat SEO Techniques and Black Hat SEO Techniques. Understand the process to create Pay-Per-Click (PPC) Campaigns	2
CO102.3	Create a web layout with appropriate keywords, meta data and URL.	3

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	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	SEO	Adom Clarke	Smart Internet Marketing	-	2017
2	SEO - Digital Marketing	Anya Gildner	Baltika Press	-	2019
3	Eric Enge	Stephan Spencer	O'Reilly Media Inc.	-	2015
4	Digital Marketing All-in-One	Stephanic Diamond	Kindle Edition	-	2019

**Paper – VII : COMMUNICATION - II**

## COMMUNICATION - II

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

### Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO102.1	Important role of Visuals, Info graphics for transfer messages. Detail study of Visual Communication	1
CO102.2	Detail study of Typical or Traditional Media and Digital Media.	2
CO102.3	Definition, Advantages- disadvantages and difference between Synchronous & Asynchronous Communication & E- Learning. Application & uses of communication tools in day to day life	3

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	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	Communication	Adom Clarke	Smart Internet Marketing	-	2017
2	Communication - Digital Marketing	Anya Gildner	Baltika Press	-	2019
3	Eric Enge	Stephan Spencer	O'Reilly Media Inc.	-	2015



4	Digital Marketing All-in- Stephanie Diamond One	Kindle Edition	-	2019
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## Paper – VIII : PUBLICATION

### PUBLICATION

<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	48/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

### Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO102.1	Publication is the term that relate with designing, printing, legal context that copy write and basic definition of publication Design. Traditional Publication artwork study for printing sizes, colours, paper quality, layout, data visualization methods	1
CO102.2	The importance of Typography, photography, colours, layouting, Interactions in Publication Design. Study of Publication Design specifications in portrait, landscape and square size modes.	2
CO102.3	Electronic Publishing also known as E-Publishing, Digital Publishing or Online Publishing. How it is becoming common to distribute artworks by using online sources.	3

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	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-

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

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	The Elements of Typographic Style	Robert Bringhurst	Unknown	-	-
2	Editorial Design	Yolanda Zappaterra	Unknown	-	-
3	Web Designing and Publishing	<u>Prof. Satish Jain</u> , <u>M. Geetha Iyer</u>	<b>BPB Publications</b>	-	-
4	Digital Marketing All-in-One	Stephanic Diamond	Kindle Edition	-	2020

### Syllabus

Level 8	Semester I	UI-UX
		SEO – I
		Communication – I
		Human Factors in Visual Design
	Semester II	Motion Design
		SEO – II
		Communication – II
		Publication
Level 9	Semester III	Ethics and Laws for Media
		Stage & Exhibition Display
	Semester IV	Industrial Training
		Company Project