

**VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)**

Board of Studies in Graphic Design

Choice Based Credit System Pattern

Syllabus

For

M.Voc. Graphic Design

Part-II

(To be implemented from Academic Year 2021-2022 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	Post Graduate Diploma in Graphic Design	Two Semesters	36	24
Year 2	Master in Graphic Design	Four Semesters	36	24
TOTAL			72	48

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 this semester there will be two 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	Ethics and Laws for Media	20	30	50
II	Stage & Exhibition Display	20	30	50
TOTAL		40	60	100

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	150
2	Portfolio	20		
Total		200		150

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

Sr. No.	Title	Marks
1	Theory Examination 50 X 2	100
2	Practical Examination.	200
3	Internal Assessment	150
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	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. Four Papers on skill based Education: 4 X 4	=	16 Theory Periods.
2. Four Practical work per week: 4 X 3	=	12 Practical periods.
3. Project Work per batch per week:	=	02 Periods

	TOTAL	30 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 **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 - II (Master 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: Ethics and Laws for Media | - 50 Marks. |
| 2) Paper-II: Stage & Exhibition Display | - 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.

SEMESTER III

SKILL BASED PAPERS:

Paper –I : Ethics and Laws for Media

Ethics and Laws for Media

Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic knowledge of specific ethical principles and standards of media
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	48/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	30/20/--/--

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CO101.1		1
CO101.2		4
CO101.3		1
CO101.4		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					
2					
3					
4					

Paper – II : Stage & Exhibition Display

SEO - I

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

Course Outcomes (COs):

Course Outcomes(COs): Upon completion of this course, students will be able to	Mapping with PO's
CO102.1	1
CO102.2	2
CO102.3	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				-	
2				-	
3				-	
4				-	

SEMESTER IV

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

Term Work		
I	Industrial Training	100
II	Company Project	100
		200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Viva	100	Dissertation	100
2	Presentation	50		
Total		150		100

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

Sr. No.	Title	Marks
1	Term Work	200
2	Practical Examination.	150
3	Internal Assessment	100
TOTAL		450

Syllabus

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

