

School of Creative Art, Design and Media Studies
DEPARTMENT OF DESIGN
B.Design Digital & Communication Design
SDM code SDM0201
Batch 2019-2023



Tauheed Mehtab
HOD

Program and Course Structure

1. Standard Structure of the Program at University Level

1.1 Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

Transformative educational experience

Enrichment by educational initiatives that encourage global outlook

Develop research, support disruptive innovations and accelerate entrepreneurship

Seeking beyond boundaries

Core Values

Integrity

Leadership

Diversity

1.2 Vision and Mission of the School

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of creative art, design and media studies, thus, making it a truly world-class center for producing industry-ready professionals at par with the best universities of the world.

Mission of the School

Creating a stimulating, flexible and application-based learning environment for students as well as for faculty.

To provide the necessary platform to impart skills and knowledge related to creative art, design, journalism and mass communication.

Creating brilliant professionals by imparting a blend of theory and practical lessons through state-of-art infrastructure.

Leveraging research to form strong industry-

Core Values

Innovation

Awareness

Information

DEPARTMENT OF DESIGN

1.2.1 Vision and Mission of the Department

Vision of the Department

To be a center of excellence in design education for developing a fresh generation of creative entrepreneurs, who will imbibe a critical thinking and problem solving approach to provide creative solution through collaborative team efforts at different levels of society.

Mission of the Department

To develop in creating a world class centre of independent design thinking in bringing advanced innovation in design industry.

Promoting in depth research on local skills, materials and sustainable methods while also keeping in mind the untapped potential of Indian craftsmanship for strengthening Indian culture and society.

To make indomitable efforts to transcend the image of India as a production resource to a design facilitator on a world map.

1.3 Programme Educational Objectives (PEO)

- PEO1:** The curriculum shall provide the students the flexibility to create their identity and generate in them the instinct to create a niche for themselves when exposed to the industry as professionals.
- PEO2:** The curriculum shall provide them with learning acquired by explorations in the field of Digital & Communication Design to create indelible experiences and innovate with their highest creative potential to serve the society at their best.
- PEO3:** The programme shall include more hands on experience with regular workshops and updated trends in Digital & Communication Design industry. It shall provide basic tools, skills, and materials for exploratory exposure, understanding nuances of history, Art, culture, traditions and their evolution with the people. It shall excite them to understand evolved craftsmanship and concurrent needs.
- PEO4:** Promoting humanity and culture in designing systems and environments to improve the human condition, an approach that draws on design thinking.

Methods of Forming PEO's

- STEP 1: The needs of the Nation and society are identified through scientific publications, industry interaction and media.
- STEP 2: Taking the above into consideration, the PEOs are established by the Coordination Committee of the department.
- STEP 3: The PEOs are communicated to the alumni and their suggestions are obtained.
- STEP 4: The PEOs are communicated to all the faculty members of the department and their feedback is obtained.
- STEP 5. The PEOs are then put to the Board of Studies of the department for final approval.

[Note: Prepare a file for the same, how you arrive for PEO's]

PEO Statements	School Mission-1	School Mission-2	School Mission-3	School Mission-4
PEO1:	2	2	1	3
PEO2:	2	3	1	2
PEO3:	3	1	2	1
PEO4:	1	2	3	2

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

If there is no correlation, put “-“

1.3.2

Map PEOs with Department Mission Statements:

PEO Statements	Department Mission-1	Department Mission-2	Department Mission-3
PEO1:	3	2	1
PEO2:	2	3	1
PEO3:	2	3	1
PEO4:	3	1	3

Enter correlation levels 1, 2, or 3 as defined below:

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

1.3.3 Program Outcomes (PO's)

PO1: Apply research-based problem solving to the design effect positive change in the welfare, and quality of life for people in home, work and leisure built environments;

- PO2:** Develop community engagement and service-learning to provide students with opportunities to experience problem finding and solving in different areas.
- PO3:** Support learning outside the classroom to expand understanding of the profession and practice.
- PO4:** Demonstrate and employ hand drawing and drafting principles to convey concepts.
- PO5:** Work well together as emerging team players and innovative design thinkers.
- PO6:** Bring their evolving design point-of-view and work aesthetics to various types of imaginative challenges.
- PO7:** Adapt their inspired knowledge and abilities to ongoing changes in global trends and related creative industries
- PO8:** Understand and implement new technologies relative to design development.
- PO9:** Identify the business practices and entrepreneur skills needed for the profession.
-
- PSO1:** Research focused design exploration using in-depth historical, market & trend research.
- PSO2:** To design with a hands on approach establishing connection between print, electronic and digital platforms.
- PSO3:** Experimental Design development aligned with the future, using the latest technology or sustainable approach.
- PSO4:** Project based & Industry aligned learning to develop as Entrepreneurs with Brand Building Approach.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
--	------	------	------	------

PO1	1	3	2	1
PO2	-	2	1	2
PO3	3	2	1	-
PO4	1	2	2	1
PO5	1	-	2	3
PO6	-	3	1	3
PO7	3	-	2	1
PO8	2	3	1	1
PO9	-	2	3	-
PSO1	3	2	2	3
PSO2	2	3	2	3
PSO3	3	3	3	3
PSO4	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Digital & Communication Syllabus 2019-23

Sr. No	Course Code*	Course Name	Category ** Note:***	L	T	P	Credits
Semester I							
1	BDZ 150	History of Art 1	AEC	2	0	0	2
2	ARP 101	Communicative English 1	AEC	1	0	2	2
3	BDZ 138	Basic of Design	AEC	0	2	4	6
4	BDZ 137	Freehand Drawing 1	AEC	0	4	6	10
5	BDZ 139	Introduction of digital design & presentation	AEC	0	2	1	3
6	CCU 302	Community connect	OPE	0	0	2	2
Semester I Total Minimum Credits: 25							
Semester II- Proposed in 18th AC							
1	BDC101	History 1- History of Art-II	CC	2	0	0	2
2	ARP 102	Communicative English II	AEC	1	0	2	2
3	BDC102	Environmental Science	AEC	2	0	0	2
4	BCD 102	Visual Language I-	CC	0	4	4	8
5	BCD 101	Photography & Cinematography I-	AEC	0	2	4	6
6	BCD 103	Digital 1 - Computer Graphics	SEC	0	1	2	3
7	BCC201	Community Connect	OPE	0	0	2	2
Semester II Total Minimum Credits: 25							
Semester III- Proposed in 18th AC							
1	BCD213	History of Design	CC	2	0	0	2
2	BCD209	Visual Language II (Visual Narratives and Typography)	CC	0	2	4	6
3	BCD210	Photography & Cinematography II	AEC	0	2	4	6
4	BCD211	Digital 2 (Digital Illustrations)	SEC	0	1	2	3

5	BCD212	User Interface Design (UID) I (Principles Of Design and Material Design)	CC	0	4	5	9
6		Elective	OPE/MOOC				2
Semester III Total Minimum Credits: 28							
Semester IV- Proposed in 18th AC							
1	BCD218	History of Advertising	AEC	2	0	0	2
2	BCD216	Visual Language III - (Brand Communications)	CC	0	2	4	6
3	BCD215	Photography & Cinematography III (Shot, Sequence and Editing)	Practical	0	2	4	6
4	BCD217	Digital 3 - (Architecture Modelling)	SEC	0	1	2	3
5	BCD214	User Interface Design (UID) II (User Experience)	CC	0	2	8	9
6		Elective	OPE/MOOC				2
Semester IV Total Minimum Credits: 28							
Semester V- Proposed in 18th AC							
1		Writing for Digital Media (Content Writing)	AEC	2	0	0	2
2		Visual language -IV (Motion Graphics)	CC	0	2	4	6
3		Digital Video Communication I (Shoot & Edit)	Practical	0	2	4	6
4		Digital (3D Product Modelling)	SEC	0	1	2	3
5		User Interface Design (UCD) III (Research & Prototyping)	CC	0	4	5	9
6		DSE	UI Design	0	1	1	2
Semester V Total Minimum Credits: 28							
Semester VI- Proposed in 18th AC							

1		Research Methodology	AEC	0	1	1	2
2		Contemporary Trends in Visual Communication (Game Design)	AEC	0	2	4	6
3		Digital Video Communication II- (Ad Film/Documentary)	Practical	0	2	4	6
4		Programming I- (HTML,CSS)	SEC	0	2	1	3
5		User Interface Design (UID) IV (Designing & Analyzing UI)	CC	0	4	5	9
6		DSE	Digital Marketing	0	1	1	2
Semester VI Total Minimum Credits: 28							
Semester VII- Proposed in 18th AC							
1		Intellectual Property Rights (Copyright,Trademark,Patents)	AEC	2	0	0	2
2		Dissertation / Portfolio	CC	0	2	4	6
3		Programming II- (Dreamweaver, Bootstrap)	SEC	0	2	2	4
4		User Interface Design (UCD)V - (Publishing and Testing)	CC	0	4	8	12
5		Portfolio	CC	0	2	2	4
Semester VII Total Minimum Credits: 28							
Semester VIII- Proposed in 18th AC							
1		GP Studio- Graduation Project	PROJECT	0	4	12	16
2		Internship	INTERNSHIP				10 (NGPA)
Semester VIII Total Minimum Credits: 16							
Grand Total Minimum Credits for Programme: 206							

SEMESTER-I

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Foundation		Semester: I	
1	Course Code	BDZ 138	
2	Course Title	Basic of Design	
3	Credits	6	

4	Contact Hours (L-T-P)	2-2-4	
	Course Status	Compulsory	
5	Course Objective	<p><i>The program intends to introduce the followings:-</i></p> <ol style="list-style-type: none"> 1. Elements of Design-point, line, form (2D/3D), movement, color, color psychology, pattern, texture etc. 2. Design Overview and Visual Thinking, Colour theory and composition 3. Design- balance, proportion, rhythm, emphasis, unity etc. 4. Creativity in Design process. 5. Mediums of Design- textile, clay, metal, wood, glass, ceramics etc. 6. Design Process and Methods. 	
6	Course Outcomes	<p>The student will be able to :</p> <p>CO1:Comprehend the significance of line and point in a design.</p> <p>CO2:Visualize and reproduce visual forms by using principles of design which includes movement and space.</p> <p>CO3:Organize compositions using directional lines and basic geometric shapes to convey/change meaning.</p> <p>CO4:Apply the concept of positive and negative space to black and white designs.</p> <p>CO5:Employ a value volume, scale and proportion in creating compositions.</p> <p>CO6: Will be introduced with the basic tools to understand texture and light effects.</p>	
7	Course Description	<p>The course aims at introducing the basic elements and principles of design and their application. It also focuses on comprehending the difference between various materials significant for visualizing and reproducing visual forms.</p>	

8	Outline syllabus		CO Achievement
	Unit 1	2D Composition - 3D Form Generation	
		Syllabus Induction a) Creating Shapes from Elements : Line & Dots	CO1
		b) Converting 2D shapes into 3D space	CO2
		c) Shapes & Emotion	CO2,
	Unit 2	Additive & Subtractive	
		a) Additive based Exercises	CO3
		b) Subtractive based Exercises	CO6
		c) Abstract Design Exercises	CO7
	Unit 3	Movement, Space and Time - Environment	
		a) The Process of changing place or direction, orientation, and / or Position the visual illustration	CO3
		b) Positive and Negative space	CO3
		c) Typography & Graphics	CO3
	Unit 4	Colour	
		a) Colour Theory- warm & cool colours , Tint –Tone - Shades	CO6
		b) Effects of Colour in Geometrical forms	CO4, CO5
		c) Exercise based on pattern & texture using colour theory	CO4

	Unit 5	Form Exploration in Soft Materials			
		a) Dynamic and Spatial Forms			CO4
		b) Radial forms modifications			CO6, CO5
		c) Clustered Forms			CO4
	Mode of examination	Jury			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> • The Non-Designers Design Book by <i>Robin Williams</i> • Design Basic Index by <i>Jim Krause</i> 			
	Other References	<ul style="list-style-type: none"> • Theory of Colours book by <i>Johann Wolfgang von Goethe</i> • Interaction of colour book by <i>Josef Albers</i> 			

POs COs	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PSO4
CO1	3	2	1	3	1	2	3	1	2	3	1	3				
CO2	3	2	1	3	1	2	3	1	2	3	1	3				
CO3	3	2	2	3	-	2	3	3	2	3	1	3				

CO4	3	2	2	3	1	2	3	1	2	2	1	3				
CO5	3	2	2	2	1	2	3	1	2	3	1	3				
CO6	3	2	2	3	1	2	3	1	2	3	1	3				

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023
Program: B. Design		Current Academic Year: 2019-20
Branch: Foundation		Semester: I
1	Course Code	BDZ 140

2	Course Title	History of Art -I	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1 To know about the interrelation of Human Evolution and Art. 2 To make the students understand the true meaning of Art. 3 To develop an appreciation of Art. 4 To study and understand the influence of various eras on the development of art from the classical to current modern times 	
6	Course Outcomes	<p>CO1: Learn basic terminology and a conceptual understanding of how Art and Design are defined.</p> <p>CO2: Write descriptive, analytic and comparative analyses.</p> <p>CO3: Distinguish between Art historical periods, Renaissance through Contemporary.</p> <p>CO4: Develop heightened appreciation of different forms of art expression through history.</p> <p>CO5: Imbibe in students a sense of responsibility in creating their own opinion as designers and at the same time start getting critical about the creative changes happening around them..</p> <p>CO6: Observe art in a gallery or museum setting to understand the cultural climate in which works of art were conceived and executed.</p>	
7	Course Description	The course comprises the evolution of art and design post renaissance period to the formation of not only modern art but modern design as well as architecture.	
8	Outline syllabus		CO Mapping
	Unit 1	Renaissance	CO1, CO2
	A	Perspective: Giotto, Masaccio, Cimabue, (gates to paradise) (Early Renaissance)	

	B	Renaissance Art: Sculptures (High Renaissance)			
	C	Renaissance Art: Painting (High Renaissance)			
	Unit 2	Baroque and Rococo			CO1, CO2
	A	Baroque – Caravaggio, Titian (Painting)			
	B	Baroque Architecture			
	C	Rococo Art and Architecture			
	Unit 3	Neoclassicism ,Romanticism, Realism			CO1, CO2, CO3, CO6
	A	Neoclassical period : Jacque - Louis -David			
	B	Romanticism-Eugene Delacroix (turner seascape , landscape)			
	C	Realism –Gustave Courbet, Goya			
	Unit 4	Impressionism & Post Impressionism			CO1,CO2,CO3
	A	Claude Manet, Monet, Renoir			
	B	Paul Cezanne			
	C	Van Gogh,Gaugain			
	Unit 5	The Fauvism and Cubism			CO3,CO4,CO6
	A	Henri Matisse			
	B	Cubism : Analytical			
	C	Cubism : Synthetic			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	

Text book/s*	<ul style="list-style-type: none"> History of Art by <i>Janson</i> 	
Other References	<ul style="list-style-type: none"> Understanding Art By <i>Louis Fischer</i> 	

POs COs	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO 1	3	3	3	3	3	3	3	3	3	3	3	3				
CO 2	3	3	3	3	3	3	3	3	3	3	3	3				
CO 3	3	3	3	3	3	3	3	3	3	3	3	3				
CO 4	3	3	3	3	3	3	3	3	3	3	3	3				
CO 5	3	3	3	3	3	3	3	3	3	3	3	3				
CO 6	3	3	3	3	3	3	3	3	3	3	3	3				

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS	Batch :2019-2023	
Program: B. Design	Current Academic Year: 2019-20	
Branch: Foundation	Semester: I	
1	Course Code	BDZ 137
2	Course Title	Freehand Drawing
3	Credits	10

4	Contact Hours (L-T-P)	2-2-6	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. Demonstrate familiarity with basic drawing terms, tools, media and technique 2. Select frame and compose from reality to paper format 3. Recognize and manipulate negative / positive shapes and space with control variables 4. Perceive and utilize a full range of values for describing form, depth, structure while integrating these things into the forms surrounding space. 	
6	Course Outcomes	<p><i>The Students will be able to :</i></p> <p>CO1: Use materials common to the drawing process.</p> <p>CO2: Develop physical and visual skills related to the drawing process.</p> <p>CO3: Judge proportion, scale, and spatial relationships.</p> <p>CO4: Use Aerial and tonal techniques to depict light and shadow.</p> <p>CO5: Would be able to understand human anatomy.</p> <p>CO6: Would be able to understand through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.</p> <p>CO7: Refine concepts understand Drawing I and 2-D Design utilizing the figure as the primary subject.</p>	
7	Course Description	<p>This skills workshop is designed to explore and learn the fundamentals of sketching and communicating ideas quickly and effectively.</p> <ul style="list-style-type: none"> ● Line Drawing ● One point Perspective ● Two point Perspective ● Three point Perspective ● Shading Techniques ● Basic shapes and form 	

8	Outline syllabus		CO Achievement
	Unit 1	Basic Sketching	
		a) The Sketch, Basics Drawing tools, materials, drawing size, drawing element and technique and Object Projection sketch with pencil.	CO1
		b) Drawing Construction –Negative / Framed space and Object Projection Line Drawing rendering with Grade Pencils	CO2
		c) Drawing Construction – Line and shape, Drawing Surface, Contour and One point Perspective live sketch and rendering.	CO2,
	Unit 2	Movement, Space and Time - Environment	
		a) Observation based drawings and sketches - Live Study	CO3
		b) Observation based Perspective drawings and sketches -with grade pencil	CO6
		c) Indoor interior drawing with 1 and 2 point Perspective.	CO7
	Unit 3	Linear & Aerial Perspective	
		a) Drawing construction on the basis of 1 point perspective using pencils and Elevation based drawings and sketches 2D building details and elevation studies - shade and shadow using Drawing Ink / Charcoal	CO3
		b) Drawing construction on the basis of 2 point perspective using Drawing Ink / Charcoal	CO3

		c) Drawing construction on the basis of 3 and 4 point Perspective using different grade pencils			CO3
	Unit 4	Volume and Proportion			
		a) Drawing Interior & Exterior - technique, proportion and ratio. (Freehand and Guided) Lecture on work finishing			CO6
		b) Furniture with Natural texture - mixed media.			CO4,CO5
		c) Details Drawing of Interior (Living room, Study room & Kitchen)			CO4
	Unit 5	Local and Tonal Values- Effects of Light			
		a) Outdoor landscape practice to understand Perspective using water colour			CO4
		b) 3D Rendering using Grade Pencils 3 tone study (Tint, Tone & Shade)			CO6,CO7
		c) Portfolio Preparation for Final Exam			CO7
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Anatomy and Drawing by <i>Victor Perard</i> Drawing Shortcuts by <i>Jim Leggett, Wiley</i> 			
	Other References	<ul style="list-style-type: none"> The Sketch by <i>Robert S. Oliver, Van Nostrand Reinhold</i> Interior Design Principles and Practice by <i>M. PratapRao</i> 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	2	1	3	1	2	3	1	2	3	1	3				
CO2	3	2	1	3	1	2	3	1	2	3	1	3				
CO3	3	2	2	3	1	2	3	1	2	3	1	3				
CO4	3	2	2	3	1	2	3	1	2	3	1	3				
CO5	3	2	2	3	1	2	3	1	2	3	1	3				
CO6	3	2	2	3	1	2	3	1	2	3	1	3				

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Foundation		Semester: I	
1	Course Code	BDZ 139	
2	Course Title	Introduction of Digital Design & Presentation	
3	Credits	2	

4	Contact Hours (L-T-P)	1-1-1	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. Use basic selection tools and edge refinement to isolate and edit parts of an image. 2. Manipulate layers through ordering, positioning, scaling, rotation, and adjustments. 3. Prepare images for Web and print output with appropriate sizing and resolution. 4. Create adjustment layers for editable, non-destructive changes to image coloration and exposure. 5. Use preset brushes and custom brushes to colorize images, enhance images, and build illustrations. Stylize images by combining filters with blending and masks. 6. Evaluate and correct image imperfections using the Info panel, adjustment layers, and retouching tools. 	
6	Course Outcomes	<p>The student will be able to :</p> <p>CO1- Identify and describe the most common word-processing features and uses in Ms Word and Using presenting and composing information using Ms PowerPoint.</p> <p>CO2- Identify and describe the most common spreadsheet features and uses in Microsoft excel.</p> <p>CO3- Demonstrate an ability to use a range of tools and filters in Illustrator & Photoshop.</p> <p>CO4- Demonstrate basic skills using Illustrator & Photoshop software and the peripherals.</p>	

		<p>CO5- Evaluate, adjust, refine, and creatively solve visual problems.</p>	
7	Course Description	<p>The course enables students to develop soft skills which they can enable in various presentation methodologies. It will also help them to develop a brief understanding towards software's and thus improving their presentation skills. It will enable them to use Microsoft Word to create and edit documents, Excel to perform the mathematical and logical calculation with analytical functions, PowerPoint for presentation.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Productivity applications. (Ms word, Ms Excel)	CO1, CO2
		<ul style="list-style-type: none"> ● General introduction to application window. ● Creating, saving, and opening documents. ● Forma editing pages, text, and paragraphs. ● Print preferences, printer properties, and printing a document. 	

		<ul style="list-style-type: none"> ● General introduction to spreadsheets interface. ● Creating, saving, and opening spreadsheets. ● Using worksheets (renaming and adding worksheets) 	
		<ul style="list-style-type: none"> ● Changing the look of information with spreadsheets (cell alignment, changing font face and size, adding background colour to cells and rows, inserting picture) ● Doing mathematics (formulas: addition, subtraction, average, logic formula etc. 	
	Unit 2	Productivity applications (Ms Power point)	CO2
		<ul style="list-style-type: none"> ● Creating, saving, and opening presentations ● Viewing and working with slides ● Building presentations (adding, moving/sorting, and duplicating slides). ● Making slides look good (applying templates and changing colour schemes, slide layout, and background) ● Adding pictures and artistic effects (inserting and compressing pictures, applying borders to pictures and other objects, adding 3D effects). Adding sounds, movies, and links. 	
		<ul style="list-style-type: none"> ● Setting up and playing presentations (printing presentations, setting time) 	
	Unit 3	Introduction to Illustrator & Photoshop	CO3, CO4
		<ul style="list-style-type: none"> ● Introduction to Photoshop & Rendering. 	

		<ul style="list-style-type: none"> • Selection processes & overview. 			
		<ul style="list-style-type: none"> • Designing using selection tools and processes. 			
	Unit 4	Working with drawing, selection tools and Editing.			CO4, CO5
		<ul style="list-style-type: none"> • Using selection tools via Inverse selection 			
		<ul style="list-style-type: none"> • Lasso tool and its application in various types of selection. 			
		<ul style="list-style-type: none"> • Using Magic wand and quick selection tool as an effective tool. 			
	Unit 5	Post Production and Rendering.			CO4, CO5
		<ul style="list-style-type: none"> • Rendering 			
		<ul style="list-style-type: none"> • Perspective rendering Using Image montaging. 			
		<ul style="list-style-type: none"> • Rendering Postproduction using textures. 			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	<ul style="list-style-type: none"> • The Sketch by Robert S. Oliver, Van Nostrand Reinhold 	
	Other References	<ul style="list-style-type: none"> • Interior Design Principles and Practice by M. PratapRao • Graphics Design projects on Coroflot & Behance 	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	1	3	1	1	1	1	1	3	1	1	1	2
CO2	1	1	3	1	1	1	1	1	3	1	1	1	2
CO3	1	1	2	3	1	1	1	3	3	1	1	1	2
CO4	1	1	2	3	1	1	1	3	1	1	1	3	1
CO5	1	1	2	3	1	1	3	3	1	1	1	3	1
CO6	2	2	3	3	1	1	3	3	1	1	1	3	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SCHOOL: SCADMS Programme: B. Design Branch: Foundation		TEACHING DEPARTMENT: Community Connect	Current Academic Year : 2019-20	BATCH 2019-23
1	Course Number	CCU 302		
2	Course Title	Community Connect		
3	Credits	2		
3.01	(L-T-P)	(0-0-2)		
4	Learning Hours			
5	Course Objectives	<p>1. The objective of assigning the project related to community work is to expose our students to different social and infrastructural issues faced by the people in different sections of society in rural areas.</p> <p>2. This type of project work will help the students to develop better understanding of problems of people living in a less privileged position in the society, may be socially, medically, economically, in the built fabric or otherwise.</p> <p>3. This type of live project work will help our students to connect their class-room learning with practical issues/problems in the rural setup.</p>		
6	Course Outcomes	<p>CO1. Find out the factors affecting the use of Mask, Helmet and Sanitizer by consumers.</p> <p>CO2. Identifying the possible design intervention.</p> <p>CO3. Giving customized design solutions.</p> <p>CO4. Train the people for proper use of masks, helmets and sanitizers.</p>		

7	Theme	Major Sub-themes for research: a. Impact of government projects in community b. Social issues through surveys c. Environment issues through primary and secondary surveys d. Economic issues, through census and primary surveys. e. Technology-adoption f. Infrastructure Issues.
8.1	<u>Guidelines for Faculty Members</u>	It will be a group assignment. There should be not more than 8 students in each group. The faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report. The questionnaire should be well design and it will carry at least 20 questions (Including demographic questions). The faculty will guide the student to prepare the PPT. The topic of the research should be related to social, economic, infrastructural or environmental issues concerning the common man in a rural setup.

		The Final output shall be a report of 2,500 to 3,000 words with relevant charts, tables and photographs. The student shall submit the report to CCC-Coordinator signed by the faculty guide by 25 March 2019. The students have to send the hard copy of the report and PPT , and then only they will be allowed for ETE.
8.2	Role of CCC Coordinator	UG- B. DES, Semester 1 The CCC Coordinator will supervise the whole process and assign students assignments. <ol style="list-style-type: none"> The coordinator will teach, guide, access & evaluate students' work allocated to them.

<p>8.3</p>	<p>Layout of the Report</p>	<p>Abstract (250 words)</p> <ol style="list-style-type: none"> a. Introduction b. Literature review(optional) c. Objective of the research d. Research Methodology e. Data Collection f. Finding and discussion g. Conclusion and recommendation h. References <p>Note: Research reports should be based on primary data.</p>
<p>8.4</p>	<p>Guideline for Report Writing</p>	<p>Title Page: The following elements must be included:</p> <ul style="list-style-type: none"> • Title of the article; • Name(s) and initial(s) of author(s), preferably with first names spelled out; • Affiliation(s) of author(s); • Name of the faculty guide and Co-guide <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper. Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • Use a normal, plain font (e.g., 12-point Times Roman) for text. • Use italics for emphasis. • <i>Use the automatic page numbering function to number the pages.</i> • <i>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</i> <p>Reference list: The list of references should only include works that are cited in the text and that have been published or accepted for publication. The entries in the list should be in alphabetical order.</p> <p>Journal article Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)</p>

		<p>Article by DOI Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z Book Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992) Book chapter Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002) Online document Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see www.issn.org/2-22661-LTWA-online.php For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. End Note style (zip, 2 kB) Tables: All tables are to be numbered using Arabic numerals. Figure Numbering: All figures are to be numbered using Arabic numerals.</p>
8.5	<u>Format:</u>	<p>The report should be Spiral/ hardbound The Design of the Cover page to report will be given by the Coordinator- CCC Cover page Acknowledgement Content Project report Appendices</p>
8.6	<u>Important Dates:</u>	<p>Students should prepare a questionnaire and get it approved by concerned faculty members and submit the final questionnaire within ----- to the CCC- Coordinator. Students will complete their survey work within ----- and submit the same to concerned faculty member. (Each group should complete 50 questionnaires) The student should show the 1st draft of the report to concern faculty member within 5th March 2019 and submit the same to concern faculty member. Faculty members should give required inputs, so that students can improve their project work and make the final report submission on -----. The students should submit the hard copy and soft copy of the report to CCC Coordinator signed by the faculty guide within - -----.</p>

		<p>The students should submit the soft copy of the PPT to CCC-Coordinator signed by the faculty guide within -----.</p> <p>The final presentation will be organised on -----.</p>
8.7	ETE	<p>The students will be evaluated by panel of faculty members on the basis of their presentation on ----- Nov 2019.</p>

9	Course Evaluation	
9.01	Continuous Assessment	50%
	Questionnaire design & Discussions	10 Marks
	PPT Presentation on data and survey	20 Marks
	Report Writing	20 Marks
9.02	ETE(PPT presentation & Report)	50%

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	1	3	1	3	-	1	-	-	2	-	-	1
CO2	2	3	3	2	3	-	1	-	-	2	-	-	1
CO3	2	3	2	1	1	-	1	-	-	2	-	-	1
CO4	2	3	3	1	3	-	1	-	-	2	-	-	1

- 1-Slight (Low)**
- 2-Moderate (Medium)**
- 3-Substantial (High)**

School: SCADMS Program: B.DESIGN Branch: FOUNDATION	Batch : 2019-23	
	Current Academic Year: 2019-20	
	Semester: 1	
1	Course Code	ARP101
2	Course Title	Communicative English-1
3	Credits	2

4	Contact Hours (L-T-P)	1-0-2
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio linguistic environments through the use of English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.

		<p>CO1: Exposing students to simulations and situations wherein students learn to describe people and situations and handle such situations effectively and with ease.</p> <p>CO2: Teaching students how to engage in meaningful dialogues and active conversational abilities to navigate through challenging situations in life and make effective conversations</p> <p>CO3: Learn how to transform adverse beginnings into positive endings – through writing activities like story completion.</p>	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Outline syllabus – ARP 201		
	Unit A	Sentence Structure	CO Mapping
	Topic 1	Subject Verb Agreement	CO1
	Topic 2	Parts of speech	
	Topic 3	Writing well-formed sentences	
	Unit B	Vocabulary Building & Punctuation	

	Topic 1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	Topic 2	Punctuation/ Spellings (Prefixes-suffixes/Unjumble Words)	CO1, CO2
	Topic 3	Conjunctions/Compound Sentences	CO1, CO2
	Unit C	Writing Skills	
	Topic 1	Picture Description – Student Group Activity	CO3
	Topic 2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie SWOT Analysis – Know yourself	CO8, CO5, CO7
	Topic 3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO5, CO9, CO12
	Unit D	Speaking Skill	
	Topic 1	Self-introduction/Greeting/Meeting people – Self branding	CO6, CO9
	Topic 2	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)	CO9, CO10

	Topic 3	Dialogues/conversations (Situation based Role Plays)	CO6, CO10, CO11
9	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE	N/A
10	Texts & References Library Links	<ul style="list-style-type: none"> • Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication • Comfort, Jeremy(et.al). <i>Speaking Effectively</i>. Cambridge University Press 	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	2	1	2	1	1	1	1	1	2
CO2	1	1	1	1	2	1	2	1	1	1	1	1	2
CO3	1	1	1	1	2	1	2	1	1	1	1	1	2
CO4	1	1	1	1	2	1	2	1	1	1	1	1	2
CO5	1	1	1	1	2	1	2	1	1	1	1	1	2
CO6	1	1	1	1	2	1	2	1	1	1	1	1	2
CO7	1	1	1	1	2	1	2	1	1	1	1	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER II

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year: 2019-20	
Branch: Foundation		Semester:2nd	
1	Course Code	BCD 101	
2	Course Title	Photography & Cinematography - I	
3	Credits	6	

4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. To learn the basic operation of a digital camera and be proficient with various attributes like Aperture, ISO, Focal Length etc. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through learner's own work. 	
6	Course Outcomes (CO)	<p>Upon successful completion of the course, students should be able to:</p> <ol style="list-style-type: none"> 1. Select and use photographic equipment and technologies appropriate to the task. 2. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images. 3. Demonstrate artistry by creating images that evoke an emotional response. 4. Apply the mechanics of exposure to control light and influence the final product. 5. Apply principles of composition to produce professional images. 	
7	Course Description	This course is designed from a visualization viewpoint. The motto is to enhance the visualization of the learner through practicing photography. This will be about utilizing the unique and unlimited power of post processing of a digital image.	

8	Outline syllabus			CO Achievement
	Unit 1	Study of Photography- Key Camera Controls		
		1a. Aperture, 1b. Shutter Settings 1c. Depth of Field		CO1
	Unit 2	DSLR Camera and Darkroom Techniques		CO2,CO3
		2a. Operation of DSLR Camera 2b History of Photography 2C Outdoor Photography		
	Unit 3	Digital Photography - Exposure and Contrast		CO3
		3a. Exposure 3b.Contrast 3c. Image Analysis		
	Unit 4	Capturing Good Photograph		CO4
		4a. Methods of Focusing 4b. Aperture and Working 4c. Seeing Colours.		
	Unit 5	Composition		CO5
		5a. Principle of Design through photography 5b. Rules of composition. 5c. Final presentation.		
	Mode of examination	Jury/Practical/Viva		
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	<ul style="list-style-type: none"> (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))- Amherst Media, Inc. (2004) 		

	Other References	<ul style="list-style-type: none"> Angela Faris Belt - The Elements of Photography Understanding and Creating Sophisticated Images- Focal Press (2008) 	
--	------------------	---	--

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2		3	2	3	3	2	2	2	1	3	2	3
CO 2	2	2	3	2	3	2	2	1	3	2	3	2	2
CO 3	2		2	2	3	2	3	2	3	2	2	3	3
CO 4	2		2	3	2	3	1	3	3	2	3	3	2
CO 5	1	2	2	2	3	2	2	1	3	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Foundation		Semester: 2nd	
1	Course Code	BCD 102	
2	Course Title	Visual Language I	
3	Credits	8	
4	Contact Hours (L-T-P)	0-4-4	

	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • This course combines study of visual elements, features and principles. • This course gives the understanding of Explorations in visual abstractions. • To teach the students to explore and create complex patterns. • To learn principles of visual dynamics and its analysis and refinement of visual representations. 	
6	Course Outcomes	<p>CO1: To gain understanding of visual representation.</p> <p>CO2: To familiarize the students with the idea of visual interest, visual refinement and analysis.</p> <p>CO3: To understand and create spatial relationships, grids and composition and layouts in 2D and 3D space.</p> <p>CO4 : To be able to create visual abstractions</p> <p>CO5: To learn digital tools.</p>	
7	Course Description	<p>This course combines study of Visual Language - critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns. To clearly understand the relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Design Basics.	CO1
		1a. Visual elements	

		1b. Visual Principles 1c. Signs			
	Unit 2	Fundamentals of sketching			CO1 & CO2
		2a. Forms for composition 2b seamless shapes 2c. patterns			
	Unit 3	Colour scheme and visual abstractions			CO2
		3a. Colours in trends 3b. principles if visual dynamics 3c. Visual representations			
	Unit 4	Syntactic and semantics			CO3
		4a. sign phenomena 4b. visual language 4c. communication of information			
	Unit 5	Visual representation.			CO4 & CO5
		5a. exploring visual images 5b. grids composition 5c. final presentation			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> [Design Thinking, Design Theory] Thomas Binder, Giorgio de De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc 			
	Other References	<ul style="list-style-type: none"> Rob Thompson - Manufacturing Processes for Design Professionals-Thames & Hudson (2007) 			

POs	P	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO	PS	PS	PS	PS
COs	O	2	3	4	5	6	7	8	9	10	11	12	O1	O2	O3	O4
	1															

CO1	1	1	3	2	2	2	2	3	2	3	3	3	3	2	3	3
CO2	2	2	2	2	3	2	2	3	1	2	1	3	2	3	2	2
CO3	1	2	1	3	2	1	1	2	2	3	3	2	2	2	3	3
CO4	2	1	2	1	1	2	2	1	3	3	2	2	3	2	3	3
CO5	1	2	3	3	3	3	1	2	1	2	1	1	1	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year: 2019-20	
Branch: Foundation		Semester:2nd	
1	Course Code	BCD 103	
2	Course Title	Digital -I Computer Graphics	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> To develop the students to understand graphics with respect to digital media To use the computer and software related. To have an overview of the various processes involved in the development design digitally. Comparison of traditional and digital method of Designing 	
6	Course Outcomes	CO1: Students will get able to create basic design Digitally	

		<p>CO2: To understand the Interface of Software related to Design and masking.</p> <p>CO3: It will help the students understand and create graphics using brush presets.</p> <p>CO4: It boosts them to execute the design faster with the help of computers.</p> <p>CO5: To learn digital tools.</p>	
7	Course Description	Course will consist of raster and vector graphics and design software. Digital Design engages the student more with digital format and helps them execute the design faster as compared to the traditional method using software mediums such as Photoshop and CorelDraw.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Interface of vector and raster software	CO1
		1a. raster designs 1b vector designs 1c shapes and forms	
	Unit 2	Masking	CO2,CO3
		2a. Clip masking, Layer masking 2b. Channel masking and quick masking 2c. Vector masking	
	Unit 3	Conceptual patterns and composition	CO3
		3a. gradients 3b. filters 3c. 3d elements	
	Unit 4	Layouts and presentation	CO3
		4a. grids, columns 4b. texts 4c alignments and appearance	
	Unit 5	Finalisation and execution of Designs	CO4,CO5
		5a. aesthetics	

		5b. information 5c. Final presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> [Design Thinking, Design Theory] Thomas Binder, Giorgio de De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc 			
	Other References	<ul style="list-style-type: none"> Rob Thompson - Manufacturing Processes for Design Professionals-Thames & Hudson (2007) 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	3	2	3	3	2	2	2	1	3	2	3
CO 2	2		3	2	3	2	2	1	3	2	3	2	2
CO 3		2	2	2	3	2	3	2	3	2	2	3	3
CO 4	1		2	3	2	3	1	3	3	2	3	3	2
CO 5	2	2	2	2	3	2	2	1	3	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023
Program: B.Design		Current Academic Year: 2019-20
Branch: Foundation		Semester: II
1	Course Code	BDC216
2	Course Title	Environmental Science
3	Credits	3
4	Contact Hours (L-T-P)	60 hrs. (3-0-0)
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. Identify and understand basic aspects, practices and terminology related to the environment. 2. The aim of the course is to develop an understanding among students about environmental studies and its implications in design. 3. Developing an attitude of concern for the environment. 4. Emphasize the importance of sustainable development.
6	Course Outcomes	<p>CO1: Students will be able to identify the human activities and manufacturing processes affecting environment and design.</p> <p>CO2: Students will develop awareness about environmental problems among people.</p> <p>CO3: Demonstrate competency in developing environment friendly designs in their specific fields.</p> <p>CO4: Students will start demonstrating an ability to integrate the many design disciplines intersect with environmental concerns.</p>
7	Course Description	Environmental studies are the scientific study of the environmental system and the status of its inherent or induced changes on organisms. It includes not only the study of physical and biological characteristics of the

		environment but also the social and cultural factors and the impact of man on the environment.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Environment & Ecology	CO1,CO2,CO3
	A	Environmental pollution and its types	
	B	Effect of human population and natural resources over design.	
	C	Introduction -Manufacturing processes and its effects over environment	
	Unit 2	Introduction to ecological design	CO1,CO2,CO3
	A	Ecological design process	
	B	Make nature visible through design	
	C	Natural products	
	Unit 3	3Rs – Reduce, Reuse, recycle	CO2,CO3,CO4
	A	Renewable energy sources	
	B	Recycled products	
	C		
	Unit 4	Code of Conduct and role of Agencies	
	A	Introduction to Code of conduct	
	B	Governing and regulatory bodies for Environment	
	C		
	Unit 5	Sustainable Classroom Project	
	A	Case study and its new proposal.	CO1,CO2,CO3,CO4
	B	Research – Market and Virtual	

	C	Modeling and documentation			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References				

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	3		3		2	2		2	3	2	3	3	2	3	3
CO 2	3		3		2	2	1		3	2	3	3	2	3	2	2
CO 3	2	3		3		2	2	1		3	2	3	3	2	3	3
CO 4	1	2	3		2	2	1		3	2	3	3	2	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch 2019-23
Program: B. Design		Current Academic Year: 2019-20
Branch: Foundation		Semester: II
1	Course Code	BDC101
2	Course Title	History of Art II
3	Credits	2
4	Contact Hours (L-T-P)	30 Hrs (2-0-0)
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. To know about the interrelation of Human Evolution and Art. 2. To make the students understand the true meaning of Art. 3. To develop an appreciation of Art. 4. To study and understand the influence of various eras on the development of art from the classical to current modern times.
6	Course Outcomes	<p>CO1 Learn basic terminology and a conceptual understanding of how Art and Design are defined.</p> <p>CO2 Write descriptive, analytic and comparative analyses.</p> <p>CO3 Distinguish between Art historical periods, Renaissance through Contemporary.</p> <p>CO4 Develop heightened appreciation of different forms of art expression through history.</p> <p>CO5 Imbibe in students a sense of responsibility in creating their own opinion as designers and at the same time start getting critical about the creative changes happening around them..</p>

		CO6 Observe art in a gallery or museum setting to understand the cultural climate in which works of art were conceived and executed.	
7	Course Description	The course is intended comprises of the evolution of art and design post renaissance period to the formation of not only modern art but the modern design as well as architecture .	
8	Outline syllabus		CO Mapping
	Unit 1	Symbolism, Art Nouveau and German Expressionism	CO1,CO2

	A	Gustave Moreau, Odilon Redon	
	B	Alphonse Mucha Edvard Munch	
	C	Emil Nolde and Gustav Klimt	
	Unit 2	Birth of Abstract Art and Abstract Expressionism	CO1,CO2
	A	Wassily Kandinsky Kasimir Malevich, Constantin Brancusi	
	B	Piet Mondrian and Jackson Pollock	
	C	Abstract Sculptures	

	Unit 3	Constructivism, Dadaism and Surrealism			CO1,CO2,CO3, CO6
	A	Naum Gabo and Alexander Rodchenko			
	B	Marcel Duchamp and Man Ray			
	C	Max Ernst, Joan Miro, Salvador Dali, Rene Magritte			
	Unit 4	Bauhaus to Conceptual Art			CO1,CO2,CO5
	A	Bauhaus, Maxican Art (Frida Kahlo) and Avant Garde (Henry Moore)			
	B	Minimal Art, Pop Art, Op and Kinetic Art			
	C	Assemblage, Junk, Land Art and Conceptual Art			
	Unit 5	Contemporary			CO5,CO4,CO6
	A	Superrealism, Feminism, Neo-Expressionism and Graffiti.			
	B	New Media Art			
	C	Contemporary and Experimental Art			
	Mode of examinat ion	Theory			
	Weighta ge Distribut ion	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	- Lois Fichner-Rathus - Understanding Art Wadsworth Publishing (2013)			

	Other References	- Penelope J.E. Davies, Walter B. Denny - Janson's History of Art The Western Tradition, 8th Edition-Pearson (2010)	
--	------------------	---	--

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	2	1	3	3	2	3	1	-	2
CO2	3	2	1	2	1	1	1	1	2	3	-	-	3
CO3	3	1	1	2	2	3	1	3	1	1	-	1	-
CO4	2	1	3	3	1	2	2	1	1	2	2	1	1
CO5	3	2	2	1	1	2	3	3	2	2	3	3	3
CO6	3	1	3	1	1	2	2	2	2	3	2	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Schools: SCADMS Programme: B. Design Branch: Foundation		Batch : 2019-23	
		Current Academic Year: 2019-20	
		Semester: 2nd (Second)	
1	Course Code	ARP102	
2	Course Title	Communicative English -2	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	

5	Course Objective	To Develop LSRW skills through audio-visual language acquisition, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
6	Course Outcomes	<p>CO1 Move from primary self-assessment to larger goal and vision statement realisation with the help of feature length films as enablers and multimedia as language facilitators.</p> <p>CO2 To develop a positive attitude through written expression of positive thought process and outlook with the help of writing activities like story completion et al.</p> <p>CO3 Learn advanced writing skills in English like full length essays et al.</p> <p>CO4 Master the science of speech and correct pronunciation through the accent-neutralisation program followed by reading sessions applying the lessons learnt.</p>	
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
8	Outline syllabus – ARP 202		
	Unit A	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO Mapping
	Topic 1	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	Topic 2	12 Angry Men / Ethics & Principles	
	Topic 3	The King’s Speech / Mission statement in life strategies & Action Plans in Life	
	Unit B	Creative Writing	
	Topic 1	Story Reconstruction - Positive Thinking	CO2
	Topic 2	Theme based Story Writing - Positive attitude	

	Topic 3	Learning Diary Learning Log – Self-introspection	
--	----------------	--	--

	Unit C	Writing Skills 1	
	Topic 1	Precis	CO3
	Topic 2	Paraphrasing	
	Topic 3	Essays (Simple essays)	
	Unit D	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	
	Topic 1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	CO4
	Topic 2	Vowel Sound drills , Consonant Sound drills, Affricates and Fricative Sounds	
	Topic 3	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress	
	Unit E	Gauging MTI Reduction Effectiveness through Free Speech	
	Topic 1	Jam sessions	N/A
	Topic 2	Extempore	
	Topic 3	Situation-based Role Play	
9	Evaluations	<i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations (60% CA and 40% ETE</i>	N/A
10	Texts & References Library Links	<ul style="list-style-type: none"> ● Wren, P.C.& Martin H. <i>High English Grammar and Composition</i>, S.Chand & Company Ltd, New Delhi. ● Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication ● Comfort, Jeremy(et.al). <i>Speaking Effectively</i>. Cambridge University Press. 	

		<ul style="list-style-type: none"> The Luncheon by W.Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf 	
--	--	--	--

Observations:

1. A Single Consolidated Syllabus has now replaced the Previous Functional English Beginners -2 and Functional English Intermediate -2
2. 2 Credits previously allocated to FEN 02 Lab Sessions have been dissolved
3. The Pearson Voice Labs have been completely eliminated

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	2	1	2	1	1	1	1	1	2
CO2	1	1	1	1	2	1	2	1	1	1	1	1	2
CO3	1	1	1	1	2	1	2	1	1	1	1	1	2
CO4	1	1	1	1	2	1	2	1	1	1	1	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER-III

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year: 2020-21	
Branch: Digital & Communication		Semester: 3rd	
1	Course Code	BCD 210	
2	Course Title	Photography & Cinematography - II	
3	Credits	6	

4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. To learn how to use light in photography. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through learner's own work. 	
6	Course Outcomes	<p>Upon successful completion of the course, students should be able to:</p> <p>CO1. Select and use photographic equipment and technologies appropriate to the task.</p> <p>CO2. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.</p> <p>CO3. Demonstrate artistry by creating images that evoke an emotional response.</p> <p>CO4. Apply the mechanics of exposure to control light and influence the final product.</p> <p>CO5. Apply principles of composition to produce professional images.</p>	
7	Course Description	The course will practically profound the students in different types of photography, from portrait, to fashion, from nature to street, from architectural to Creative and Experimental photography. It will also help them edit different styles of photographs and also use the photographs in designing, advertising as well as for exhibitions and competitions.	
8	Outline syllabus		CO Achievement

	Unit 1	Human Photography			CO1
		1a. Introduction to Portrait and modeling photography both Male and Female 1b tips and mistakes to avoid 1c brief on Fashion Photography			
	Unit 2	Product Photography			CO2,
		2a. introduction 2b. importance of product photography in magazines and newspapers 2c. Creating table top Product photographs			
	Unit 3	Architectural Photography			CO3
		3a. Old architectural Photography 3b. New architectural Photography 3c. Play with light and Shade, Color, and Perspective in Architectural Photography			
	Unit 4	Landscape and Street Photography			CO4
		4a. Photography focusing on Nature, and Landscapes 4b. Photography focusing on Street, people gatherings 4c Photography focusing on flora and fauna			
	Unit 5	Creative Photography			CO5
		5a. Photojournalism 5b. Experimental Photography 5c. Creative Photography for exhibitions			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- David Parkinson - The History of Film (World of Art)-Thames & Hudson (1996)			
	Other References	- Bollywood in the Age of New Media The Geo-televisual Aesthetic - Anustup Basu			

POs	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO
COs	1	2	3	4	5	6	7	8	9	1	2	3	4

CO 1	2	-	3	2	3	3	2	2	2	1	3	2	3
CO 2	2	2	3	3	2	2	2	3	3	2	3	2	2
CO 3	2	-	2	2	3	2	3	2	2	3	2	3	3
CO 4	2	-	2	3	2	3	1	3	3	2	3	3	2
CO 5	1	2	2	2	3	2	2	2	3	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital and communication		Semester: 3rd	
1	Course Code	BCD209	
2	Course Title	Visual language II (Elements)	

3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● This course combines study of visual elements. ● This course gives the understanding of Explorations in narrative paintings ● To make the students to explore and create sequential art. ● To learn the narrative of film dynamics and pictorial narrative for visual representations. 	
6	Course Outcomes	<p>CO1: To gain understanding of narrative painting</p> <p>CO2: To make the students learn with the idea of sequential art, pictorial narratives.</p> <p>CO3: To understand and create the difference between static, dynamic and interactive visual narratives.</p> <p>CO4: To be able to create visual abstractions</p> <p>CO5: To learn digital tools.</p>	
7	Course Description	<p>This course combines study of Visual narratives-critical study of elements, static, dynamic and interactive narratives. Exploration and creation of simple visual appearance. To clearly understand the relationship between static, dynamics and interactive narratives with respect to story. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to visual Basics.	CO1

		1a. Visual elements 1b. Visual Principles 1c. story and narration											
	Unit 2	Fundamentals of visual elements											CO1 & CO2
		2a. Pictorial narratives 2b Sequential art 2c. Films											
	Unit 3	Colour scheme and visual abstractions											CO2
		3a. Colours in latest trends 3b. principles if visual narration 3c. Visual representations											
	Unit 4	Static, dynamic and interactive narratives											CO3
		4a. fixed location 4b. mobiles visuals 4c. role of a character											
	Unit 5	Visual representation.											CO4 & CO5
		5a. exploring visual images 5b. composition 5c. final presentation											
	Mode of examination	Jury/Practical/Viva											
	Weightage Distribution	CA	MTE	ETE									
		60%	0%	40%									
	Text book/s*	<ul style="list-style-type: none"> [Design Thinking, Design Theory] Thomas Binder, Giorgio de De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc 											
	Other References	<ul style="list-style-type: none"> Design - A Very Short Introduction - Heskett 											
POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4

CO 1	2	2	1	3	2	2	3	2	2	2	2	3	3
CO 2	1	2	-	2	2	3	2	3	1	3	3	2	2
CO 3	-	-	2	2	2	3	2	3	2	3	3	2	2
CO 4	2	2	1	3	2	2		2	2	2	2	3	3
CO 5	-	2	-	2	2	3	2	3	1	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year: 2020-21	
Branch: Digital & Communication		Semester:3rd	
1	Course Code	BCD 211	
2	Course Title	Digital - 2	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	

5	Course Objective	<ul style="list-style-type: none"> To develop the students to understand graphics with respect to digital media & design To use the advanced software tools related to computer graphics. To have an overview of the various processes involved in the development design for various media. Learn everything you need to know to work in interface design, motion graphics, and editorial design. 	
6	Course Outcomes	<p>CO1: Students will Gain the fundamental skills needed to be a graphic designer</p> <p>CO2: Communicate through image-making and typography.</p> <p>CO3: It will help the students understand and create Composition through raster graphic tools.</p> <p>CO4: It boosts them to execute the design faster with the help of advanced computer graphic tools.</p> <p>CO5: To learn digital tools.</p>	
7	Course Description	Course will comprise advanced computer graphic tools, both raster and vector graphics. Advance Digital Design engages the student more with digital format and helps them execute the design faster as compared to the traditional method using software medium.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Interface of raster graphics	CO1
		1a. Units and measurements 1b Resolution basics 1c Raster graphic tools & Interface	
	Unit 2	Advance Digital Composition using Raster tools	CO2, CO3

		2a. Composition fundamentals 2b. Composition techniques 2c. Effects and Composition			
	Unit 3	Digital Painting			CO3
		3a. Digital painting using gradient techniques 3b. Digital painting using effects and filters 3c. Adding 3d elements for Digital Painting			
	Unit 4	Matte Painting			CO3
		4a. Matte Painting using Masking Techniques 4b. Visual Effects 4c. Colour and enhancements			
	Unit 5	Digital Output			CO4, CO5
		5a. aesthetics 5b. information 5c. Final presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Digital Painting in Photoshop: Industry Techniques for Beginners: A comprehensive introduction to techniques and approaches. 			
	Other References	<ul style="list-style-type: none"> Photoshop matte painting by Collective 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	1	3	2	2		2	2	2	2	3	3
CO 2	1	2		2	2	3	2	3	1	3	3	2	2
CO 3		2	2	2	2	3	2	3	2	3	3	2	

CO 4	2	2	1	3	2	2		2	2	2	2	3	3
CO 5		2		2	2	3	2	3	1	3	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital and Communication		Semester: 3rd	
1	Course Code	BCD 212	
2	Course Title	User Interface Design I	
3	Credits	9	
4	Contact Hours (L-T-P)	135 Hrs (0-4-5)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> Understanding use and importance of interface design. 	

		<ul style="list-style-type: none"> • Understand how people perceive, Understand, use and experience Interactive Objects and spaces. • Colluding info graphics for various purposes. • Process of Prototyping. 	
6	Course Outcomes	<p>CO1: To implement UI principles in their interface designs.</p> <p>CO2: Incorporate user's perception, experience and expectation in design.</p> <p>CO3: Use and experience Interactive objects and spaces.</p> <p>CO4: Collude infographics for various purposes.</p> <p>CO5: Use and learn different prototyping for design.</p>	
7	Course Description	<p>This course addresses the fields of information visualization and user interface design and their intersection in the field of interactive design. Through the exploration of key principles and methodologies of these fields, Students will develop a working knowledge of the means by which dynamic media systems—websites, games, information aggregators, Smartphone applications, etc. Organize, visualize, and present information to the end users of screen-based media.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Interaction Design	CO 1,CO2
	1a.	Application of Graphic and Interaction Design	
	1b.	Hall of Fame/Hall of Shame	
	1c.	The Gulf of Execution and Gulf Of Evaluation	
	Unit 2	Iconography	CO3
	2a.	Principles of Design and its use and reference study.	
	2b.	Practicing Principles of Design with vectors.	
	2c.	Semiotics, the study of sign processes and meaningful communication.	

	Unit 3	Design Techniques			CO3,CO4
	3a.	Layout & Grid for graphics & web			
	3b.	Composition: Visual balancing			
	3c.	Colour and Halftone			
	Unit 4	Design Psychology			CO4
	4a.	Perception and Visualization.			
	4b.	Hierarchy in Design.			
	4c	Colours and its meaning in Design			
	Unit 5	Conceptualizing a GUI(Graphic User Interface) from the perspective of UI			CO5
	5a	Prototype Design for Mobile			
	5b	Prototype Design for Tablet			
	5c	Prototype Design for Web			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Designing Multi-Device Experiences by Michal Levin Don't Make Me Think, Revisited by Steve Krug 			
	Other References	<ul style="list-style-type: none"> The Design of Everyday Things by Don Norman 			

POs COs	PO 1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	1	3	2	2	3	2	2	2	2	3	3
CO 2	2	3	3	2	2	3	2	3		3	3	2	2

CO 3	2	2	2	2	3	3	2	3	2		3	2	3
CO 4	2	3	1	3	2	2	2	2	2	2	2	3	3
CO 5	2	2	2	2	2	3	2	3	1	3	3	2	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year:2020-21	
Branch: Digital & Communication		Semester:3rd	
1	Course Code	BCD213	
2	Course Title	History of Design	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory/Elective	

5	Course Objective	<ul style="list-style-type: none"> ● To develop the understanding of Design as a Concept in students. ● To make them familiar with the history and Present relativity of Design. ● To have an overview of the various Design Movements, styles and eras. ● To enhance their knowledge about the Impact of Vivid Revolutions on Design Attitude leading to its Evolution 	
6	Course Outcomes	<p>CO1: Students will get introduced to the concept of Design and To understand the History of Design, in western, Indian and Folk Art.</p> <p>CO2: It will help the students to articulate the history and early design usage.</p> <p>CO3: It will help the students understand that how various revolutions helped in the evolution of Design</p> <p>CO4: It will further focus on different Design movements and their styles and thinking.</p> <p>CO5: It will make them relate to the current scenario by the understanding of Globalization.</p> <p>CO6: briefly understanding the journey of design in India</p>	

7	Course Description	<p>Course will consist of thorough knowledge of Design, it will focus on the history as well as the current scenario of the usage of Design in Art. The course will also make them fluent in understanding the fundamentals by deeply focusing on the different movements, isms, era's and revolutions which has further helped in developing Design. Lastly, we will focus on the Indian journey of Design.</p>	
---	--------------------	--	--

8	Outline syllabus		CO Achievement
	Unit 1	Early Traces of Design	CO1
		1a. Early traces of Design (Western Art) 1b. Early traces of Design (Indian Art) 1c. Traces of Design in Folk Art	
	Unit 2	Use of Design in History	CO2,
		2a. Early limb prosthetics, Miniature Furniture 2b. Uses in Weapon Design, Inventions 2c. Early Modernism	
	Unit 3	Evolution of Design	CO3
		3a. Industrial Revolution 3b. Impact of pop Art on Design 3c. Impact of Art and Crafts Movement] 3d. Globalization and Digital Revolution	
	Unit 4	Movements of Design	CO4
		4a. Art Nouveau Movement & Bauhaus Movement 4b. 20th Century Design Movements 4c. Design Schools and Theories	
	Unit 5	Post Modern Design in India	CO5 & CO6
		5a. History & Evolution of Design in India 5b. Commercial Design 5c. Product / Interface / Visual Design	
	Mode of examination	Jury/Practical/Viva	

	Weight age	CA	MTE	ETE	
	Distribution	60%	0%	40%	
	Text book/s*	- Design - A Very Short Introduction - Heskett			
	Other References	- Art Since 1950 by National Gallery of Art, Washington			

POs COs	PO 1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	-	2	1	3	2	2	3	2	2	2	2	3	2
CO 2	2	2	3	2	3	3	2	1	2	3	3	2	3
CO 3	1	2	2	2	2	3	2	2	2	2	2	2	2
CO 4	2	3	1	2	2	2	2	2	2	2	2	3	3
CO 5	2	2	2	2	2	3	2	3	1	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER IV

School: SCADMS		Batch : 2019-23	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital & Communication		Semester: IV	
1	Course Code	BCD218	
2	Course Title	History of Advertising	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory/Elective	

5	Course Objective	<p>To develop the understanding of Advertising as a Concept in students.</p> <p>To make them familiar with the history and Present relativity of Advertising.</p> <p>To make the students relate to the evolution of Advertising.</p> <p>To give them examples so they can articulate and understand the Advertising styles in different eras.</p>	
6	Course Outcomes	<p>CO1: Students will get introduced to the concept of Advertising and to understand the History of Advertising to the changes the industrial revolution got to it.</p> <p>CO2: It will deepen their roots in the evolution of advertising trends.</p> <p>CO3: It will help the students understand how advertising, printing and new inventions have gone hand in hand.</p> <p>CO4: It will further focus on the history of Advertising in India and also the earlier Ad Agencies.</p> <p>CO5: It will make them relate to the history of Advertising by studying various brands, advertising examples, campaigns and advertising Guru's.</p>	
7	Course Description	<p>The objective of this course is to provide students with a fundamental understanding of advertising and its history. It will make the students understand the growth of Advertising by the growth of specialized areas like print media, Radio and Mass commercial communication. It will also focus on the development of Advertising means in different time frames in India. Lastly it will highlight the famous brands, campaigns, print Ads, and Advertisements to understand its trends and Growth.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	History of Advertising	CO1

		1a. Introduction to Advertising	
		1b. Early and Medieval ways of Advertising	
		1c. Impact of Industrial Revolution on Advertising	
	Unit 2	Advertising in Modern Age	CO2
		2a. Golden Age of Advertising	
		2b. The 19's advertising trends	
		2c. Impact of World War II in Advertising	
	Unit 3	Growth of Advertising	CO2, CO3
		3a. Evolution of Advertising Agencies	
		3b. Increase in Print Ads	
		3c. Starting of Television Advertising	
	Unit 4	History of Advertising in India	CO4
		4a. Early Advertising Forms	
		4b. Post-independence Advertising	
		4c. Advertising Agencies and Print Agencies in India	
	Unit 5	Veteran Example of Advertising	CO5

		5a. Advertising gurus			
		5b. Famous brand Advertisements			
		5c. Brand Campaigns in India			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Lev_The_Language_of_the_New_Media by <i>Manovich</i>. 			
	Other References	<ul style="list-style-type: none"> Adland by <i>Mark Tungate</i> A Global History of Advertising by <i>Kogan</i> (2007) 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	2	1	3	2	2	3	2	2	2	2	2	3
CO 2	2	2	1	3	3	3	2	2	2	2	2	3	3
CO 3	2	2	3	-	-	3	2	3	1	3	3	2	2
CO 4	2	2	3	3	2	3	2	3	2	3	3	2	2
CO 5	2	2	2	3	3	2	2	2	2	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2019-23	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital & Communication		Semester: IV	
1	Course Code	BCD 214	
2	Course Title	User Interface Design II (UID II)	
3	Credits	9	
4	Contact Hours (L-T-P)	135 hrs (0-4-5)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Learning how to start design research. ● Understanding the User Experience (UX). ● Learning various prototyping methods 	
6	Course Outcomes	<p>CO1: Student will practice design thinking techniques to define a design challenge</p> <p>CO2: Students will integrate UI design processes to achieve this.</p> <p>CO3: How to create Empathy Map, UX Journey Map, User Persona and Site Map</p> <p>CO4. Students will brainstorm different prototypes to come up with a creative solution.</p> <p>CO5. How to test an idea with wireframes of Design</p>	
7	Course Description	This course will evaluate how User Experience leads the UI for any product. Students will explore to include user persona and journey maps along with the empathy map. The course will develop a critical thinking and problem solving approach.	
8	Outline syllabus		CO Achievement
	Unit 1	Defining a Design Challenge	CO1

		Brainstorming an idea from surrounding	
		Defining a design problem in terms of User Interface for App	
		Observation	
	Unit 2	UI Design Process	CO2
		Research and Literature Review (online + offline)	
		Empathy Perspective with interview and Questionnaire	
		Synthesizing the information with defining conflict and extremes	
	Unit 3	Ideation	CO2, CO3
		Flowing with multiple ideas.	
		Brainstorming with manual tools like paper, sticky notes, board, markers etc.	
		Defining the idea	
	Unit 4	Prototyping the idea	CO3
		Information Architecture	
		Paper prototyping	
		Digital Prototyping	
	Unit 5	Wire-framing	CO4, CO5
		Wire-framing design with XD	
		Responsive and Interactivity in Design	
		Wireframe Testing with Users.	
	Mode of examination	Jury/Practical/Viva	

	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- The-Design-of-Everyday-Things- Revised-and-Expanded by <i>Don Norman</i>			
	Other References	- The Principles Of Beautiful Web Design by <i>Jason Baeird</i>			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	2	1	3	2	2		2	2	2	2	2	3
CO 2	2	2	1	3	2	2		2	2	2	2	3	3
CO 3	3	2		2	2	3	2	3	1	3	3	2	2
CO 4	2	2	2	2	2	3	2	3	2	3	3	2	2
CO 5	2	2	1	3	2	2		2	2	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS	Batch : 2019-23	
Program: B Design	Current Academic Year: 2020-21	

Branch:		Semester:4th	
1	Course Code	BCD217	
2	Course Title	Digital - 3 (3D Architectural Modelling)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● To develop the students to understand 3D Modelling for Architecture visualisation. ● To use the software tools related to 3D Architecture Modelling. ● To have an overview of the various processes involved in the design development for 3D Modelling for Architecture visualization. ● Crucial concepts and tips for 3D modelling. 	
6	Course Outcomes	<p>CO1: Basis of 3D modeling: Learn basic concept and start modeling</p> <p>CO2: Building Structure: Create columns, walls, beams and slabs.</p> <p>CO3: Create detailed components and Placing components into building model.</p> <p>CO4: Model Assembling and Materials: Complete this building model.</p>	
7	Course Description	<p>Course will consist of learning 3D Modelling for Architecture Visualizations. Students will be able to know how to use the Sketch Up's advanced functions by creating 3D building models. They will also be able to develop a building Model as Designer.</p>	
8	Outline syllabus	CO Achievement	
	Unit 1	Introduction to Interface basics of 3D Modelling	CO1

		1a. Units and measurements 1b Basic Interface 1c Line tool and Shape Tools			
	Unit 2	Building 3D Models using 2D Shapes			CO2,CO3
		2a. Pull and Push 2b. Rotate, Scale and move options 2c. Array			
	Unit 3	Creating Components for 3D Model			CO3
		3a. Stairs and Railing 3b. Window, Doors and Jali Patterns 3c. Props and other components			
	Unit 4	Texture, Light and Visual Styles			CO3
		4a. Adding Color, Material and Textures 4b. Light and Shadows 4c Adding Visual Style for Render			
	Unit 5	Digital 3D Model Render			CO3, CO4
		5a. Still Render 5b. Basic Animation in Sketch up 5c. Final presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Learning Sketch Up: A 3D Modelling Guide for Beginners 			
	Other References	<ul style="list-style-type: none"> The Sketch Up Workflow for Architecture: Modelling Buildings, Visualizing Design 			

POs	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO
COs	1	2	3	4	5	6	7	8	9	1	2	3	4

CO 1	-	-	-	2	2	2	3	2	2	-	3	3	3
CO 2	-	-	2	3	3	2	2	1	3	-	3	2	2
CO 3	-	-	-	2	3	2	3	2	3	-	3	3	3
CO 4	-	-	2	3	2		1	3	3	-	3	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital and communication		Semester: 4th	
1	Course Code	BDC 216	
2	Course Title	Visual Language III (Brand Communication Design)	

3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding and creating works that communicate to a broad audience. ● Understanding how Branding shapes the environment. ● Understand the theory of Brand Identity Design ● To understand the difference between Branding and Advertising. 	
6	Course Outcomes	<p>CO1: Designing logos from the scratch in any Identity</p> <p>CO2: Students will have a richer understanding the ways to communicate their Brand Identity</p> <p>CO3: Understanding the techniques to best represent their Brands.</p> <p>CO4: Familiarity with all marketing strategies to strengthen their brand.</p>	
7	Course Description	This course will comprise the attributes related to branding such as Identity, Atmosphere, and Community Outreach etc. It will also encompass the different aspects to communicate in a best for any brand. Possibilities and Strategy to strengthen the Brand.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to visual Basics.	CO1
		1a. Visual elements 1b. Visual Principles 1c. story and narration	

	Unit 2	Fundamentals of visual elements			CO1 & CO2
		2a. Visual Identity 2b Logos, Symbols and Mascot 2c. Colours in latest trends			
	Unit 3	Grammar of Graphic Design			CO2
		3a- Grids 3b- Golden ratio 3c- Mock Ups			
	Unit 4	Attributes of Branding			CO3
		4a- Strategies for marketing 4b- Outreach for maximum masses 4c- studying great brands			
	Unit 5	Presentation and Modification			CO3 & CO4
		5a. Popular brands Case study 5b- Visually appealing presentation 5c- Final Presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> The Complete Guide to Digital Graphic Design- Thames & Hudson Ltd (2002) by <i>Bob Gordon, Maggie Gordon</i> - 			
	Other References	<ul style="list-style-type: none"> The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)- Dover Publications (2011) by <i>David Diringer</i> 			

POs	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO
COs	1	2	3	4	5	6	7	8	9	1	2	3	4

CO 1	0	2	1	3	2	2		2	2	2	2	2	3
CO 2	2	2	1	3	2	2		2	2	2	2	3	3
CO 3	1	2	-	2	2	3	2	3	1	3	3	2	2
CO 4	2	2	2	2	2	3	2	3	2	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year: 2020-21	
Branch: Digital and Communication		Semester: IV	
1	Course Code		
2	Course Title	Photography & Cinematography - III	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	

	Course Status	Compulsory/Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. To learn the use of commercial photography. 2. To learn cinematography 3. To learn the use of different camera angles, shot and sequence. 	
6	Course Outcomes	<p>Upon successful completion of the course, students should be able to:</p> <p>CO1. Students will be able to do commercial photography.</p> <p>CO2. Beyond photography, students will learn shooting video using DSLR cameras</p> <p>CO3. Students will be able to understand the settings of video camera</p> <p>CO4. Students will be able to understand the technical aspect of shot, camera angles and a scene.</p>	
7	Course Description	The course instills professional photography skills in students. Students will also learn the basic video shooting skills so as to be able to meet any basic social media and product promotion requirements. This course will develop entrepreneur skills in students and help them pick professional projects from the market.	
8	Outline syllabus		CO Achievement
	Unit 1	Commercial Photography	CO1
		1a Introduction to commercial photography 1b Product Photography 1c Fashion Photography	
	Unit 2	Introduction to Cinematography	CO2,

		2a. Introduction 2b. Understanding and reviewing good videos 2c. hands on with Video camera			
	Unit 3	Video Shooting Techniques			CO2 & CO3
		3a. Basic video camera settings 3b. Video footage setting 3c. Practicing with camera			
	Unit 4	Shot, sequence and scene			CO3
		4a. Understanding Shots and camera angles 4b. Understanding sequence 4c. Understanding a scene			
	Unit 5	Video Production			CO3 & CO4
		5a. Understanding video production 5b. Shooting a scene 5c. Basic editing of the footage			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> David Parkinson - The History of Film (World of Art)-Thames & Hudson (1996) 			
	Other References	<ul style="list-style-type: none"> Cinema and I - Ghatak by Ritwik Ghatak 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	1	1	1	2	2	2	2	3	2	3	2	3
CO 2	2	1	1	1	2	2	2	3	2	2	2	3	3

CO 3	1	2	1	1	2	1	2	3	3	3	3	3	2
CO 4	1	2	1	1	2	2	3	3	3	2	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER-V

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year:	
Branch: Digital & Communication		Semester:5th	
1	Course Code		
2	Course Title	Digital Video Communication I	
3	Credits	6	

4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● To develop the students to understand Digital Video Communication. ● To use the software tools related to Video Editing. ● To have an overview of the various processes involved in Digital Video Editing and compositing. ● Crucial concepts and tips Digital Video Editing and Compositing. ● Understanding in depth the Production process of Video Advertising. 	
6	Course Outcomes	<p>CO1: Basis of Production process of Digital Video Editing.</p> <p>CO2: Fundamentals of non-linear editing software</p> <p>CO3: Learn and create video compositing and effects</p> <p>CO4: Creating an advertising film and better understand techniques editors use to construct stories.</p>	
7	Course Description	<p>Editing is a fundamental component of filmmaking. It is an art of composing space (as totality or fragment, continuous or discontinuous) and time (linear or non-linear) through the arrangement, assembly and interaction of images (static or dynamic) and sounds (on screen or off screen). Editing includes storytelling, rhythm, tempo, and emotion. A good editing sense is absolutely necessary to creatively structure a cinematic work. Creative works on film, video and image-related media all acquire meaning and impact through montage: the juxtaposition of images and sounds. This course will teach students the basic knowledge and concepts of editing, and develop their editing sense in practical editing assignments.</p>	
8	Outline syllabus		CO Achieve

	Unit 1	History of the Motion Picture Industry			CO1
		1a. Introduction to different genres 1b History of movies and equipment 1c History and Structure of the film industries			
	Unit 2	Introduction to Digital Video Editing and process			CO1
		2a. How to produce a film or video. Understand the key concepts and guidelines 2b. Understanding of the key phase involved during pre-production and production 2c. Understand the basic functions, components and aspects of computers to establish a certain level of computer literacy so that students are able to perform video editing functions			
	Unit 3	Basics of Adobe Premiere (non-linear editing software)			CO2
		3a. Project Setup with Workflow and workspace 3b. Editing Sequences and clips 3c. Editing Audio			
	Unit 4	Video compositing and effects			CO3
		4a. Add transitions, titles and effects 4b. Blue/Green Screen Key 4c Superimposing techniques and effects			
	Unit 5	Editing for Ad Film (Story Construction and output)			CO4
		5a. Animation and key frame settings 5b. Render Settings 5c. Output formats			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Mastering Adobe Premiere Pro cc 			

Other References		<ul style="list-style-type: none"> Editing Digital Video: The Complete Creative and Technical Guide 											
POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PS O1	PSO 2	PSO 3	PSO 4
CO 1	2	2	2	3	2	2		2	2	2	2	2	3
CO 2	2	2	2		2	2		3	2	2	2	3	3
CO 3	3	2	3	2	2	3	2	3	1	3	3	2	3
CO 4	2	2	2	2	2	3	2	3	2	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital and communication		Semester: Vth	
1	Course Code		
2	Course Title	Visual language IV (Motion Graphics)	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	

	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • This course combines study of visual elements. • This course gives the understanding of Explorations in narrative paintings • To make the students to explore and create sequential art. • To learn the narration of film dynamics and pictorial narrative for visual representations. 	
6	Course Outcomes	<p>CO1:To gain understanding of narrative painting</p> <p>CO2: To make the students learn with the idea of sequential art, pictorial narratives.</p> <p>CO3: To understand and create the difference between static, dynamic and interactive visual narratives.</p> <p>CO4 : To be able to create visual abstractions</p> <p>CO5: To learn digital tools.</p>	
7	Course Description	<p>This course combines study of Visual narratives-critical study of elements, static, dynamic and interactive narratives. Exploration and creation of simple visual appearance. To clearly understand the relationship between static, dynamics and interactive narratives with respect to story. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Motion Graphics	CO1
		1a. Motion graphics 1b. Principles of motion graphics 1c. Story and narration	

Unit 2		Fundamentals of Graphic Elements									CO1 & CO2		
		2a. Pictorial narratives 2b Sequential art 2c. Films											
Unit 3		Colour scheme and visual abstractions									CO2		
		3a. Colours in latest trends 3b. Principles if visual narration 3c. Visual representations											
Unit 4		Static, dynamic and interactive narratives									CO3		
		4a. Fixed location 4b. Mobiles visuals 4c. Role of a character											
Unit 5		Visual representation.									CO4 & CO5		
		5a. Exploring visual images 5b. Composition 5c. Final presentation											
Mode of examination		Jury/Practical/Viva											
Weightage Distribution		CA	MTE			ETE							
		60%	0%			40%							
Text book/s*		<ul style="list-style-type: none"> Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-<i>Thames & Hudson Ltd (2002)</i> 											
Other References		<ul style="list-style-type: none"> Rob Thompson - Manufacturing Processes for Design Professionals-<i>Thames & Hudson (2007)</i> 											
POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PS O3	PSO 4

CO1	1	2	1	2	2	3	2	3	1	2	3	2	2
CO2	3	3	2	2	2	3	2	2	2	3	3	2	2
CO3	1	2	2	3	-	-	1	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3	2	2	2	2	3	1
CO5	3	2	1	3	2	2	1	2	3	2	2	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SADMS		Batch :2019-2023		
Program: B. Design		Current Academic Year:		
Branch: Digital & Communication		Semester: Vth		
1	Course Code			
2	Course Title	Digital 5- 3D Product Modelling		
3	Credits	3		
4	Contact Hours (L-T-P)	0-1-2		

	Course Status	Compulsory/Elective	
5	Course Objective	<p>1. To learn basic concepts and understanding of tools related to 3D production.</p> <p>2. Become comfortable with basics of modelling, lighting, texturing and rendering.</p> <p>3. Understand the fundamentals of strong 3-Dimensional design.</p>	
6	Course Outcomes	<p>CO1: Students will gain basic concepts and understanding of tools related to 3D designing</p> <p>CO2: Become comfortable with basics of modelling, lighting, texturing and rendering.</p> <p>CO3: Understand the fundamentals of strong 3D design.</p> <p>CO4: Understand the execution of strong 3D design.</p>	
7	Course Description	Students will use digital modelling to explore the principles of 3-dimensional design. Projects involving products, character and architectural objects will emphasize the aesthetic concepts of spatial proportion (scale, angle and position), balance, light/shadow and texture. Students will emerge with the ability to create well designed 3D models, and be familiar with the basics of polygonal modelling, texturing, lighting and rendering for animation, computer games and broadcast media.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction - Polygon Modelling	CO1
		Sub unit - a, b and c detailed in Instructional Plan	
	Unit 2	Case study	CO2
		Sub unit - a, b and c detailed in Instructional Plan	
	Unit 3	Conceptual	CO2, CO3
		Sub unit - a, b and c detailed in Instructional Plan	

	Unit 4	Development			CO3
		Sub unit - a, b and c detailed in Instructional Plan			
	Unit 5	Finalization			CO3
		Sub unit - a, b and c detailed in Instructional Plan			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - by <i>Libgen</i>. 			
	Other References	<ul style="list-style-type: none"> Rob Thompson - Manufacturing Processes for Design Professionals-<i>Thames & Hudson (2007)</i> 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1	2	1	2	2	3	2	3	1	2	3	2	2
CO2	3	3	2	2	2	3	2	2	2	3	3	2	2
CO3	1	2	2	3	2	2	1	2	2	2	2	2	3
CO4	3	1	3	3	2	2	3	2	2	2	2	3	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SADMS		Batch : 2019-23	
Program: B. Design		Current Academic Year:	
Branch: Digital & Communication		Semester: Vth	
1	Course Code		
2	Course Title	User Interface Design (UCD) III (Research & Prototyping)	
3	Credits	9	
4	Contact Hours (L-T-P)	135 hrs (0-4-5)	

	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • Learning as how to start a design research. • Understanding the user behavior. • Learning various prototyping methods 	
6	Course Outcomes	<p>CO1: Student will practice design thinking techniques to define a design challenge</p> <p>CO2: Students will integrate UI design processes to achieve this.</p> <p>CO3: students will develop a critical thinking and problem solving approach.</p> <p>CO4. Students will brainstorm different prototypes to come up with a creative solution.</p> <p>CO5. How to test an idea with wireframes of Design.</p>	
7	Course Description	<p>This course begins with the first step for generating great user experiences: understanding what people do, think, say, and feel. In this module, students will learn how to keep an open mind while learning more about how people’s needs, goals, values play out in their day-to-day lives and their hopes for the future.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Defining a Design Challenge	CO1
		1a. Brainstorming an idea from surrounding	
		1b. Defining a design problem in terms of User Interface for App	
		1c. Observation	
	Unit 2	UI Design Process	CO2
		2a. Research and Literature Review (online + offline)	

		2b. Empathy Perspective with interview and Questionnaire			
		2c. Synthesizing the information with defining conflict and extremes			
	Unit 3	Ideation			CO2, CO3
		3a. Flowing with multiple ideas.			
		3b. Brainstorming with manual tools like paper, sticky notes, board, markers etc.			
		3c. Defining the idea			
	Unit 4	Prototyping the idea			CO3
		4a. Information Architecture			
		4b. Paper prototyping			
		4c. Digital Prototyping			
	Unit 5	Wire-framing			CO4
		5a. Wire framing design with XD			
		5b. Responsive and Interactivity in Design			
		5c. Wireframe Testing with Users.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - <i>Libgen.</i> 			
	Other References	<ul style="list-style-type: none"> Rob Thompson - Manufacturing Processes for Design Professionals-<i>Thames & Hudson (2007)</i> 			

POs	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO
COs	1	2	3	4	5	6	7	8	9	1	2	3	4

CO1	1	2	1	2	2	3	2	3	1	2	3	2	2
CO2	2	1	2	2	2	3	2	2	2	3	3	3	3
CO3	1	2	2	3	2	2	1	2	3	2	2	3	3
CO4	2	1	3	3	2	2	3	2	2	2	2	3	1
CO5	2	2	1	3	2	2	1	2	3	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital and communication		Semester: 5th	
1	Course Code		
2	Course Title	Writing for Digital Media	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	

	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • To develop the students to understand Content writing in Digital Media's. • To make the students aware of the importance of Content in Digital World. • Help the students in creating content for different platforms and different aspects. • To make the students aware as well as prepared to create content in order to please the correct audience. • To develop the copy writing skills of the student 	
6	Course Outcomes	<p>CO1: Students will understand new digital medias and importance of content in it.</p> <p>CO2 : To master the writing skills and its fundamentals of the students in Digital Media</p> <p>CO3: Understanding the key components content and how to target different audiences.</p> <p>CO4: This will make them understand how they can plan, and execute content for utmost optimization.</p> <p>CO5: To boost their working skills as a Copywriter in Advertising.</p>	
7	Course Description	The course examines the fundamental principles of writing content interactively for specific audiences. It will also help students cultivate skills in content development using the right methods of planning, structuring and implementing Copy for different media. in digital environments such as social media, video games, web sites, mobile apps, blogs, etc.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Digital Media	CO1
		1a. Introduction to New Digital Era and Different Digital Media 1b Emerging practice of Content in Digital Media 1c Advantages and Disadvantages of Content on Digital Platform	

	Unit 2	Writing Standards			CO2
		2a. Basic rules of Good Writing 2b. Fundamentals of Writing: Grammar, Usage, Style. 2c. similarities and differences in reading styles for Web audiences and print media audiences			
	Unit 3	Writing for Digital Media			CO3
		3a. Key Components of Digital Writing 3b. Principles of Digital Writing 3c. Digital Writing for Different Agendas: Social, Political, Emotional, Environmental, Cooperate.			
	Unit 4	Process of Digital Writing			CO4
		4a. Planning, Research and Guidelines 4b. Structure, Strategies and Style 4c Informational Designs, and Micro copy			
	Unit 5	Copywriting Skills			CO5
		5a. Principles of Copywriting 5b. Importance of copy in Advertising 5c. Types of Copy in Advertising			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Human-Computer Interaction Series by <i>Thomas Binder, Jonas Löwgren, Lone Malmberg</i> Searching the Digital Bauhaus (2009, Springer-Verlag London) 			
	Other References	<ul style="list-style-type: none"> Basics of Design_ Layout and Typography for Beginners-Cengage Learning (2005) by <i>Lisa Graham</i> 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	2	1	3	2	2	3	2	2	2	2	2	3
CO 2	2	2	1	3	3	3	2	2	2	2	2	3	3
CO 3	2	2	3	-	-	3	2	3	1	3	3	2	2
CO 4	2	2	3	3	2	3	2	3	2	3	3	2	2
CO 5	2	2	2	3	3	2	2	2	2	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER-VI

School: SCADMS		Batch :2019-2023	
Program: B Design		Current Academic Year:	
Branch: Digital & Communication		Semester: 6th	
1	Course Code		
2	Course Title	Digital Video Communication II	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	

5	Course Objective	<ul style="list-style-type: none"> ● To develop and Understand the difference between a visual effect and a special effect ● To use the software tools related to Post Production and Visual Effects. ● To have an overview of the various processes involved in Digital Video compositing and effects. ● Crucial concepts and tips Visual Effects ● Understanding Motion Graphics and media. 	
6	Course Outcomes	<p>CO1: Plan and produce at least one visual effects shot under self-direction</p> <p>CO2: Understand the working process of visual effects workflows and node based compositing.</p> <p>CO3: Demonstrate an awareness of image formats and image integrity.</p> <p>CO4: Demonstrate critical and evaluative skills when presenting work in progress to peers and Final Visual Effects Short Film.</p>	
7	Course Description	<p>This course explores various aspects of special effects and compositing multimedia. The course aims to provide a critical vocabulary and historical context of the cutting edge of input and output. Students will learn how to composite robust and immersive experiences by combining the elements of graphics, special effects and visual effects, animation, video, and audio to make a video/film/animation. Students will complete various assignments and create projects that demonstrate their understanding of Special Effects and VFX and compositing. The course will use the process of compositing to demonstrate the following advanced concepts & techniques: digital compositing concepts, motion graphics integration, post production special effects, matte painting/masking, tracking, basic 2D rotoscoping and animation of different composited layers, depth and 2D space composites, 3D generated render passes, lighting and colour correction for image synthesis and rendering with correct frame rate and aspect ratios.</p>	
8	Outline syllabus	CO Achievement	

	Unit 1	Basics of After Effects and Video Capturing			CO1
		1a. Introduction to Adobe After as effects Post Production tool 1b Motion Graphics 1c Video formats and Project settings			
	Unit 2	Introduction to Layer based compositing techniques.			CO2
		2a. Compositing, alpha channels, and adjusting clip opacity 2b. Using Blending modes Ability to Use transparency tools. 2c. Understand the basic functions, components and aspects of computers to establish a certain level of computer literacy so that students are able to perform VFX functions			
	Unit 3	Motion Tracking techniques			CO2
		3a. Understanding Motion Tracking 3b. 2D pixel tracking 3c. Planar tracking and camera tracking			
	Unit 4	VFX filmmaking process			CO3
		4a. Digital Composition 4b. VFX using Third party filters 4c Superimposing and final composition			
	Unit 5	Output for Visual Effects film			CO4
		5a. Project Setup 5b. Render Settings 5c. Output formats			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Mastering Adobe After Effects CC 			

	Other References	<ul style="list-style-type: none"> • Compositing Visual Effects: Essentials for the Aspiring Artist • The Art and Science of Digital Compositing 	
--	------------------	--	--

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	2	3	2	2	2	2	2	2	2	3	3
CO 2	-	1	3	2	2	2	1	2	3	2	3	2	2
CO 3	2	1	3	3	3	2	2	1	3	3	2	3	3
CO 4	2	2	1	2	2	2	2	2	3	2	3	3	3
CO 5	-	2	1	2	-	2	2	2	2	2	2	2	2
CO 6	1	2	3	-	3	-	3	3	3	2	3	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital & Communication		Semester: VI	
1	Course Code		
2	Course Title	UID IV (Designing, and Analysing UI)	
3	Credits	10	
4	Contact Hours (L-T-P)	(0-2-8)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Front end designing a responsive UI. ● Gestalt Principle in UI ● Finalizing the Design 	
6	Course Outcomes	<p>CO1: How to create UI Ecosystem with design touch points Layout, Grid, Font, icons and colour as per the brief and target audience</p> <p>CO2: Students will integrate GESTALT principle in UI</p>	

		<p>CO3: Students will design a working APP with XD/Sketch mock up tools</p> <p>CO4: How to do User Testing and Analyzing feedback and suggestions.</p> <p>CO5: How to iterate designs and create best out of all iterations.</p>	
7	Course Description	This course begins with the first step for generating great user experiences: understanding what people do, think, say, and feel. In this module, student will learn how to keep an open mind while learning more about how people’s needs, goals, values play out in their day-to-day lives and their hopes for the future.	
8	Outline syllabus		CO Achiev ement
	Unit 1	Material Design	CO1
		1a. Working with Layout and Grid	
		1b. Working with Fonts	
		1c. Working with colour	
	Unit 2	Gestalt Principles in UI	CO2
		2a. Understanding principles like Similarity, Proximity, Emergence, Continuity and Figure in Design	
		2b. Integrating principles like Similarity, Proximity, Emergence, Continuity and Figure in Design	
		2c. Peer Review	
	Unit 3	With MOCK UP TOOLS	CO2, CO3
		3a. Designing Screens	
		3b. Refining Screens	
		3c. Adding interactions in design	
	Unit 4	User Testing	CO4
		4a. Peer Review	

				4b. Testing with user									
				4c. Analysing Feedback									
	Unit 5			Iteration									C04, CO5
				5a. Iteration I									
				5b. Iteration II									
				5c. Final Iteration									
	Mode of examination			Jury/Practical/Viva									
	Weightage Distribution			CA	MTE	ETE							
				60%	0%	40%							
	Text book/s*			<ul style="list-style-type: none"> Don't Make Me Think, Revisited by <i>Steve Krug</i> 									
	Other References			<ul style="list-style-type: none"> Designing Multi-Device Experiences by <i>Michal Levin</i> 									
P O 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO8	PO 9	PSO1	PSO2	PSO3	PSO4	
2	2	1	2	1	3	2	3	1	2	3	3	3	
2	2	1	2	3	3	3	2	2	3	3	2	3	
3	3	3	2	2	2	1	2	3	2	2	2	3	
2	2	2	3	2	2	3	2	2	2	2	3	2	
2	2	1	3	2	2	1	2	3	2	2	2	3	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital and communication		Semester: VI	
1	Course Code		
2	Course Title	Contemporary Trends in Visual Communication	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	<p>This course combines study of visual elements, features and principles.</p> <p>This course gives the understanding of Explorations in visual abstractions.</p> <p>To teach the students to explore and create complex patterns.</p>	

		To learn principles of visual dynamics and its analysis and refinement of visual representations.	
6	Course Outcomes	CO1: To gain understanding of visual representation. CO2: To familiarize the students with the idea of visual interest, visual refinement and analysis. CO3: To understand and create spatial relationships, grids and composition and layouts in 2D and 3D space. CO4: To be able to create visual abstractions	
7	Course Description	This course combines study of Visual Language - critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns. To clearly understand the relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Contemporary Design Basics.	CO1
		1a. Compositional Forms 1b. Experimenting With Patterns 1c. Signs and Symbols	
	Unit 2	Contemporary Design Trends I	CO1 & CO2
		2a. Principles of Visual Dynamics 2b. Retro Futurism 2c. Concept Art	
	Unit 3	Contemporary Design Trends II	CO2
		3a. Colours in Trends 3b. Elements Of Nature 3c. Socially Conscious Design	
	Unit 4	Syntactic and semantics	CO3
		4a. Organic Motion Graphics 4b. Artificial Intelligence	

		4c. Augmented and Virtual Reality			
	Unit 5	Visual representation.			CO3 & CO4
		5a. Brand Engagement 5b. Graphic Art Infusion 5c. Final Presentation			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Basics of Design_ Layout and Typography for Beginners-Cengage Learning (2005) by <i>Lisa Graham</i> 			
	Other References	<ul style="list-style-type: none"> Communication-design-principles-methods-and practice.pdf 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	2	1	3	2	2	1	2	1	2	2	3	3
CO2	2	2	2	3	2	2	2	3	3	2	2	3	2
CO3	1	3	2	-	1	3	1	2	2	1	3	2	2
CO4	2	3	3	2	2	2	2	2	3	3	1	3	3
CO5	2	3	2	-	1	2		2	2	3	3	2	3
CO6	3	2	2	2	2	2	3	2		3	2	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital & Communication		Semester: VI	
1	Course Code		
2	Course Title	Programming- I (HTML,CSS)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● To understand web design and web development best practices. ● Introduction to HTML. ● Understand the uses of CSS. ● Introduction to D 	
6	Course Outcomes	CO1: Students will learn to create interactivity in design CO2: How to make responsive design and progressive enhancement with HTML CO3: How to stylize a website with CSS	

		CO4: Students will Create basic responsive web pages using Bootstrap and Dreamweaver	
7	Course Description	This course will focus on how to use UI tools for developing screen-based communication including discussion of the conceptual and technical issues involved in the design and production of interactive documents and environments. Discussion will focus on authoring, user interface, navigation, content development, user experience and visual application	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to HTML	CO1
		Introduction to different web technology	
		HTML elements	
		HTML Tags	
	Unit 2	HTML Extended	CO1,CO2
		HTML tables	
		HTML Media Tags	
		Exercises on HTML	
	Unit 3	Introduction to CSS	CO3
		CSS introduction	
		CSS syntax, ID & Class	
		CSS styling with colour, layout and fonts	
	Unit 4	Reverse engineering and improving an existing website	CO3,CO4
		Reference study	

		Wire framing an existing website		
		Redeveloping the website		
	Unit 5	Hands on experience with word press, boot strap and other useful platforms to understand navigation and user's interaction behavior.	CO3, CO4	
		Responsive website		
		Bootstrap with Dreamweaver		
		Compiling a website.		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	● The Design of Everyday Things by <i>Don Norman</i>		
	Other References	● Design Thinking by <i>Gavin Ambrose , Paul Harris</i>		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	-	1	1	2	2	3	3	2	2	2	3	2	3
CO 2	1	1	1	2	2	1	1	3	1	2	2	3	3
CO 3	-	-	2	2	3	3	1	2	3	3	3	3	3
CO 4	-	-	1	3	2	2	1	3	2	2	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2019-23
Program: B.Design		Current Academic Year:
Branch: Digital & Communication		Semester: VI
1	Course Code	
2	Course Title	Research Methodology
3	Credits	4
4	Contact Hours (L-T-P)	0-2-2
	Course Type	Compulsory
5	Course Objective	The focus of this course is not on mastery of statistics but on the ability to use research in the Design environment.
6	Course Outcomes	The student will be able to learn : CO1: Develop a hypothesis, a research problem and related questions CO2: Frame the problem with the correct research methodology CO3: Collect accurate data to addresses the research problem CO4: Use the data to make decisions CO5: Create an effective research proposals CO6: Evaluating the issues of lighting in a particular space.
7	Course Description	To develop an understanding among students about an overview of the important concepts of research design, data collection, statistical and interpretative analysis, and final report presentation.

8	Outline syllabus		CO Mapping
	Unit 1	INTRODUCTION	CO1, CO2
	A	Foundations of Research: Meaning, Objectives, Motivation, Utility	
	B	Concept of theory, empiricism, deductive and inductive theory	
	C	Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process	
	Unit 2	PROBLEM IDENTIFICATION AND HYPOTHESIS GENERATION	CO1, CO3
	A	Problem Identification & Formulation and Measurement Issues	
	B	Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis.	
	C	Hypothesis Testing – Logic & Importance	
	Unit 3	RESEARCH DESIGN	CO2,CO3,CO4,CO5,
	A	Research Design: Concept and Importance in Research – Features of a good research design	
	B	Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.	
	C	Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication and merging the two approaches.	
	Unit 4	SAMPLING	CO2,CO3 CO4,CO5,CO6

	A	Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability and Levels of measurement – Nominal, Ordinal, Interval, Ratio.		
	B	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling		
	C	Determining size of the sample – Practical considerations in sampling and sample size		
	Unit 5	DATA ANALYSIS AND INTERPRITATION		CO3,CO4, CO5,CO6
	A	Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages		
	B	Bivariate Analysis – Cross tabulations and Chi-square test including testing hypothesis of association.		
	C	Interpretation of Data and Report Writing – Layout of a Research Paper, Ethical issues related to publishing, Plagiarism and Self-Plagiarism and Effective report writing.		
	Mode of examination	Jury		
	Weightage Distribution	CA	MTE	ETE
		60%	0	40%
	Text book/s*	1. Research Methodology by <i>C.R.Kothari</i> 2. Business Research Methods by <i>Donald Cooper & Pamela Schindler, TMGH, 9th edition.</i> 3. Business Research Methods by <i>Alan Bryman & Emma Bell, Oxford University Press.</i>		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	3		3		2	2		2	3	2	3	3
CO2	3	-	3	-	2	2	1	-	3	2	3	2	2
CO3	2	3	-	3	-	2	2	1	-	3	2	-	2
CO4	1	2	3	-	2	2	1	-	3	2	3	2	2
CO5	2	3	-	3	-	2	2	1	-	3	2	-	2
CO6	1	2	3	-	2	2	1	-	3	2	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER-VII

School: SCADMS		Batch : 2019-23	
Program: B Design		Current Academic Year:	
Branch: Digital & Communication		Semester: 7	
1	Course Code		
2	Course Title	Intellectual Property Rights	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • To develop the students' knowledge about the Rights of a designer • To make the students aware of the importance of Registering their work and designs. • Help the students in making the best of these rights for the betterment. • To develop the students' knowledge of how to apply for these rights. 	
6	Course Outcomes	<p>CO1: Students will get introduced to IPR and Industrial Design</p> <p>CO2: To understand all the rules and regulations of the Design Act in India.</p>	

		<p>CO3: Understanding patents and how they can be used to protect their Designs.</p> <p>CO4: This will make them practically understand how they can preserve their work as a Trademark.</p> <p>CO5: To make the students thorough with all the copyright and related rights with the help of Case Studies.</p>	
7	Course Description	The course will make the students be aware of all the Rights they have as a Designer and how they can protect, Preserve as well as market their work, without the fear of Plagiarism or stealing. This course will make them understand how to apply for Patents, Trademarks and Copyrights and also the case studies will help them to relate theoretical knowledge to practicality.	
8	Outline syllabus		CO Achievement
	Unit 1	Intellectual Property Rights / Design Rights in India	CO1
		1a. Introduction to IPR and Need of IPR in design 1b Amendments in the IPR Act, 2008,2014 1c What is Industrial Design and Hague Agreement	
	Unit 2	Design Act of 2000	CO2,
		2a. Definition of Design according to the Act. 2b. Vital requirements for registering a Design 2c. Types of Designs which are not registrable under the Act.	
	Unit 3	Patents	CO3
		3a. Introduction to Patents and Importance and role of Patents in everyday life 3b. Case studies of Existing Indian Patents 3c. How can a Patent be granted and by whom.	
	Unit 4	Trademarks	CO4

		4a. Definition and importance of Trademarks 4b. What kinds of trademarks can be registered 4c Process of registering Trademarks			
	Unit 5	Copyright and related Rights			CO5
		5a. What copyright and related Rights and its importance 5b. what do the copyright and related rights provide 5c. Case studies of existing Trademarks and Copyrights in Design			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> Law Relating to Intellectual Property Rights” by V K Ahuja 			
	Other References	<ul style="list-style-type: none"> Text Book of Intellectual Property Rights” by N K Acharya 			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	3	1	2	2	2	2	3	2	3	3
CO2	1	1	2	2	2	2	1		3	2	3	2	2
CO3	2	3	3	3	1	2	2	1	1	3	2	1	2
CO4	1	2	3	1	2	2	1	2	3	2	3	2	2
CO5	2	3	1	3		2	2	1	2	3	2	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2019-23	
Program: B.Design		Current Academic Year:	
Branch: Digital & Communication		Semester: VII	
1	Course Code		
2	Course Title	User Interface Design (UID) V	
3	Credits	12	
4	Contact Hours (L-T-P)	(12hrs) - (0-4-8)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● To implement all UI Design Skills ● Select a theme between time, change and glance for your Capstone Project ● To develop a professional approach 	

6	Course Outcomes	<p>CO1: Student will learn the importance of UI/UX skills and process for a live examples.</p> <p>CO2: Students will learn the challenges of a start-up.</p> <p>CO3: Students will be able to work on a new concept for an online based solution</p> <p>CO4: How to practice all learned skills with real issues of feasibility, desirability and viability.</p> <p>CO5: Students will be able to design, test and iterate their concept to bring the best possible solution.</p> <p>CO6: How to iterate designs and create best out of all iterations.</p>	
7	Course Description	<p>This course is to test and revise all the skills learned under UI/UX module. The students are asked to create a capstone project and practice all the steps from scratch to finish. This is about giving a real life experience of dealing with all issues of developing a concept.</p>	
8	Outline syllabus		
	Unit 1	Defining Capstone Project	CO1
		1a. Understanding and Reviewing a topic	
		1b. Mission and Objective	
		1c. Design Briefs	
	Unit 2	Need, Finding and Ideation	CO2
		2a. Participant Observation	
		2b. Need Analysis	

		2c. Ideation			
	Unit 3	Prototyping and Heuristic Evaluation			CO2, CO3
		3a. Paper, Prototyping and Mock-ups			
		3b. Evaluating Design With Heuristic			
		3c. Iterating the prototype			
	Unit 4	Skeleton and Testing			CO4
		4a. A plan and a skeleton			
		4b. Testing			
		4c. Iteration I			
	Unit 5	Design and Development			CO5
		5a. Responsive Design			
		5b. Front End Design			
		5c. Final Presentation			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> The-Design-of-Everyday-Things-Revised-and Expanded by <i>Don Norman</i> 			
	Other References	<ul style="list-style-type: none"> The Principles Of Beautiful Web Design By <i>Jason Beard</i> The Practitioner’s Guide to User Experience Design by <i>Luke Miller</i>. 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	1	-	2	2	2	3	2	2	-	3	3	3
CO 2	-	1	2	3	3	2	2	1	3	3	3	2	2
CO 3	-	-	-	2	3	2	3	2	3	2	3	3	3
CO 4	1	1	2	3	2		1	3	3	3	3	3	2
CO 5	-	1	-	3	3	2	3	2	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023		
Program: B Design		Current Academic Year:		
Branch:		Semester: VII		
1	Course Code			
2	Course Title	Dissertation		
3	Credits	6		
4	Contact Hours (L-T-P)	(6hrs) (0-2-4)		
	Course Status			

5	Course Objective	<ul style="list-style-type: none"> • Identify the steps in the dissertation process. • Describe the primary components of the dissertation manuscript. • Compile a literature review on a topic related to your dissertation interest. • Write a literature review, demonstrating scholarly writing skills including simplicity, clarity, and conciseness, on a topic of your dissertation. • Develop and write the Dissertation According to the University rules. • Compile the Dissertation with Images, Surveys, Graphs, etc. 	
6	Course Outcomes	<p>CO1: Students will be understanding about Research Aptitude and Methodology.</p> <p>CO2: Focusing on a systematic way to identify the Research Topic.</p> <p>CO3: To understand all the ways of Data Collection, Image Collection, Surveys needed to write the literature review.</p> <p>CO4: Compiling the Literature Review, images and surveys, and creating the final draft of it.</p> <p>CO5: To make the students thorough with the Presentation techniques for the Dissertation Formatting it accordingly.</p>	
7	Course Description	This course serves as a course in the dissertation methodology writing process. The focus of the course is the development of the student's dissertation proposal of the traditional doctoral dissertation and completion. The core objective of this course is to provide guidance and motivation to the student.	
8	Outline syllabus		CO Achievement
	Unit 1	Understanding Research Aptitude	CO1
		1a. Definition of Research Aptitude 1b Types of Research Methodology 1c Understanding Research Methodology	

	Unit 2	Primary Dissertation Process			CO2,
		2a. Identify the Topic of Interest of dissertation 2b. Develop Research work based on Individual Thoughts and Interest.			
	Unit 3	Initial Compilation of Dissertation			CO3
		3a. Collection of different Research Material 3b. Data Collection for Literature Review 3c. Collecting Graphs, Images, Surveys, etc to support Literature Review.			
	Unit 4	Completion of Literature Review			CO4
		4a. Compilation of Data and Images. 4b. Writing a draft of literature Review 4c finalizing Literature Review with related Images			
	Unit 5	Formatting the Dissertation			CO5
		5a Writing the summary, and Bibliography 5b writing Foot Notes, and End Notes 5c Writing the final Pages (Including Acknowledgement, Certificate, Index, Image Index, Preface, Glossary)			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	-			
	Other References				

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	2	1	2	2	2	3	2	2	3	3	3	3

CO 2	1	2	2	3	3	2	2	1	3	2	3	2	2
CO 3		1		2	3	2	3	2	3	2	3	3	3
CO 4	1	2	2	3	2		1	3	3	2	3	3	2
CO 5	2	1		3	3	2	3	2	3	-1	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : Batch :2019-2023	
Program: B Design		Current Academic Year:	
Branch: Digital & Communication		Semester: VII	
1	Course Code		
2	Course Title	Portfolio Development	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-2	

	Course Status		
5	Course Objective	<ul style="list-style-type: none"> • Describe and speak articulately and critically about their work and the field of visual communications. • Arrange and refine projects for inclusion in a graphic design portfolio. • Identify industry requirements for employment; identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student. • Create a professional portfolio. • To make the students aware of the importance of Resumes and Portfolio in the Industry. • Help the students in making the best of their Art Works. • To develop the students' knowledge of how to Present their work and create an online presence for them. 	
6	Course Outcomes	<p>CO1: Students will be Creating resumes</p> <p>CO2: To understand all the Industry standards for Portfolios and accumulation of Art Works.</p> <p>CO3: Understanding the use of portfolio in the graphic Arts Society and its preparation techniques</p> <p>CO4: This will make them practically understand how they can Compile all their Art works onto a Digital and Printable Portfolio.</p> <p>CO5: To make the students thorough with the Presentation techniques for the portfolio and Creating a web presence for them.</p>	
7	Course Description	Preparation of a portfolio comprised of completed graphic design projects. Evaluation and demonstration of portfolio presentation methods based on the student's specific area of study. This course is designed to help the student gather all previous projects together and prepare a graphic design portfolio consisting of the projects developed in Typography, Design Communication and Photography.	
8	Outline syllabus		CO Achievement

	Unit 1	Creating A Resume			CO1
		1a. Research of different Resume Styles 1b Requisites of a Professional Resume 1c Discussion and finalizing of Layouts			
	Unit 2	Initial Compilation and Selection of Potential Work			CO2,
		2a. Compiling All the previous works (Contents may include: Multi page brochure, Corporate identity system, Layout design, Typography Designs, Package design, Illustrations, Campaign, UI/UX Design and photography.) 2b. Develop design work based on current industry standards and relevant trends			
	Unit 3	Preparation of Portfolio			CO3
		3a. Individual development and completion of projects in areas of interest or deficiencies. 3b. Research of Different Types of Portfolio 3c. Discussion of Layouts of the portfolio			
	Unit 4	Completion the Portfolio			CO4
		4a. Compilation of work Acc. to the layouts passed. 4b. What kinds of trademarks can be registered 4c Finalizing the portfolio.			
	Unit 5	Creating a Web Presence			CO5
		5a. Uploading the selected Art Works online and Make a Digital Portfolio 5b. Understanding Presentation techniques for the Portfolio. 5c Design Self Identity works (Including: Business cards, print - Resume, Portfolio)			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	

Text book/s*	-	
Other References		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1				2	2	2	3	2	2	3	3	3	3
CO 2		1	2	3	3	2	2	1	3	2	3	2	2
CO 3		1		2	3	2	3	2	3	2	3	3	3
CO 4	1		2	3	2		1	3	3		3	3	2
CO 5		1		3	3	2	3	2	3	-1	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS	Batch :2020-2024	
Program: B. Design	Current Academic Year:	
Branch: Digital & Communication	Semester: VII	
1	Course Code	
2	Course Title	Programming- II
3	Credits	4
4	Contact Hours	0-2-2

	(L-T-P)		
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> To understand web design and app development best practices. To understand the development process of a website and app. To learn the interaction of latest programming language with design 	
6	Course Outcomes	<p>CO1: Students will learn the development process of a website and app</p> <p>CO2: Student will learn how to convert a static design into code</p> <p>CO3: Student will learn the methods to make a responsive website or an app</p> <p>CO4: Students will integrate their design on a working device platform.</p>	
7	Course Description	<p>This course will focus on how to create a front-end design beyond graphics and text. They will understand the extensive possibilities and limitation with coding and further enhance their logical skills. This course aims to increase the employability skills of students, making him an asset for any organization.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Revision of HTML	CO1
	a	Practicing HTML	
	b	Creating web designs using HTML	
	c	Introduction to HTML5	
	Unit 2	HTML and CSS Extended	CO2
	a	Understanding the use of HTML 5	

	b	Understanding the use of Java Script			
	c	Practice Exercises			
Unit 3		Static to Dynamic			CO2 & CO3
	a	Building a static website			
	b	Adding dynamic behaviour			
	c	Styling with colour, layout and fonts			
Unit 4		Responsive Design			CO3
	a	Understanding Responsive Behaviour			
	b	Learning steps and methods			
	c	Practicing Responsive website/app			
Unit 5		Hands on experience with word press, boot strap and other useful platform to understand navigation and user's interaction behavior.			CO3, CO4
	a	Responsive website			
	b	Bootstrap with Dreamweaver			
	c	Compiling a website.			
Mode of examination		Jury/Practical/Viva			
Weightage Distribution	CA	MTE	ETE		
	60%	0%	40%		
Text book/s*		<ul style="list-style-type: none"> HTML & CSS: Design And Build Web Sites By <i>Jon Duckett</i> 			
Other References		<ul style="list-style-type: none"> CSS Pocket Reference: Visual Presentation for the Web by <i>Eric A. Meyer</i> 			

POs COs	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	1	1	1	2	2	3	2	2	2	3	2	3
CO 2	2	1	1	1	2	1	2	3	3	2	2	3	3
CO 3	1	2	1	1	2	3	2	3	3	3	3	3	3
CO 4	1	2	1	1	2	2	3	3	3	2	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER VIII

School: SCADMS		Batch :2019-2023	
Program: B. Design		Current Academic Year:	
Branch: Digital & Communication		Semester: VIII	
1	Course Code		
2	Course Title	Graduation Project	
3	Credits	16	
4	Contact Hours (L-T-P)	0-4-12	
	Course Status	Compulsory	

5	Course Objective	The main objective of this course is to prepare students for the practical tasks of the work place after graduation. This includes building his/her ability to perform a complete project.	
6	Course Outcomes	CO1: Present Clear aim and objectives of the graduation project CO2 : Present the literature review with relation to the selected topic CO3: Carry out the design (or any topic selected). CO4: Write a technical report.	
7	Course Description	This course require students to prepare studies of the literature and data collection for the graduation project in a particular area of concentration and under the supervision of one of the faculty members. The course covers directed readings in the literature of digital and communication design, introduction to research methods, seminar discussions dealing with special design topics of current interest. Planning, design, iteration, evaluation and execution of a design project. Writing a technical report.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to the topic	
	a.	Pitching the topic.	CO1
	b.	Presentation and peer review	
	c.	Finalizing the topic with suggested changes	
	Unit 2	Research	
	a.	Theory	CO2
	b.	Data collected from authentic sources	
	c.	Presentation with mind/giga mapping/ story board	

	Unit 3	Development			
	a	Conceptual design with doodles			CO3
	b	Grid/ Layout/ Skeleton			
	c	Mock ups (black n white with coloured)			
	Unit 4	Pre final Design			
	a.	1st Draft			CO3
	b	Iteration I			
	c	Iteration II			
	Unit 5	Final Design and Project Report			
	a	Final coloured Design			CO 4
	b	Documentation and Printing			
	c	Final Submission with all necessary details.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*				
	Other References				

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	2	2	2	2	3	2	2	3	3	3	3
CO 2	2		2	2	2	2	2	1	3	3	3	2	2
CO 3	2		2	2	2	2	2	2	3	2	3	3	3

CO 4	1	1	2	3	2	2	1	3	3	3	3	3	2
CO 5	2	3	2	3	3	2	3	2	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch :2019-2023		
Program: B.Design		Current Academic Year:		
Branch: Digital & Communication design		Semester: VIII		
1	Course Code			
2	Course Title	Internship		
3	Credits			
4	Contact Hours (L-T-P)			
	Course Status	Compulsory		
5	Course Objective	1. To get an industry and market exposure.		

		2. To become industry oriented and learn to work under peer pressure of deadline and quality work.3. 3. Develop the entrepreneur skills			
6	Course Outcomes	CO1: Be able to fill the gap between concept and final product, so become professional CO2: Think out of the box and execute within given limits and deadline. CO3: become sensible and learn to manage their time and resources effectively. CO4: be aware of the environmental issue and sensitive towards society and nature.			
7	Course Description	This course requires student to do an industry training for at least 3.5 months equivalent to one semester. At the end, students are required to submit an internship report along with a work portfolio.			
8	Outline syllabus				CO Achievement
	Unit 1	Internship			CO1, CO2, CO3, CO4
	Unit 2	Internship			
	Unit 3	Internship			
	Unit 4	Internship			
	Unit 5	Internship report			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	-			
	Other References				

POs	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO	PSO
COs	1	2	3	4	5	6	7	8	9	1	2	3	4

CO1	3	3	2	2	1	2	3	2	3	3	3	3	3
CO2	2	3	2	2	2		3	2	2	3	2	3	3
CO3	3	2	1	2	2	2	2		3	2	3	2	2
CO4	2	2	2	2	2	2	3	3	1	3	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)