

Annexure VI

Program and Course Structure

School of Architecture and Planning Bachelors of Visual Art Program Code: SDM0203

(Specialization in Applied Art) Batch 2021-2025

HOD Art & Design

Dean SAP

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
Community**

1.2 Vision and Mission of the School

Vision of the School

To be amongst the top institutes in India imparting quality education and professional skills to the students to emerge as creative professionals of global calibre and thus the society in large.

Mission of the School

To create and sustain a stimulating and responsive academic inclusive environment.

To regularly enhance the teaching contents & techniques in keeping with current and future trends.

To provide a competitive and career-oriented programme.

To encourage students to be socially responsive and responsible architects

Core Values

**Innovation
Awareness
Information
Ethics**

1.2.1 Vision and Mission of the Department

Vision of the Department

To be at the Centre of Excellence in Art & Design Education to shape future-ready professionals catering the needs of the design industry and the society.

Mission of the Department

To create a global centre of innovation and excellence in art and design industry.

Promoting in-depth research in art and design studies for sustainable practices.

To inculcate critical, analytical, cognitive, speculative and creative problem-solving skills.

To develop a sense of social and professional ethics and values.

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 visual art to create indelible experiences and innovate with their highest creative potential to serve the society at their best.

PEO3: The program shall include more hands-on experience with regular workshops and updated trends in the visual art 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 creative thinking.

1.3.2 Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
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.	2	2	1	
PEO2: The curriculum shall provide them with learning acquired by				

explorations in the field of design to create indelible experiences and innovate with their highest creative potential to serve the society at their best.	2	3	1	
PEO3: The program shall include more hands-on experience with regular workshops and updated trends in the 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.	3	1	2	
PEO4: Promoting humanity and culture in designing systems and environments to improve the human condition, an approach that draws on design thinking.	1	2	3	

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

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

Map PEOs with Department Mission Statements:

PEO Statements	Department Mission - 1	Department Mission - 2	Department Mission - 3	Department Mission - 4	Department Mission - 5
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	3	2	3	2	1
PEO2: The curriculum shall provide them with learning acquired by explorations in the field of design to create indelible experiences and innovate with their highest creative potential to serve the society at their best.	3	2	3	2	1
PEO 3 The program shall include more hands-on experience with regular workshops and updated trends in the 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.	2	2	2	1	3

PEO4: Promoting humanity and culture in designing systems and environments to improve the human condition, an approach that draws on design thinking.	3	1	2	3	1
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Enter correlation levels 1, 2, or 3 as defined below:

2. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)

1.3.3 Program Outcomes (PO's)

PO1 : **Demonstrate** a comprehensive understanding of the history of art and aesthetics theoretically

PO2 : **Identify** and apply the elements and principles of visual art when visually communicating information and ideas;

PO3 : **Apply** knowledge of historical narratives, contemporary issues, and processes and directions of their fields, to produce interpretations and/or artifacts;

PO4 : **Describe** the history of their field, theoretical framework of their field, and contemporary work being done in their field;

PO5 : **Develop** and produce relevant projects using various media and technologies — both traditional and contemporary — appropriate to their field;

PO6 : **Perform** a useful critical analysis of communication, form, and concept;

PO7 : **Create** work with an appropriate relationship between form, content, and context when visually communicating information and/or ideas;

PO8 : **Solve** formal, conceptual, and communication problems through the process of self-directed trial, error, and refinement;

PO9 : **Demonstrate** perceptual acuity (perceptual “sharpness,” to see/understand things in a way others do not), conceptual and contextual understanding, and technical facility at a professional entry level in their chosen fields;

PO10 : **Solve** visual/aural, conceptual, and technical problems through independently- and collaboratively- generated analysis, evaluation, and refinement;

PO11 : **Assess** and present their research, process, and outcome in an articulate manner;

PO12 : **Present** themselves in a professional manner appropriate to their field of study.

PSO1 : Applied Art Practices: To be able to demonstrate their knowledge in the field of Advertising and different media of Advertising like Print media, Digital media, Broadcast and New media etc. (for BVA in Applied Art)

PSO2 : Painting Practices: To be able to demonstrate with creative and technical skills in the specific domain of Painting and all other Fine Arts related fields. This will enable them to be employed globally. (for BVA in Painting)

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
PO1	1	2	3	2
PO2	2	1	2	2
PO3	2	3	3	1
PO4	1	3	1	1
PO5	3	2	3	2
PO6	2	2	1	2
PO7	1	1	1	3
PO8	3	1	1	2
PO9	2	3	2	3
PO10	1	2	1	2
PO11	1	1	1	1
PO12	3	3	2	3
PSO1	3	3	3	3
PSO2	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

1.3.5 Program Outcome Vs Courses Mapping Table¹:

Program Outcome Courses		Course Name	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	P O 10	P O 11	P O 12
Sem-1														
	Subject I	Art Studio I												
	Paper 1	Drawing & Sketching I	1	2	1	2	1	1	2	1	3	1	1	2
	Paper 2	Story of Indian Art	3	1	3	1	2	1	1	2	1	2	2	1
	Subject II	Composition I	1	2	2	2	3	2	1	1	3	1	1	2
	Subject III	Clay Modelling	1	1	1	1	2	3	2	2	1	2	3	1
	Vocational Minor	Digital Design I - Adobe Illustrator	2	2	3	1	1	1	2	1	3	2	1	2
	Co-curricular Minor	Communicative English I - (University Compulsory)												
Sem-2														
	Subject I	Art Studio II												
	Paper 1	Drawing & Sketching II	1	2	1	2	1	1	2	1	3	1	1	2
	Paper 2	Story of Western Art	3	1	3	1	2	1	1	2	1	2	2	1
	Subject II	Composition-2	1	2	2	2	3	2	1	1	3	1	1	2
	Subject III	Printmaking	1	1	1	1	2	3	2	2	1	2	3	1
	Minor	OPE- Elective												
	Vocational Minor	Digital Design II - Adobe Photoshop	2	2	3	1	1	1	2	1	3	2	1	2
	Co-curricular Minor	Communicative English 2 - (University Compulsory)												
Sem-3														
	Subject I	Drawing & Illustration I												
	Subject II	Photography I	2	3	1	1	2	3	1	2	1	3	2	1
	Subject	Basic Commercial Art												

¹ Cel value will contain the correlation value of the respective course with PO.

	III													
	Paper 1	Graphic Design I	1	2	3	1	2	3	1	2	1	2	3	1
	Paper 2	Theory of Commercial Art I	2	1	1	2	3	1	2	1	2	1	2	2
	Minor Subject	OPE- Elective	1	2	3	1	3	2	2	1	1	2	1	3
	Vocational Minor	Installation Art	3	2	3	1	2	3	2	1	1	2	2	1
	Co-curricular Minor	Environmental Studies - (University Compulsory)												
Sem-4														
	Subject I	Drawing & Illustration II	1	2	2	3	1	2	3	1	2	1	1	2
	Subject II	Photography II	2	3	1	1	2	3	1	2	1	3	2	1
	Subject III	Advanced Commercial Art	1	2	2	3	1	2	3	1	2	1	1	2
	Paper 1	Graphic Design II	1	2	3	1	2	3	1	2	1	2	3	1
	Paper 2	Theory of Commercial Art II	2	1	1	2	3	1	2	1	2	1	2	2
	Vocational Minor	3D Printing	1	2	3	1	3	2	2	1	1	2	1	3
	Co-Curricular Minor	CCU - (University Compulsory)												
Sem-5														
	Subject I	Ad Illustration I												
	Paper 1	Digital Illustration I	2	3	1	1	2	3	1	2	1	3	2	1
	Paper 2	Typography I	1	2	2	3	1	2	3	1	2	1	1	2
	Subject II	Advertising Design I												
	Paper 1	CAD I	2	2	3	1	2	3	2	3	3	2	2	1
	Paper 2	Commercial Cinematography	1	2	3	3	2	1	2	3	2	2	1	1
	Paper 3	Global Trends in Advertising I	3	2	3	1	2	1	3	2	2	2	3	2

	Co-curricular Minor	Human Values, Ethics and Constitutional Values- (University Compulsory)												
	Survey/ Project	Internship	2	3	3	2	1	2	3	2	2	2	1	2
Sem-6														
	Subject I	Ad Illustration II												
	Paper 1	Digital Illustration II	2	2	1	1	3	1	3	2	2	1	2	3
	Paper 2	Typography II	3	1	3	2	1	2	1	1	2	3	3	1
	Subject II	Advertising Design II												
	Paper 1	CAD II	2	2	3	1	2	3	2	3	3	2	2	1
	Paper 2	Advertising Campaign	1	2	3	3	2	1	2	3	2	2	1	1
	Paper 3	Global Trends in Advertising II	3	2	3	1	2	1	3	2	2	2	3	2
	Co-curricular Minor	Arts, Sports, Yoga, Music ,Theatre (University Elective)												
	Survey/ Project	Case Study for Advertising Campaign	3	2	3	2	2	1	2	3	2	2	2	3
Sem-7														
	Subject I	Advertising Research												
	Paper 1	Visualization for Product Campaign	2	2	2	1	2	3	2	1	2	3	2	3
	Paper 2	Online Marketing	2	3	3	1	3	2	2	3	1	2	3	2
	Paper 3	Research Methodology and Report I	3	1	3	2	2	1	2	1	2	1	1	2
	Paper 4	Advertising Theory and Practice I	3	2	3	1	2	3	2	1	1	2	2	1
	Minor Subject	OPE- Elective												
	Industrial training	Industrial or Market Research	3	2	3	3	2	3	2	2	1	2	3	2
Sem-8														

	Subject I	Ad Campaign & Media Planning												
	Paper 1	Visualization for Social Campaign	2	2	3	2	3	3	2	3	3	2	2	3
	Paper 2	Advertising Theory and Practice II	3	2	3	2	2	3	2	2	2	3	2	3
	Industrial training	Capstone Project or UG Research Project	2	2	2	3	2	2	3	2	3	3	2	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: I

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Monor (Elective/ Co-Curricular/ Vocational)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Elective Prerequisite/ Co Requisite	Type of Course : CC AECC SEC DSE
							L	T	P			
THEORY SUBJECTS												
1	Major		VBT101	Art Studio I	Paper - 2	Story of Indian Art	2	0	0	2		
2	Minor (Co-Curricular)		ARP101	Communicative English I		Communicative English I - (University Compulsory)	2	0	0	2		
Practical/Viva-Você/Jury												

2	Major		JDC101	Art Studio I	Paper - 1	Drawing & Sketching I	0	1	3	4		
3	Major		JDC102	Composition I	Paper - 1	Composition I	0	1	3	4		
4	Major		VBJ103	Clay Modelling	Paper - 1	Clay Modelling	0	2	4	6		
5	Minor (Vocational)		JDC103	Digital Design I - Adobe Illustrator	Paper - 1	Digital Design I - Adobe Illustrator	0	1	2	3		
TOTAL CREDITS												
21												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: II

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Minor (Elective/ Co-Curricular/ Vocational)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Elective Prerequisite/ Co Requisite	Type of Course : CC AECC SEC DSE
							L	T	P			
THEORY SUBJECTS												
1	Major		VBT201	Art Studio II	Paper - 2	Story of World Art	2	0	0	2		
2	Minor (Co-Curricular)		ARP102	Communicative English II		Communicative English I - (University Compulsory)	2	0	0	2		

Practical/Viva-Você/Jury												
2	Major		JDC201	Art Studio II	Paper - 1	Drawing & Sketching I	0	1	3	4		
3	Major		JDC202	Composition II	Paper - 1	Composition I	0	1	3	4		
4	Major		VBJ203	Printmaking	Paper - 1	Printmaking	0	2	4	6		
5	Minor (Vocational)		JDC203	Digital Design II - Adobe Photoshop	Paper - 1	Digital Design II - Adobe Photoshop	0	1	2	3		
6	Minor (Elective)			OPE (Elective)			4	0	0	4		
TOTAL CREDITS												
25												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: III

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Monor (Elective/ Co-Curricular/ Vocational)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Elective Prerequisite/ Co Requisite	Type of Course : CC AECC SEC DSE
							L	T	P			
THEORY SUBJECTS												
1	Major		VBT303	Basic Commercial Art	Paper - 2	Theory Of Commercial Art - I	2	0	0	2		

2	Minor (Co-Curricular)		TDC301	Environmental Studies		Environmental Studies - (University Compulsory)	2	0	0	2		
Practical/Viva-Você/Jury												
2	Major		VBJ301	Drawing & Illustration I	Paper - 1	Drawing & Illustration I	0	2	4	6		
3	Major		VBJ302	Photography I	Paper - 1	Photography I	0	1	3	4		
4	Major		VBJ303	Basic Commercial Art	Paper - 1	Graphic Design I	0	1	3	4		
5	Minor (Vocational)		VBJ304	Installation Art	Paper - 1	Installation Art	0	1	2	3		
6	Minor (Elective)			OPE (Elective)			4	0	0	4		
TOTAL CREDITS												
25												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: IV

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Minor (Elective/ Co- Curricula r/ Vocation al)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Electiv e Prereq uisite/ Co Requisi te	Type of Course : CC AECC SEC DSE
							L	T	P			
THEORY SUBJECTS												

1	Major		VBT403	Advanced Commercial Art	Paper - 2	Theory of Commercial Art - II	2	0	0	2		
Practical/Viva-Você/Jury												
2	Major		VBJ401	Drawing & Illustration II	Paper - 1	Drawing & Illustration II	0	2	4	6		
3	Major		VBJ402	Photography II	Paper - 1	Photography II	0	1	3	4		
4	Major		VBJ403	Advanced Commercial Art	Paper - 1	Graphic Design II	0	1	3	4		
5	Minor (Vocational)		VBJ404	3D Printing	Paper - 1	3D Printing	0	1	2	3		
6	Minor (Co-Curricular)			CCU		CCU - (University Compulsory)	2	0	0	2		
TOTAL CREDITS												
21												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: V

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Monor (Elective/ Co- Curricular/ Vocational)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Electiv e Prereq uisite/ Co Requisi te	Type of Course : CC AECC SEC DSE
							L	T	P			

THEORY SUBJECTS											
1	Major		VBT503	Advertising Design I	Paper - 3	Global Trends in Advertising I	2	0	0	2	
Practical/Viva-Você/Jury											
2	Major		VBJ501	Ad Illustration I	Paper - 1	Digital Illustration I	0	1	3	4	
3	Major		VBJ502		Paper - 2	Typography I	0	1	3	4	
4	Major		VBJ503	Advertising Design I	Paper - 1	CAD I	0	1	3	4	
5	Major		VBJ504		Paper - 2	Commercial Cinematography	0	1	3	4	
6	Major (Core/ Industrial Training/ Survey/ Project)		VBJ505	Internship		Internship	0	0	3	3	
7	Minor (Co-Curricular)			Human Values , Ethics and Constitutional Values		Human Values , Ethics and Constitutional Values - (University Compulsory)	-	-	-	2	
TOTAL CREDITS											
23											

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: VI

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Monor (Elective/ Co- Curricular/	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Credits	Core/ Electiv e Prereq uisite/ Co Requisi te	Type of Course : CC AECC SEC DSE
							L	T	P			

Vocational)													
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THEORY SUBJECTS

1	Major		VBT603	Advertising Design II	Paper - 3	Global Trends in Advertising II	2	0	0	2		
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Practical/Viva-Você/Jury

2	Major		VBJ601	Ad Illustration II	Paper - 1	Digital Illustration II	0	1	3	4		
3	Major		VBJ602		Paper - 2	Typography II	0	1	3	4		
4	Major		VBJ603	Advertising Design II	Paper - 1	CAD II	0	1	3	4		
5	Major		VBJ604		Paper - 2	Advertising Campaign	0	1	3	4		
6	Major (Core/ Industrial Training/ Survey/ Project)		VBJ605	Case Study for Advertising Campaign		Case Study for Advertising Campaign	0	0	3	3		
7	Minor (Co-			Arts, Sports, Yoga, Music		Arts, Sports, Yoga, Music ,Theatre - (University	-	-	-	2		

	Curricular)			,Theatre		Elective)						
TOTAL CREDITS												
23												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning
Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: VII

S. No.	Major (Core/	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load	Cre dits	Core/ Electiv	Type of
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	Industrial Training/ Survey/ Project) / Monor (Elective/ Co-Curricular/ Vocational)						L	T	P		Prerequisite/ Co Requisite	Course : CC AECC SEC DSE
THEORY SUBJECTS												
1	Major		VBT701	Advertising Research	Paper - 4	Advertising Theory and Practice - 1	2	2	0	4		
Practical/Viva-Você/Jury												
2	Major		VBJ701	Advertising Research	Paper - 1	Visualization for Product Campaign	0	2	4	6		
3	Major		VBJ702		Paper - 2	Online Marketing	0	2	4	6		
4	Major		VBJ703		Paper - 3	Research Methodology and Report I	0	1	3	4		

5	Major (Core/ Industrial Training/ Survey/ Project)		VBJ704	Industrial or Market Research		Industrial or Market Research	0	6	0	6		
6	Minor (Elective)			OPE (Elective)			-	-	-	4		
TOTAL CREDITS												
30												

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Name of School: School of Architecture & Planning

Program: Bachelor of Visual Art / Branch: Applied Art
Batch: 2021-2025
TERM: VIII

S. No.	Major (Core/ Industrial Training/ Survey/ Project) / Monor (Elective/ Co- Curricula r/ Vocation al)	Paper ID	Subject Code	Subjects	Paper No.	Paper Name	Teaching Load			Cre dits	Core/ Electiv e Prereq uisite/ Co Requisi te	Type of Course : CC AECC SEC DSE
							L	T	P			
THEORY SUBJECTS												
1	Major		VBT801	Ad Campaign & Media Planning	Paper - 2	Advertising Theory and Practice II	2	2	0	4		
Practical/Viva-Você/Jury												
2	Major		VBJ801	Ad Campaign & Media Planning	Paper - 1	Visualization for Social Campaign	0	4	12	16		

3	Major (Core/ Industrial Training/ Survey/ Project)		VBJ802	Capstone Project or UG Research Project		Capstone Project or UG Research Project	0	6	0	6		
TOTAL CREDITS												
26												

Course Syllabus

Semester - 1

School : SAP	Batch : 2021-25	
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Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Arts		Semester: 1	
1	Course Code	VBT101	
2	Course Title	STORY OF INDIAN ART	Paper-2
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
Course Status		Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to enable students to recognise the significance of art history and its association with the creative process. 2. It aims at enumerating the growth of art in the Indian subcontinent by focusing on ancient civilizations such as the Indus Valley. 3. It aims at disseminating historical information in a narrative form of a story. 4. It enables students to examine various forms and materials used in creating ancient art works. 5. To understand the impact of political and religious history on the development of various styles in ancient art. 	
6	Course Outcomes	<p>After completing this course the students will be able to:</p> <p>CO1:- Acquire knowledge about the various phases of ancient and medieval Indian art.</p> <p>CO2:- Understand the different materials used to make art in the ancient times.</p> <p>CO3:- Articulate and interpret in detail about the different ancient Indian styles of art.</p> <p>CO4:- Critically think about form and its association with the prevalent trends in history.</p> <p>CO5:- Summarize the development of Art in India from Mauryans to Mughals in a narrative manner.</p> <p>CO6:- Develop a critical eye and analytical skills to analyse an artwork.</p>	

7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.		
8	Outline syllabus			CO Achievement
	Unit 1	Prehistoric Indian Art and Ancient Civilization		CO1
		1A : Prehistoric Art in India 1B : Indus Valley Civilization 1C : Rise of Vedic Age		
	Unit 2	Early Buddhist Art		CO2
		2A:- Sculptures during the Mauryan Empire 2B:- Sculptures during the Shunga Empire 2C:- Amaravati Sculpture		
	Unit 3	Kushan, Gupta Period and Eastern Ghats		CO3, CO6
		3A:- Gandhara School and Mathura School 3B:- Gupta Period 3C :- Khajuraho , Bhubaneswar and Konark		
	Unit 4	Art in the Southern Peninsula		CO4,CO5
		4A :- Pallava dynasty and Pala-Sena Sculpture 4B :- Chalukyan and Rashtrakuta Sculpture 4C :- Chola and Hoysala Sculpture		
	Unit 5	Early Modern Painting		CO5, CO6
		5A:- Pre-Mughal Trends in Indian Painting 5B :- Pala and Western Indian Manuscript Painting 5C :- Mughal Miniature Painting		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	- Elements of Indian art by <i>Gupta, S.P.</i> - Story of Indian art by <i>Bhattacharya, S.K.</i>		

	Other References	- Art of India: traditions of Indian sculpture painting and architecture by <i>Kramrisch, Stella</i>	
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POs COs	PO 1 De mo nst rat e	PO 2 Ide ntif y	PO 3 Ap ply	PO 4 Des cri be	PO 5 De vel op	PO 6 Pe rfo rm	PO 7 Cr eat e	PO 8 So lve Fo r mal	PO 9 De mo nst rat e	PO 10 Sol ve Vis ual	PO 11 Ass ess	PO 12 Pr ese nt	PS O1	PS O2
CO1	2	3	2	2	1	2	2		1	3	1	2	2	-
CO2	3	3	3	3	1	2	3	2	2	3	3	2	2	-
CO3	2	3	3	3	1	3	3	1	2	3	2	2	3	-
CO4	3	3	3	2	2	3	3	2	2	3	2	3	2	-
CO5	2	2	2	1	2	2	3	1	2	3	3	3	3	-
CO6	3	2	2	1	1	2	2		1	3	1	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP	Batch : 2021-2025	
Program: B.Des & BVA	Current Academic Year:	

Branch: Foundation		Semester: 1	
1	Course Code	JDC101	
2	Course Title	Art Studio - I/ DRAWING AND SKETCHING-I	Paper - 1
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on inculcating the significance of developing hand and mind coordination. 2. It concentrates on exploring different forms by examining objects. 3. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Examining various sketching techniques such as rendering, line drawing, shading etc. . 6. Recognizing the significance of the line and demonstrating its nuances. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Define and understand the use of materials for the drawing process.</p> <p>CO2: Develop physical and visual skills related to the drawing process.</p> <p>CO3: Apply and judge proportion, scale, and spatial relationships.</p> <p>CO4: Apply arial and tonal techniques to depict light and shadow.</p> <p>CO5: Sketch human figure drawings.</p> <p>CO6: Plan , design and create through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.</p>	

7	Course Description	The course introduces students with the foundation skill which enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills. Further it focuses on acquiring new techniques in order to enhance a visual vocabulary.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction	CO1
		1A:- Line 1B:- Form & Space 1C:- Sketching Techniques	
	Unit 2	Shapes	CO2
		2A:- Two-dimensional shapes rectangle, square, triangle 2B:- Three dimensional shapes cones, cylinder, cubes, cuboid 2C:- Abstract shapes	
	Unit 3	Object study	CO3, CO4
		3A :- Single object study 3 B:- Multiple object study by taking things from a single group eg: only three dimensional shapes like cubes, cones etc 3C:- Multiple object study by taking things from different groups eg: drapery, fruits and cones etc	
	Unit 4	Exploration of forms	CO6
		4A :- Regular forms 4B :- Abstract forms 4C :- Definitive forms	
	Unit 5	Human Anatomy	CO3, CO5
		5A :- Proportion Study 5B :- Gesture Drawing 5C :- Expression Study	

	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>			
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers			

POs COs	PO 1 De mo nst rat e	PO 2 Ide ntif y	PO 3 Ap ply	PO 4 Des cri be	PO 5 De vel op	PO 6 Pe rfo rm	PO 7 Cr eat e	P O8 So lve Fo r mal	PO 9 De mo nst rat e	PO 10 Sol ve Vis ual	PO 11 Ass ess	P O1 2 Pr es ent	PS O1	PS O2
CO1	2	2	1	2	2	1	2	1	2	1	1	1	2	-
CO2	2	2	3	2	3	2	3	3	2	2	2	2	1	-
CO3	3	2	2	3	2	3	3	3	3	2	2	2	3	-
CO4	3	3	2	2	2	3	3	3	2	3	1	2	2	-
CO5	2	2	2	3	1	2	3	1	3	3	2	3	2	-
CO6	2	2	2	3	2	2	3	1	2	3	1	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School :SAP		Batch : 2021-2025	
Program: B.Des / BVA		Current Academic Year:	
Branch: Foundation		Semester: 1	
1	Course Code	JDC102	
2	Course Title	COMPOSITION-I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. To understand Aesthetics Experience and Applications of related Skills Used in Design 2. To identify frames through which one could enumerate a composition. 3. To recognize compositional structures of both two- and three-dimensional spaces. 4. Understanding the role of line, texture, colour and volume. 5. Creating organic and geometric forms in two dimensional spaces. 6. Composing a pictorial space by placing different elements of Composition & Design 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Describe the Aesthetic Experience, evaluation & perception</p> <p>CO2: Understand Environment as Contributors to Aesthetic Experience, Values Derived from Products and Environment</p> <p>CO3: Apply the Visual Elements of Composition Design</p> <p>CO4: Compare Tangible Elements of Art & Design</p> <p>CO5: Apply about the Colour Theory and interaction</p> <p>CO6: Integrate and create composition , artworks and designs using varied elements</p>	

7	Course Description	The course aims at introducing the students with the significance of studying elements of Art & Design and enables them to apply the same in creating and composing aesthetically evaluated works of Art & Design.			
8	Outline syllabus			CO Achievement	
	Unit 1	Defining Aesthetic Experience			CO1, CO2
		1A:- Defining Aesthetic Experience , Composition & Types 1B:- Environment as Contributors to Aesthetic Experience, Value Derived from Products and Environment 1C:- Factors Influencing Aesthetic Evaluation or Preference			
	Unit 2	Visual Elements of Art & Design			CO3
		2A.Dots – Types, Variations & Application 2B.Lines – Types, Variations & Application 2C.Typography			
	Unit 3	Tangible Elements of Art & Design			CO4
		3A:- Shapes & Forms 3B:- Space – Positive & Negative 3C:- Textures			
	Unit 4	Colours & Values			CO5
		4A :- Basic terminology & describing colours 4B :- Colour wheel selections, Colour Value and combinations 4C :- Colour symbolism: Emotional reactions			
	Unit 5	Applications of Aesthetics Related Skills Used in Art & Design			CO1, CO2, CO3, CO4, CO5,CO6
		5A.Complexity, Order and Novelty 5B.Creative Activities and Skills 5C.Developers and Promoters of Design Products			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	1. Ann Marie, 2010, Fiore Understanding Aesthetics for			

		the Merchandising and Design Professional , Fairchild Books	
	Other References	2. Gavin Ambrose, Paul Harris , 2007, Basics Design 05: Colour, Bloomsbury Publication 3. Gail Greet Hannah, 2002, Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Princeton Architectural Press 4. Joshua. Field, 2018, An Illustrated Field Guide to the Principles and Elements of Art + Design, Lulu.com	

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO10 Solv e Vis ual	PO11 Ass ess	PO12 Pres ent	PSO 1	PSO 2
CO 1	3	1	-	-	2	2	-	-	1	3	1	3	2	-
CO 2	3	3	-	1	2	2	2	-	2	3	1	3	3	-
CO 3	3	-	2	-	-	-	-	-	-	3	-	3	2	-
CO 4	3	-	2	-	-	-	-	-	-	3	-	3	1	-
CO 5	3	-	2	-	-	-	-	-	-	3	-	3	2	-
CO 6	3	3	3	3	-	3	-	-	2	3	3	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SAP	Batch: 2021-25	
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Program: BVA/ B. Design		Current Academic Year:	
Branch: Foundation		Semester - 1	
1	Course Code	JDC103	
2	Course Title	Digital Design - I - Adobe Illustrator	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Minor (Vocational)	
5	Course Objective	<ol style="list-style-type: none"> 1. The objective of the course is to digitally design & present an in-depth, innovative & creative collection by using multiple design software & techniques such as Adobe Illustrator. 2. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns 3. Working with various colourways schemes and using repeat methods effectively. 4. Students will submit the whole process of pattern creation in the form of a digital presentation along with hard copies of class assignments. 	

6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Use a vocational digital vector drawing tool</p> <p>CO2: Convert ideas into digital vector drawings</p> <p>CO3: Construct their sketched artistic ideas into graphics</p> <p>CO4: Express original digital designs as per industrial manufacturing processes & methods</p> <p>CO5: Compile & present creative works in form of portfolio</p> <p>CO6: Create digital creative stories, design ideas & variations</p>	
7	Course Description	The course is an introduction to Illustrator, an essential digital tool for design. The students will be experientially learning through live demonstrations & industry aligned exercises.	
8	Outline syllabus		CO Achievement
	Unit 1	Getting started with Adobe Illustrator	CO1
		a) Introduction of Vector & Bitmap, file formats, Illustrator Interface, Palettes, Drawing Motif with Pen tool b) Transforming Motif with Rotation, Reflect tool c) Manipulating shapes with Pathfinder, Shape Builder tool, Live Paint Bucket Tool	
	Unit 2	Graphics & Prints for Product Promotion-1	CO2
		a) Creating contour, Blending shapes b) Adding effects to shapes (pucker, bloat, transform) c) Editing Effects using Appearance Palette	

	Unit 3	Graphics & Prints for Product Promotion -2			CO3, CO6
		a) From Pencil to digital Format (Scanning, Tracing sketched work) b) Graphics for Objects (Placements prints) c) Editing prints using layer palette			
	Unit 4	Graphics & Prints for Product Promotion -3			CO4, CO6
		a) Repeats and Pattern (types of patterns) b) Colourways & Colour Separation for Prints c) Creating StoryBoard (Adding prints to silhouettes using masking technique)			
	Unit 5	Portfolio development			CO5, CO6
		a) Lay outing for Portfolio (e-portfolio, e-book) b) Lay outing for Portfolio (print) c) Portfolio Evaluation			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	1. <i>The Graphic Designer's Digital Toolkit</i>			

	Other References	<ol style="list-style-type: none"> 1. <i>Learn Adobe Illustrator CC for Graphic Design and Illustration Pdf</i> 2. <i>The Non Designer's Illustrator Book</i> by Robin Williams & John Tollett 	
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POs COs	PO 1 Demonstrate	PO 2 Identify	PO 3 Apply	PO 4 Describe	PO 5 Develop	PO 6 Perform	PO7 Create	PO8 Solve Formal	PO9 Demonstrate	PO10 Solve Visual	PO11 Assess	PO12 Present	PSO 1	PSO 2
CO 1	-	-	1	-	3	-	1	1	-	1	1	2	2	-
CO 2	-	-	1	-	3	-	1	1	-	1	1	2	3	-
CO 3	-	-	2	-	3	-	1	1	-	2	1	2	2	-
CO 4	-	-	3	-	3	-	1	1	-	3	1	2	3	-
CO 5	-	-	2	-	3	-	2	1	-	3	1	3	2	-
CO 6	-	-	3	-	3	-	2	1	-	3	1	3	1	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP	Batch : 2021-2025	
Program: Bachelor of Visual Arts	Current Academic Year:	
Branch: Applied Arts	Semester: 1	

1	Course Code	VBJ103	
2	Course Title	Clay Modelling	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Mejor (Compulsory)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on visualizing and creating in three dimensional form. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of clay modelling. 3. To develop the hands on skills for creating free standing sculpture by the means of necessary tools and techniques. 4. It focuses on understanding various measuring techniques used in clay modelling. 5. It explores unique features of different three dimensional renderings via the means of various techniques. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Understand and implement the elements and principles of art in three dimensional forms.</p> <p>CO2:- Demonstrate various surfacing techniques for clay modelling.</p> <p>CO3:- Capture 2D to 3D relationships in clay modelling.</p> <p>CO4:- Develop the skill for measuring scale and proportion for reconstructing a 3D form.</p> <p>CO5:- Acquire the skill for creating armature in sculpting free standing sculptures.</p> <p>CO6:- Create mixed media 3D sculptures.</p>	
7	Course Description	The course offers to introduce and explore various tools and techniques for clay modelling. The students will understand the nature of clay; its manipulation and exploring its elastic behaviour to create a new or existing form. This also provides various skills and knowledge to express their	

		creativity through traditional clay in 2D, 3D and relief works.			
8	Outline syllabus				CO Achievement
	Unit 1	Introduction			CO2
		1A- Material, Tools and Application 1B- Composing with geometrical forms 1C- Texture and Rendering			
	Unit 2	Clay Manipulation			CO2
		2A- Exploration with Pinch & Pull 2B- Coil, Slip & Score 2C- Slab, Slip & Score			
	Unit 3	2D Development & Translation			CO1, CO3
		3A- Relief Composition 3B- Subtractive Method 3C- Additive Method			
	Unit 4	Ratio & Proportion & Armature			CO1, CO4, CO5
		4A- Measuring Wire Frame/Skelton 4B- Binding armature forms 4C- Composing Free Standing Sculpture			
	Unit 5	Mixed Media			CO1, CO6
		5A- Paper Mache & Moulding 5B- POP Moulding 5C- Scrape/assemblage Sculpting			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	- <i>Clay Modelling for Beginners: An Essential Guide to Getting Started in the Art of Sculpting Clay</i> by Jeanie Hirsch			
	Other References				

POs COs	PO1 De mo nstr ate	PO2 Ide nti fy	PO3 Ap ply	PO4 De scr ibe	PO5 De vel op	PO6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO10 Solv e Vis ual	PO11 Ass ess	PO12 Pres ent	PSO1	PSO2
CO1	2	3	2	2	3	1	3	1	2	3	3	1	2	-
CO2	2	2	3	1	1	3	2	3	3	2	2	2	2	-
CO3	1	2	2	3	2	2	1	2	2	2	3	3	1	-
CO4	3	1	3	1	3	1	2	1	1	3	2	3	2	-
CO5	1	2	2	2	1	3	1	3	3	1	3	2	2	-
CO6	1	2	3	1	2	2	3	2	1	2	2	1	1	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester - 2

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Arts		Semester: 2	
1	Course Code	VBT201	
2	Course Title	Art Studio II/ STORY OF WORLD ART	Paper-2
3	Credits	2	
4	Contact Hours	2-0-0	

	(L-T-P)		
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to enable students to recognise the significance of art history and its association with the creative process. 2. It aims at enumerating the growth of art in the world by focusing on ancient civilizations. 3. It enables students in examining various forms and materials used in creating ancient art works. 4. To understand the impact of political and religious history on the development of various styles in ancient art. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Gain knowledge about the various phases of ancient western and Asian art</p> <p>CO2:- Recognise the different materials used to make art in the ancient times.</p> <p>CO3:- Articulate in detail about the different ancient styles of art and compare the style of working in different cultural contexts.</p> <p>CO4:- Critically think about form and its association with the prevalent trends in history.</p> <p>CO5:- Apply the acquired knowledge into analytical and critical skills.</p> <p>CO6:- Develop an eye for visual art by drawing a comparison between ancient and current practices.</p>	
7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.	

8	Outline syllabus			CO Achievement
	Unit 1	Prehistoric Art		CO1
		1A:- Palaeolithic 1B:- Mesolithic 1C:- Neolithic		
	Unit 2	Civilizations and Ancient Art I		CO2,CO3
		2A:-Introduction to various civilizations in world 2B:- Mesopotamian Civilization 2C:- Egyptian Art and Civilization		
	Unit 3	Civilizations and Ancient Art II		CO3, CO5
		3A:- Aegean Period: Mycenae's, Crete and Cycladic Art 3 B:- Art of Ancient Greece 3C:- Roman Art & Architecture		
	Unit 4	Civilizations and Ancient Eastern Art		CO4
		4A :- Principles of Chinese and Japanese Painting 4B :- Yellow River Civilization 4C :- Art in Ancient Japan		
	Unit 5	Art in South-East Asia		CO6
		5A:- Combodian Art 5B :- Indonesian Art 5C :- Ancient Cave Art of Sri Lanka		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	- Laurie Adams - A History of Western Art- McGraw-Hill Humanities_Social Sciences_Languages (2011) - Fred S. Kleiner - Gardner's Art Through the Ages_ A Concise History of Western Art-Cengage Learning (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 De mo nstr ate	PO2 Ide nti fy	PO3 Ap ply	PO4 De scr ibe	PO5 De vel op	PO6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO10 Solv e Vis ual	PO11 Ass ess	PO12 Pres ent	PSO1	PSO2
CO1	2	2	1	2	2	1	2	1	2	1	1	1	2	-
CO2	2	2	3	2	3	2	3	3	2	2	2	2	2	-
CO3	3	2	2	3	2	3	3	3	3	2	2	2	1	-
CO4	3	2	2	2	2	3	3	3	2	3	1	2	2	-
CO5	2	2	2	3	1	2	3	2	3	2	2	3	3	-
CO6	2	2	2	3	2	2	3	1	2	3	1	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-2025	
Program: B.Des & BVA		Current Academic Year:	
Branch: Foundation		Semester: 2	
1	Course Code	JDC201	
2	Course Title	Art Studio II/ DRAWING AND SKETCHING-II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Compulsory	

5	Course Objective	<ol style="list-style-type: none"> 1. The programme aims at developing and harnessing manual skills, leading to collaboration between visualized and the created. 2. It concentrates on exploring different materials such as charcoal, watercolor, pencil, ink etc. 3. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Describing movement by studying the anatomy of human as well as animal figures. 6. Explaining the significance of line and demonstrating its nuances. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Explore varied art and drawing materials.</p> <p>CO2:- Visualize different spaces both indoor and outdoor and transform them in two dimensional forms using different materials.</p> <p>CO3:- Reproduce different objects by adhering to the principles of proportion and scale.</p> <p>CO4:- Understand movement through anatomical studies of both animal and human beings.</p> <p>CO5:- Observe rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.</p> <p>CO6:- Create art and design works using comprehension skills.</p>	
7	Course Description	<p>The course enables students to develop an understanding between reality and reproduction. It acts as one of the key platforms to enhance the overall creative comprehension skills and inculcate the significance of consistent practice.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Practicing through Principles of Art		CO1
		1A:-Study of scale and proximity 1B:-Study of shape, perspective and proportion 1C:- Capturing Rhythm		
	Unit 2	Surface Study		CO2
		2A:- Study of Drapery 2B:- Object study of different materials such as glass, aluminums and wood. 2C:- Foliage Study		
	Unit 3	Outdoor Drawing		CO3
		3A:- Landscape 3B:- Architectural Studies 3C:- Flora and fauna Study		
	Unit 4	Human Anatomy		CO4, CO6
		4A :- Study of the human skeleton 4B :- Study part by part: Hands and Legs 4C :- Study part by part: Torso and Trunk		
	Unit 5	Human Anatomy and Still life		CO4, CO5
		5A :- Model Study with Drapery 5B :- Study of portraits 5C :- Study of Still Life: Plants, draperies and objects		
	Mode of examination	Jury		
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>		

	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers	
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POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	1	2	2	1	2	1	2	1	1	1	2	-
CO 2	2	2	3	2	3	2	3	3	2	2	2	2	2	-
CO 3	3	2	2	3	2	3	3	3	3	2	2	2	3	-
CO 4	3	2	2	2	2	3	3	3	2	3	1	2	2	-
CO 5	2	2	2	3	1	2	3	2	3	2	2	3	2	-
CO 6	2	2	2	3	2	2	3	1	2	3	1	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch: 2021-2025	
Program: B.Des/BVA		Current Academic Year: 2021-2022	
Branch: Foundation		Semester: 2	
1	Course Code	JDC202	
2	Course Title	COMPOSITION-II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Compulsory	
5	Course Objective	1. The course aims at interpreting the significance of a composition which	

		<p>includes an in-depth study of its elements and principles.</p> <ol style="list-style-type: none"> 2. Describe the components of a composition and varying degree of their impact on a layout. 3. Provide an in-depth study of dimensions, shapes and space. 4. Classify and manoeuvre natural and geometric shapes. 5. Describe the significance of pattern, rhythm, and movement in space and reproduce composition layouts keeping the latter in mind. 	
6	Course Outcomes	<p>After completing this course the students will be able to</p> <p>CO1:- Learn about the existence of Design in Everyday and varied perspectives</p> <p>CO2:- Visualize and reproduce the spaces on the basis of the principles of a good Design</p> <p>CO3:- Manage and create a visual space</p> <p>CO4:- Handle different materials and use them</p> <p>CO5:- Signify a well-developed composition and design by carefully analysing the ones around them and by studying other artist projects.</p> <p>CO6:- Compose aesthetically evaluated projects</p>	
7	Course Description	<p>The course aids in visualizing and practicing different forms of developing a composition. It enables students to develop an understanding of creating a space in a balanced and harmonious way.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Practicing with Principles of Art	CO1, CO5

		1A:- Emphasis, Unity & Balance 1B:- Scale & Proportion 1C:- Rhythm and Harmony			
	Unit 2	Dimensional Study			CO2, CO5
		2A :- Two dimensional Compositions 2B :- Three dimensional compositions 2C :- Spatial explorations			
	Unit 3	Composing Shapes and Space			CO3, CO5
		3A:- Geometric shape 3 B:- Organic Shape 3C:- Negative and Positive Space			
	Unit 4	Art Project I			CO4
		4A: Antique Study 4B: Outdoor Study 4C: Landscape / Cityscape			
	Unit 5	Art Project II			CO4, CO6
		5A:- Composing from Memory 5B:- Mixed Media & Photomontage 5C:- Presentation and Display Design			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Lois Fichner-Rathus - Understanding Art-Wadsworth Publishing (2013) Debra DeWitte, Ralph Larmann, Kathryn Shields - Gateways to Art_ Understanding the Visual Arts-Thames & Hudson (2015)			
	Other References	Composition: Understanding Line, Notan and Color , Arthur Wesley Dow, Dover Publication, New York			

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	1	3	2	1	2	2	2	1	2	2	1	-
CO 2	2	3	3	2	3	2	3	3	2	2	2	2	2	-
CO 3	3	3	2	3	2	2	3	2	3	2	2	2	2	-
CO 4	3	3	2	2	2	3	3	3	2	3	1	2	1	-
CO 5	2	2	2	3	1	2	3	2	3	2	2	3	2	-
CO 6	2	3	3	3	2	2	3	1	2	3	1	3	1	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SAP		Batch: 2021-25		
Program: BVA/ B. Design		Current Academic Year:		
Branch: Foundation		Semester: 2		
1	Course Code	JDC203		

2	Course Title	Digital Design - II - Adobe Photoshop	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Minor (Vocational)	
5	Course Objective	<ol style="list-style-type: none"> 1. The objective of the course is to digitally design & present an in-depth, innovative & creative collection by using multiple design software & techniques such as Photoshop. 2. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns 3. Working with various colourways schemes and using repeat methods effectively. 4. Students will submit the whole process of pattern creation in the form of a digital presentation along with hard copies of class assignments. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Become aware of a vocational bitmap drawing tool</p> <p>CO2: Convert ideas into bitmap imagery</p> <p>CO3: Construct their sketched artistic ideas into graphics</p> <p>CO4: Express & render original digital designs as per industrial manufacturing processes & methods</p> <p>CO5: Compile & present creative works in form of portfolio</p> <p>CO6: Create digital creative stories, design ideas & renderings & presentations</p>	

7	Course Description	The course is an introduction to Adobe Photoshop, an essential digital tool for design. The students will be experientially learning through live demonstrations & industry aligned exercises.	
8	Outline syllabus		CO Achievement
	Unit 1	Getting started with Adobe Photoshop	CO1
		a) Introduction of Vector & Bitmap, file formats, Resolution for different devices b) Photoshop Palettes – Layer, Channels & Paths c) Introduction of Photoshop selection Tools (Marquee, Magic Wand, Quick Selection tool, Pen Tool)	
	Unit 2	Graphics & Prints for Product Promotion -1	CO2
		a) Photo Montage & Collages b) Graphics for T-shirt (Placements) c) Compositions for Magazine/ Advertisements	
	Unit 3	Graphics & Prints for Product Promotion -2	CO3, CO6
		a) From Pencil to digital Format (Scanning, Tracing sketched work) b) Repeats and Pattern (geometrical & seamless) c) Colourways & Colour Separation for Prints (manual printing/ digitally printing)	
	Unit 4	Graphics & Prints for Product Promotion -3	CO4, CO6

		a) Refining Editorial Illustration b) Rendering Illustration with Painting Techniques c) Rendering Illustrations with Masking Techniques			
	Unit 5	Portfolio Development			CO5, CO6
		a) Lay outing for Portfolio (e-portfolio, e-book) b) Lay outing for Portfolio (print) c) Portfolio Evaluation			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	1. Adobe Photoshop CC Classroom in a Book by <i>Faulkner Andrew and Chavez Conrad</i>			
	Other References	1. Thinking: Objects: Contemporary Approaches to Product Design by <i>Tim Parsons</i>			

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	3	2	2	2	3	3	3	2	2	3	2	-
CO 2	3	1	2	2	3	3	2	2	1	1	1	1	3	-

CO 3	2	2	2	3	3	2	3	2	3	2	2	3	2	-
CO 4	1	3	1	2	1	2	2	1	1	3	1	2	3	-
CO 5	1	1	2	2	2	3	3	1	2	2	2	3	2	-
CO 6	2	2	3	3	3	2	2	2	1	3	1	2	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-2025	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Arts		Semester: 2	
1	Course Code	VBJ203	
2	Course Title	Printmaking	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Minor (Vocational)	

5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created by the means of printmaking. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of multiple reproduction of artistic prints. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different techniques and their uses in print media. 5. It explores unique features of manual prints. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Acquire the understanding of the basic principles of printmaking, and the ability to apply these principles with specific aesthetic intent.</p> <p>CO2: Gain the knowledge and skills in the use of basic tools and techniques of printmaking.</p> <p>CO3: Demonstrate various planographic printmaking techniques.</p> <p>CO4: Demonstrate intaglio printmaking techniques.</p> <p>CO5: Demonstrate various relief printmaking techniques.</p> <p>CO6: Develop and present a culminating body of work.</p>	
7	Course Description	<p>The course builds on the existing skill of observation and reproduction and enables in developing coordination between the visualized and created by the means of print media. It</p>	

		aims at introducing various techniques and materials of printmaking.			
8	Outline syllabus				CO Achievement
	Unit 1	Demonstration			CO2
		1A- Tools, Machine & Materials 1B- Composition Lay outing Process 1C- Engraving & Relief Comparison			
	Unit 2	Stencil Prints & Block Printing			CO3, CO6
		2A- Stencil printing process 2B- Block carving 2C- Block printing			
	Unit 3	Relief Printing			CO1, CO5, CO6
		3A- Woodcut 3B- Linoleum 3C- Collagraph Print			
	Unit 4	Serigraph or Screen Printing			CO2, CO6
		4A- Screen preparation & process 4B- Screen Print on paper 4C- Mixing various print technique in one composition			
	Unit 5	Engraving			CO1, CO4, CO6
		5A- Dry point 5B- Intaglio 5C- Aquatint			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> - The Complete Printmaker by John Ross - The Artist's Handbook by Ray Smith 			
	Other References				

PO s CO s	PO 1 De mo nst rat e	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	3	2	2	2	3	3	3	2	2	3	2	-
CO 2	3	1	2	2	3	3	2	2	1	1	1	1	1	-
CO 3	2	2	2	3	3	2	3	2	3	2	2	3	2	-
CO 4	1	3	1	2	1	2	2	1	1	3	1	2	2	-
CO 5	1	1	2	2	2	3	3	1	2	2	2	3	2	-
CO 6	2	2	3	3	3	2	2	2	1	3	1	2	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester - 3

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Art		Semester: 3	
1	Course Code		
2	Course Title	Basic Commercial Art/ Theory of Commercial Art I	Paper-2
3	Credits	2	

4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to introduce communication and design processes. 2. It aims at understanding different compositional rules in design, principles and their association with the creative process. 3. It focuses on understanding the role of typography and color in design. 4. It also deals with the growth of the advertising industry and evolution of different media of publicity. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Recognise the principles of design and its significance in the execution of the design process.</p> <p>CO2:- Differentiate between Communication Design, Graphic Design and Visual Art.</p> <p>CO3:- Explain the different forms and types of communication which includes graphics, typography and color models.</p> <p>CO4:- Distinguish between advertising and marketing.</p> <p>CO5:- Understand various layout designs in different media of communication.</p> <p>CO6:- Assess and evaluate the importance and impact of advertising forms on society.</p>	
7	Course Description	It aims to provide understanding of different elements and principles of design. It focuses on understanding different aspects of design processes and its importance in communication. It brings the students closer to the advertising world and makes them aware about its relationship with art and employment.	
8	Outline syllabus		CO Achievement
	Unit 1	Design and Its Elements	CO1

		1A. Introduction to Design and Communication. 1B. Elements of Design 1C.Principles of Design and Its Importance	
	Unit 2	Theory of Communication	CO2
		2A. Understanding Design Theory and Difference Between Visual Art, Graphic Design and Communication Design 2B. Forms, Types and Importance of Communication In Design Process. 2C. Understanding The Use of Typography and Colour In Design	
	Unit 3	Layouts In Design	CO3
		3A. Introduction To Layout, Its Characteristics and Elements 3B. Types of Grids and Rules of Design Compositions, Role of Design and Layout In Various Media of Communication 3C. Layout In Outdoor Advertising, In- Store Designs and Page Layouts for Publications.	
	Unit 4	Introduction To Advertising	CO4, CO5
		4A. Introduction to Advertising - History, Golden Age and Present Scenario 4B. Understanding of Different Media of Publicity and Various Types of Advertising 4C. Target Audience, Their Importance and Impact of Different Form of Publicity on Society - Children and Adults	
	Unit 5	Introduction To Advertising - II	CO6
		5A:- Similarities and Differences Between Advertising, Personal Selling and Public Relations 5B :- Relation of Advertising, Art and Employment 5C :- Study of Direct Marketing, Sales Promotion, Various Advertising Related Terminologies.	
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	- <i>Communication Design - Principles, Methods and Practice by Dorge Frascara</i>	
	Other References	- <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i> , by Robin Landa;	

		<ul style="list-style-type: none"> - <i>Advertising Design and Typography</i>, by Alex W. White - <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen 	
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POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	2	1	3	1	3	3	2	3	1	2	3	-
CO 2	3	2	3	2	3	3	1	2	2	2	2	3	2	-
CO 3	1	3	1	1	2	1	3	3	2	3	3	1	3	-
CO 4	2	1	1	3	2	2	1	2	1	2	3	3	2	-
CO 5	3	2	2	2	1	1	3	3	3	3	2	2	3	-
CO 6	2	2	2	2	1	2	1	2	1	2	1	2	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-2025		
Program: Bachelor of Visual Arts		Current Academic Year:		
Branch: Applied Art		Semester: 3		
1	Course Code			
2	Course Title	DRAWING & ILLUSTRATION-I		
3	Credits	6		
4	Contact Hours			

	(L-T-P)	2-2-2	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different forms of illustration. 5. It explores unique features of different illustration styles. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Recognize and express their skills of observation in reproduction of images.</p> <p>CO2:- Sketch objects in both indoor and outdoor areas.</p> <p>CO3:- Imagine and modify objects or ideas using different techniques such as pen and ink, poster color, water color and shading using pencils.</p> <p>CO4:- Experiment with different drawing techniques and create distinctive visual forms.</p> <p>CO5:- The students will be able to conceptualize their ideas into visual illustrations.</p> <p>CO6: Develop narration based visuals into a zine format.</p>	
7	Course Description	The course improves student's existing skill of observation and reproduction and enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills.	
8		Outline syllabus	CO Achievement

	Unit 1	Drawing I			CO1, CO3
		1A:- Practicing lines 1B:- Detailed Anatomy Study for Portraiture 1C:- Detailed Anatomy Study for Human Body			
	Unit 2	Drawing II			CO2
		2A:- Object Study 2B:- Animal Study 2C:- Architectural Study			
	Unit 3	Conceptual Study			CO4, CO3
		3A :- Working on Concepts 3B :- Creating Layouts 3C :- Formulating the Concept			
	Unit 4	Illustration I			CO4, CO5
		4A :- Introduction to Illustrations 4B :- Illustration Techniques 4C :- Various forms of Illustration			
	Unit 5	Illustration II			CO5, CO6
		5A- Use of all common medium techniques in Illustration in Multi-Colour 5B- Introduction To Zines 5C- Zine -Making			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	<ul style="list-style-type: none"> - The Complete Guide to Drawing & Illustration: A Practical and Inspirational Course for Artists of All Abilities Book by Gray Peter - Creative illustration Book by Andrew Loomis 			
	Other References				

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
COs	De	Ide	Ap	De	De	Pe	Cre	Solv	De	Solv	Ass	Pres		
s	mo	nti	ply	scr	vel	rfo	ate	e	mon	e	ess	ent		
	nst	fy		ibe	op	rm		For	stra					
								mal	te					

	rate									Visual				
CO 1	2	3	2	2	2	1	1	1	1	2	1	1	3	-
CO 2	2	3	2	2	2	1	1	1	1	2	1	1	3	-
CO 3	3	3	3	2	3	2	2	2	2	3	2	3	3	-
CO 4	2	3	2	3	2	1	1	1	1	3	2	2	2	-
CO 5	2	3	3	2	3	1	1	1	1	3	2	3	2	-
CO 6	3	3	3	2	3	1	3	3	3	3	2	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Arts		Semester: 3	
1	Course Code		
2	Course Title	Photography I	
3	Credits	4	
4	Contact Hours (L-T-P)	1-1-2	
	Course Status	Major (Core)	

5	Course Objective	<ol style="list-style-type: none"> 1. This course will offer skill development in the use of software to develop storyboards and Stop Motion 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. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through the learner's own work. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Gain knowledge to use photographic equipment and technologies appropriate to the task.</p> <p>CO2:- Understand the principles of lighting and color theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and color to create quality images.</p> <p>CO3:- Demonstrate artistry by creating images that evoke an emotional response.</p> <p>CO4:- Analyze and Apply the mechanics of exposure to control light and influence the final product.</p> <p>CO5:- Evaluate photos with principles of composition to produce professional images.</p> <p>CO6:- Create a sound collection of best photographs to showcase as a portfolio.</p>	
7	Course Description	<p>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</p>	

		photographs in designing, advertising as well as for exhibitions and competitions.			
8	Outline syllabus				CO Achievement
	Unit 1	Introduction to Camera			CO1
		1A: Introduction to different types of cameras, their mechanisms and developments. 1B: Different Type of Frames and Angles 1C: Photography Compositions			
	Unit 2	Basics Of Photography			CO2
		2A: Understanding Camera Lighting Basics 2B: Basic Elements of Photography - Aperture, ISO, Shutter speed 2C: Experimenting with camera and its elements			
	Unit 3	Product Photography			CO3, CO4
		3A: Introduction 3B: Importance of product photography in magazines and newspapers 3C : Creating table top Product photographs			
	Unit 4	Portrait Photography			CO4, CO5
		4A: Introduction to Portrait photography – Both, Male and Female 4B: Studio and Outdoor Lighting 4C: Lifestyle Portrait Photography			
	Unit 5	Post Production			CO5, CO6
		5A: Editing 5B: Retouching 5C: Photo exhibition			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Photography for Beginners – by Joseph Scolden			

		Exposure: Understanding Light By Nigel Hicks	
	Other References	Composing Good Photographs by Marc Levoy, Stanford University	

POs COs	PO 1 De mo nst rat e	PO 2 Ide nti fy	PO 3 A pp ly	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO 9 De mo nst rat e	PO 10 Sol ve Vis ual	PO 11 As ses s	PO1 2 Pre sent	PS O1	PS O2
CO1	1	1	2	2	2	1	1	1	1	2	1	1	3	-
CO2	2	2	1	2	3	2	1	2	2	2	1	1	3	-
CO3	2	2	3	2	2	2	2	2	2	2	2	2	2	-
CO4	3	3	2	3	2	1	1	1	3	2	2	2	2	-
CO5	2	3	3	2	2	2	2	2	2	2	3	2	3	-
CO6	3	3	3	2	3	2	2	2	3	3	3	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Art		Semester: 3	
1	Course Code		
2	Course Title	Basic Commercial Art/ Graphic Design I	Paper-1
3	Credits	4	
4	Contact Hours (L-T-P)	1-1-2	
	Course Status	Major (Core)	

5	Course Objective	<ol style="list-style-type: none"> 1. This course combines the study of visual elements, and principles of design. 2. This course gives the understanding of explorations and experimentation of typographic and visual abstractions. 3. To teach the students to explore and create design solutions for different media. 4. To learn principles of visual dynamics and its analysis and refinement of visual representations. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Understand the relationship between typography and visual representation in design.</p> <p>CO2:- Identify and familiarize the different types of grid layouts and importance of balancing the design composition using these grids.</p> <p>CO3:- Memorize the fundamentals of color theory and use them in their designs.</p> <p>CO4:- Develop design sensibilities to create visual harmony using colors.</p> <p>CO5:- Apply different design theories in creating brand identity.</p> <p>CO6:- Create problem solving design layouts.</p>	
7	Course Description	<p>This course combines study of elements of design language i.e fonts, colors, shapes, graphics, icons etc. to communicate to its users. The course aims at providing a skill set required for creation of visual graphics, corporate identity using different design theories. Enhances the conceptualisation and ideation process of the learners.</p>	

8	Outline syllabus		CO Achievement
	Unit 1	Basic Typography	CO1
		1A. Typography And Its Anatomy 1B. Typographic Terminologies 1C. Principles of Design in Typography	
	Unit 2	Layout Composition and Grids	CO2
		2A: Typographic Compositions 2B: Grids And Its Types for Layouts 2C: Designing With Type	
	Unit 3	Color Theory	CO3, CO4
		3A: Introduction To Colour Theory 3B: CMYK, RGB, PANTONE, Web Colors 3C : Creating Colour Harmony in Design	
	Unit 4	Logo Identity	CO5
		4A: Rule of Thirds and Golden Ratio 4B: Gestalt Theory and its implementation in design 4C: Case Study of Logos	
	Unit 5	Introduction To Graphic Design Basics	CO6
		5A: Conceptualizing Design Layouts Using Shapes 5B: Designing Graphic Illusion 5C: Finding Design Oriented Ways To Solve The Problem	

	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002).pdf			
	Other References	Elements-of-art-and-principles-of-design.pdf,			

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO10 Solv e Vis ual	PO11 Ass ess	PO12 Pres ent	PSO 1	PSO 2
CO 1	1	1	2	2	2	1	1	1	1	2	1	1	2	-
CO 2	2	2	1	2	3	2	1	2	2	2	1	1	2	-
CO 3	2	2	3	2	2	2	2	2	2	2	2	2	2	-
CO 4	3	3	2	3	2	1	1	1	3	2	2	2	2	-
CO 5	2	3	3	2	2	2	2	2	2	2	3	2	2	-
CO 6	3	3	3	2	3	2	2	2	3	3	3	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-25
Program: BVA		Current Academic Year:
Branch: Applied Art		Semester: 3
1	Course Code	
2	Course Title	Installation Art
3	Credits	3
4	Contact Hours (L-T-P)	1-0-2
	Course Type	Minor (Vocational)

5	Course Objective	<p>In this course a learner develop the following program capabilities:</p> <ol style="list-style-type: none"> 1. find creative solutions to constraints and challenges in a visual art context 2. develop individual and collaborative modes of working and apply skills in teamwork, leadership and self-management 3. develop a critically reflective arts practice, in order to continually develop, change , and plan for a future that is both informed and improved by arts practice 4. engage in autonomous and continued learning, apply new theories of practice and embrace new
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Experiment and develop a range of works that investigate installation from a sculptural perspective.</p> <p>CO2: Evaluate the conditions of the site in the conception and development of artwork.</p> <p>CO3: Develop and implement complex creative strategies including interventionist and other non studio based-modes of working.</p> <p>CO4: Understand the role of material and social space.</p> <p>CO5: Analyze the function of recording and documentation and issues of temporality.</p> <p>CO6: Develop a concept into compilation of multi-media installation.</p>
7	Course Description	<p>In this course a learner explores installation as spatial practice. They will examine installation as a hybrid form that negotiates boundaries of traditional art practices like painting, sculpture, video and film. This course focuses on the history and critical reception of installation as a practice. They will investigate how conceptual, spatial and material needs define the language and application of installation art.</p>

8	Outline syllabus			CO Mapping	
	Unit 1	Introduction		CO1, CO2	
	A	Materials & Tools			
	B	Conceptualization			
	C	Analytical, Technical and Interpretative processes			
	Unit 2	History		CO1, CO2, CO3	
	A	Everyday materials			
	B	New Media			
	C	Site Specific-Land Art			
	Unit 3	Art and Objecthood		CO1, CO2, CO4	
	A	Installation & Theatre- Performance			
	B	Sensory / Narrative Experience			
	C	Non-retinal Art			
	Unit 4	Interactive Installation		CO1, CO2, CO3, CO4	
	A	Participation			
	B	Concept Discussion			
	C	Outcomes Reality			
	Unit 5	Immersive Virtual Reality		CO5, CO6	
	A	Digital- Based Installation			
	B	Electronic - Based Installation			
	C	Mobile - Based Installation			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	Installation Art, By- <i>Claire Bishop</i>	
	Other References	<ul style="list-style-type: none"> • Unexpected Art, Introduction by <i>Christian L.Frock</i>, Edited by <i>Jenny Moussa Spring</i>, Preface by <i>Florentijn Hofman</i> • Urban Interventions : Personal Projects in Public Places, Edited by <i>Robert Klanten</i>, Edited by <i>S.Ehmann</i>, Edited by <i>M. Hübner</i> • Site-Specific Art : Performance, Place and Documentation, By (author) <i>Nick Kaye</i> 	

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	3	2	1	2	2	1	3	1	3	1	2	2	-
CO 2	2	3	2	2	1	3	2	3	2	1	3	2	3	-
CO 3	3	1	1	1	2	2	2	1	3	3	1	3	2	-
CO 4	1	1	2	3	1	3	1	1	3	1	3	2	3	-
CO 5	2	2	1	1	2	2	1	2	2	2	1	3	2	-
CO 6	1	2	1	2	1	3	2	2	1	1	3	2	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester - 4

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Art		Semester 4	
1	Course Code		

2	Course Title	Advanced Commercial Art/ Theory Of Commercial Art II	Paper-1
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a brief history of advertising and the evolution of different media. 2. It aims to elaborately discuss the various types of advertising practices and understands their application in marketing products and services. 3. It focuses on introducing the various effective marketing strategies for advertising campaigns. 4. It imparts knowledge about the current advertising trends and organisational structure of advertising agencies. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:-Identify and distinguish between illustration and posters.</p> <p>CO2:- Analyze and evaluate the need for advertising campaigns and its objectives.</p> <p>CO3:- Plan and develop effective advertising approaches for planning advertising campaigns.</p> <p>CO4:- Explain the various printing techniques used in advertising.</p> <p>CO5:- Differentiate between various types of advertising agencies and the functioning of its various departments.</p> <p>CO6:- Recognize famous personalities of the advertising world and their successful advertising campaigns.</p>	
7	Course Description	It examines the historical context of advertising media by focusing on the various stages and their developments with time. It also focuses on various marketing theories and	

		strategies used in creating effective advertising campaigns. It provides an understanding of the working of advertising agencies highlighting the role of different departments and career prospects.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction To Illustration and Poster Design	CO1
		1A.2. Definition, Types, Techniques and Importance of Illustration. 1B. Posters - Historical Overview, Types, Various Sizes and Its Application In Regard To Its Types. 1C. Significance and Effectiveness of Posters In Advertising	
	Unit 2	Advertising Campaign	CO2
		2A. Meaning, Media and Need for Advertising Campaign 2B Campaign Objectives, Types and Process. 2C. Structuring an Effective Campaign.	
	Unit 3	Advertising Campaign Conceptualization, Planning and Printing	CO3, CO4
		3A. Marketing Mix (7 Ps of Advertising) and DAGMAR Approach 3B. Advertising Planning Cycle, Factors Affecting Campaign Planning and Selection of Right Media for Ad Campaign 3C. Overview of Different Printing Processes	
	Unit 4	Advertising Agencies	CO5
		4A. Types of Advertising Agencies and Its Functions 4B. Organizational Structure of Advertising Agencies, Career Hierarchy 4C. Various Major Departments of Ad. Agencies and Its Functioning	
	Unit 5	Introduction to Copywriting	CO6
		5A. Meaning, Characteristics and Copywriting Strategies For Different Advertising Media 5B. Significance of Good Copy, Roles and Duties of a Copywriter and Art Directors	

		5C. Advertising Gurus and Their Successful Campaign Case Studies			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	- <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i> , by Robin Landa;			
	Other References	- <i>Advertising Design and Typography</i> , by Alex W. White - <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen			

POs COs	PO 1 De mo nstr ate	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO10 Solv e Vis ual	PO11 Ass ess	PO12 Pres ent	PSO 1	PSO 2
CO 1	2	2	2	1	1	2	3	2	2	2	2	1	2	-
CO 2	2	2	3	2	1	2	1	2	1	3	1	2	3	-
CO 3	3	3	3	3	1	2	3	3	2	2	1	1	2	-
CO 4	2	1	1	2	2	3	1	3	1	3	3	2	2	-
CO 5	2	3	2	1	2	1	2	1	2	1	3	3	1	-
CO 6	2	1	2	1	2	3	1	1	1	1	2	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP	Batch : 2021-2025	
Program: Bachelor of Visual Arts	Current Academic Year:	

Branch: Applied Art		Semester: 4	
1	Course Code		
2	Course Title	DRAWING & ILLUSTRATION-II	
3	Credits	6	
4	Contact Hours (L-T-P)	2-2-2	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different forms of illustration. 5. It explores unique features of different illustration styles. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Recall and compare the difference between various types of anatomical studies by realising the unique skill sets required to study each one of them.</p> <p>CO2:- Visualize and compose a drawing by exploring different materials and techniques.</p> <p>CO3:- Develop their own style of drawing.</p> <p>CO4:- Create character designs and explore their own layouts.</p> <p>CO5:- Experiment with different styles and forms of illustration design.</p> <p>CO6:- Plan and create different types of illustration exercises in advertising.</p>	
7	Course Description	The course builds on the existing skill of observation and reproduction and enables in developing coordination between the visualized and created. It aims at introducing various	

		techniques and materials for making illustrations.			
8	Outline syllabus			CO Achievement	
	Unit 1	Drawing			CO1
		1A- Life Studies of Human & Animal 1B- Action Poses & Expression 1C- Outdoor Sketching			
	Unit 2	Concept based Drawings			CO2
		2A:- Conceptual Compositions 2B:- Explorations with Black and white mediums 2C:- Explorations with color mediums			
	Unit 3	Character Development			CO3, CO4
		3A:- Sketching different parts of a character 3B:- Character development for illustration. 3C:- Characters for story books, animation films etc.			
	Unit 4	Illustration Technique			CO5
		4A :- Explorations with Mediums 4B :- Explorations with Technique 4C :- Explorations with different elements of design in Illustration.			
	Unit 5	Project based on illustration			CO3, CO6
		5C :- Practice of different techniques in illustrations 5A :- Exploring various forms of illustration 5B :- Exploring different materials			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*				
	Other References				

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
COs	De	Ide	Ap	De	De	Pe	Cre	Solv	De	Solv	Ass	Pres		
s	mo		ply				ate	e	mon	e	ess	ent		

	Inst rate	nti fy		scr ibe	vel op	rfo rm		For mal	stra te	Vis ual				
CO 1	2	2	2	2	2	1	1	1	1	2	1	1	2	-
CO 2	2	2	2	2	2	1	1	1	1	2	1	1	3	-
CO 3	3	2	3	2	3	2	2	2	2	3	2	3	3	-
CO 4	2	3	2	3	2	1	2	1	1	3	2	2	3	-
CO 5	2	3	3	2	3	1	1	1	1	3	2	3	2	-
CO 6	3	3	3	2	3	1	3	3	3	3	2	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch:Applied Arts		Semester: 4	
1	Course Code	Subject Code:	

2	Course Title	PHOTOGRAPHY II	
3	Credits	4	
4	Contact Hours (L-T-P)	1-1-2	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course will offer professional skills and instill the use of software to develop storyboards and Stop Motion 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. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through the learner's own work. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Use and experiment advanced photographic techniques to capture outdoor lighting.</p> <p>CO2:- Understand and implement the principles of lighting and photographic filters with indoor and outdoor subjects.</p> <p>CO3:- Apply professional skills and compose interesting frames using different angles.</p> <p>CO4:- Analyze and apply dramatic lighting for creative photography.</p> <p>CO5:- Experiment with flashlight and shutter speed to produce professional images for commercial photography.</p> <p>CO6:- Produce and create good photographs using editing and retouching techniques.</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	Nature Photography			CO1
		1A: Understanding subject and background in nature 1B: Photography focusing nature and landscape 1C: Photography focusing on flora and fauna			
	Unit 2	Landscape Photography			CO2
		2A: Composition techniques for landscape photographs 2B: Photographic filters 2C: Photography editing basics			
	Unit 3	Architectural Photography			CO3, CO4
		3A: Old architectural photography 3B: New architectural photography 3C: Play with light and shade, color, and perspective in architectural photography			
	Unit 4	Creative Photography I			CO4, CO5
		4A: Experimental Photography 4B: Creative Flash Photography Techniques for Dramatic Lighting 4C: Using Shutter speed for Creative Effect			
	Unit 5	Post Production			CO5, CO6
		5A: Filtering 5B: Retouching 5C: Photo exhibition on Instagram			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	- The Art of Landscape Photography by Ruth Morris - Exposure: Understanding Light By Nigel Hicks	
	Other References	- Advancing Your Photography By Marc Silber	

POs COs	PO 1 De mo nst rat e	PO 2 Ide nti fy	P O3 A pp ly	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO 9 De mo nst rat e	PO 10 Sol ve Vis ual	PO 11 As ses s	PO1 2 Pre sent	PS O1	PS O2
CO1	1	1	2	2	2	1	1	1	1	2	1	1	2	-
CO2	2	2	1	2	3	2	1	2	2	2	1	1	2	-
CO3	2	2	3	2	3	2	2	2	2	2	2	2	2	-
CO4	3	3	2	3	2	1	1	1	3	2	2	2	3	-
CO5	2	3	3	2	3	2	2	2	1	3	3	3	2	-
CO6	3	3	3	2	3	1	2	2	3	3	3	3	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-25	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Art		Semester: 4	
1	Course Code	Subject Code:	
2	Course Title	Advanced Commercial Art	

		Advanced Commercial Art/ Graphic Design II	Paper-1
3	Credits	4	
4	Contact Hours (L-T-P)	1-1-2	
	Course Status	Major (Core)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course combines study of visual elements, features and principles. 2. This course gives the understanding of Explorations in visual abstractions. 3. To teach the students to explore and create complex patterns. 4. To learn principles of visual dynamics and its analysis and refinement of visual representations. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Understand the use of shapes, forms, typography and color in design layouts.</p> <p>CO2:- Prepare corporate identity using graphics.</p> <p>CO3:- Understand and use spatial relationships, grids and composition and layouts in 2D and 3D space.</p> <p>CO4:- Create visual designs using text and images.</p> <p>CO5:- Apply different design theories in creating artworks.</p> <p>CO6:- Experiment with fonts, vectors and coloring techniques in creating graphic illustrations and design solutions.</p>	
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	Typography in Graphic Design	CO1
		1A. Alignment Principles in Graphic Design 1B. Creative Typographic Layouts 1C. Developing Typeface Using Software	
	Unit 2	Corporate Identity	CO2
		2A: Logo identity and commercial graphics 2B: Brand Letterhead, Visiting Card, Envelope and other collateral design 2C: Presentation of Corporate Identity or Collaterals Using Mock-ups	
	Unit 3	Colour Psychology In Graphic Design	CO3, CO1
		3A: Designing with Shapes, Form, Composition, Pattern and Colours 3B: Ideation And Conceptualisation Of Layouts 3C : Experimenting With Various Textures and Colour	
	Unit 4	Graphic Design For Print	CO4, CO5
		4A: Using Graphics For Designing Sales Promotional Material – Dangler / Wobbler/ Brochure / Docket 4B: Conceptualisation For Creating Artwork	

		4C: Balancing Image and Text To Create Visual Design	
	Unit 5	Graphics For Publication	CO6
		5A: Exercising with vector illustrations for books 5B: Experimenting With Colouring Techniques Using Softwares 5C: Creating And Compiling Text With Vectors	
	Mode of examination	Jury	
	Weightage Distribution	CA	MTE
		60%	0%
	ETE	40%	
	Text book/s*	- 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	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)- Dover Publications (2011)	

PO s CO s	PO 1 De mo nst rat e	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
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CO 1	2	2	2	2	2	1	2	1	1	1	2	3	3	-
CO 2	3	1	3	3	2	3	1	2	1	3	1	1	3	-
CO 3	2	1	2	1	2	1	2	3	2	1	3	2	2	-
CO 4	2	2	3	3	3	3	3	2	2	2	2	3	2	-
CO 5	1	2	2	2	3	2	1	3	2	2	1	1	2	-
CO 6	1	1	3	2	1	1	3	2	2	2	3	2	3	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SAP		Batch : 2021-2025	
Program: Bachelor of Visual Arts		Current Academic Year:	
Branch: Applied Art		Semester: 4	
1	Course Code		
2	Course Title	3D Printing	
3	Credits	3	

4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Minor (Vocational)	
5	Course Objective	<p>In this course a learner develop the following program capabilities:</p> <ol style="list-style-type: none"> 1. Knowledge and understanding of basic 3D Modelling, texturing and rendering. 2. To understand and should have the ability to create 3D design using digital 3D tools. 3. Knowledge and Understanding of functional and aesthetic requirements of architecture and the application of those in virtual environments. 4. Skills in experimentation, critical analysis and the discriminatory selection of computer software for specific end uses. 5. Quality of the work produced; with the balance of the student's artistic expression & sensitivity as well as technical understanding, with integration of techniques and subject. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Demonstrate and present their work using Digital 3D tools.</p> <p>CO2:- Sketch and construct a still life object in the form of a 3D Model.</p> <p>CO3:- Understand 3D Visualization and Animation.</p> <p>CO4:- Develop conceptual 3D models using textures.</p> <p>CO5:- Apply different lighting and camera angles for creating a basic animation.</p>	

		CO6:- Create and conceptualize their ideas into 3D digital models.			
7	Course Description	In this module the students will learn to visualize and use 3D software to create digital 3D models. This course is designed for students to learn both practical and theoretical knowledge in constructing and managing 3-dimensional modeling and texturing. It is a highly interdisciplinary and complex subject of artistic expression and technological understanding.			
8	Outline syllabus			CO Achievement	
	Unit 1	Introduction to 3D Modeling (Interface/Tools/Working			CO1
		1A- Introduction to Advance 3D Modeling 1B- User Interface and basic working 1C- Modeling 3D Objects using modifiers			
	Unit 2	Working with conceptual 3D Model with texture			CO4
		2A- Modifiers & Splines 2B- 2D Spline & 3D Modeling 2C- Mesh Editing			
	Unit 3	Lightning and basic rendering			CO5
		3A- Working with Lights 3B- Camera & Animation Basics 3C- Texture and Materials			
	Unit 4	Render output in Still Image			CO1, CO2
		4A- Introduction to Rendering 4B- Rendering and output settings 4C- Render Styles			
	Unit 5	Render output in Animation			CO3, CO6
		5A- VR output 5B- 3D Project 5C- Final project			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*				

	Other References		
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PO s CO s	PO 1 De mo nst rat e	PO 2 Ide nti fy	PO 3 Ap ply	PO 4 De scr ibe	PO 5 De vel op	PO 6 Pe rfo rm	PO7 Cre ate	PO8 Solv e For mal	PO9 De mon stra te	PO1 0 Solv e Vis ual	PO1 1 Ass ess	PO1 2 Pres ent	PSO 1	PSO 2
CO 1	2	2	1	2	2	2	3	2	3	1	1	2	2	-
CO 2	1	2	1	2	2	2	2	2	2	2	2	3	3	-
CO 3	2	3	2	3	3	1	2	3	1	1	3	2	2	-
CO 4	3	3	3	2	3	2	3	3	3	2	1	3	3	-
CO 5	2	2	2	3	2	1	2	1	2	3	3	2	3	-
CO 6	3	2	3	2	1	2	2	1	1	1	2	3	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)