



Programme Structure

**Sharda School of
Design, Architecture & Planning
(Department of Art & Design)**

**Bachelors in Design Programme Code:
SDM0201**

(Specialization in Communication Design)

Batch: 2023-2027

Programme structure

Sharda School of Design Architecture & Planning

Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: I

S.No.	Subject Code	Paper Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	TDC104	History of Art – I	2	0	0	2	CC
Jury Subject							
1	JDC101	Drawing & Sketching I	0	1	3	4	CC
2	JDC102	Composition I	0	2	2	4	CC
3	CDJ101	Design Skills I	0	2	4	6	DSE
4	JDC103	Digital Design I - Adobe Illustrator	0	1	4	3	SEC
5	ARP101	Communicative English I	1	0	2	2	AEC
		Total Credits				21	

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

Programme structure

Sharda School of Design Architecture & Planning

Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: II

S No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	TDC204	History of Art & Design - II	2	0	0	2	CC
Jury Subject							
1	JDC201	Drawing & Sketching II	0	1	3	4	CC
2	JDC202	Composition II	0	2	2	4	CC
3	CDJ201	Design Skills II	0	2	4	6	DSE
4	JDC203	Digital Design II - Adobe Photoshop	0	1	4	3	SEC
5	ARP102	Communicative English II	1	0	2	2	AEC
6		OPE/MOOC	0	0	2	2	OE
		Total credits				23	

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Programme structure

Sharda School of Design Architecture & Planning

Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	CDT303	Theory Of Communication Design	2	0	0	2	CC
Jury Subject							
1	CDJ301	Introduction to Interaction Design	0	2	4	6	CC
2	CDJ302	Basics of Photography	0	1	3	4	CC
3	CDJ303	Visual Language I	0	1	3	4	CC
4	VBJ304	Installation Art	0	1	2	3	SEC
5		OPE/MOOC	0	0	2	2	OE
		Total Credits				21	

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Programme structure

Sharda School of Design Architecture & Planning

Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: IV

S.No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject:							
1	CDT403	Theory of Advertising	2	0	0	2	CC
Practical Subject:							
1	CDJ401	Elements of Interface Design	0	2	4	6	CC
2	CDJ402	Advanced Photography	0	2	4	6	CC
3	CDJ403	Visual Language II	0	1	3	4	CC
4	VBJ404	3D Printing	0	1	2	3	SEC
5	CCU108	Community Connect	0	0	2	0 (Qualifying)	AEC
		Total Credits				21	

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Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: V

S.No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject:							
1	CDT503	Writing for Digital Media I	2	0	0	2	CC
Practical Subject:							
1	CDJ501	User Research & Prototyping	0	2	4	6	CC
2	CDJ502	Advanced Graphics	0	1	3	4	CC
3	CDJ503	Introduction to 3D	0	1	3	4	CC
4	CDJ504	2D Digital Illustration	0	1	3	4	SEC
5	JDC502	Design Documentation (RBL1)	0	0	4	0 (Audit)	Survey/Project
6	ARP505	Critical Thinking & Leadership Skills	0	0	2	0 (Audit)	
		Total Credits				20	

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Programme Structure

Sharda School of Design Architecture & Planning

Bachelor of Design / Branch: Communication Design

Batch: 2023-2027

TERM: VI

S No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	CDT603	Writing for Digital Media II	2	0	0	2	CC
Jury Subject							
1	CDJ601	Designing Interfaces for Web	0	2	4	6	CC
2	CDJ602	Programmaming For Interactivity	0	1	3	4	CC
3	CDJ603	Advanced 3D	0	1	3	4	CC
4	CDJ604	Motion Graphics and Video Editing	0	1	3	4	SEC
5	JDC602	Field Study/Design Minor Project (RBL2)	0	0	4	0 (Audit)	Survey/Project
6	ARP506	Industrial Preparedness	0	0	2	0 (Audit)	
		Total Credits				20	

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TERM: VII

S No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	TDC702	TH- Research methodology	4	0	0	4	CC
2	TDC701	TH- Intellectual Property Rights	3	0	0	3	CC
Jury Subject							
1	CDJ701	Designing Interfaces for Mobile and Emerging Technologies	0	1	2	3	CC
2	CDJ702	Digital Marketing	0	2	3	5	CC
3	CDJ703	Contextual Studies (RBL 3)	0	2	3	5	CC
4	JDC703	Summer Internship (FSIC)	0	0	4	4	Internship
5		OPE/MOOC	0	0	2	2	OE
		Total Credits				26	

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Programme Structure

Sharda School of Design Architecture & Planning

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TERM: VIII

S.No.	Subject Code	Subject	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	TDC801	Design entrepreneurship & professional practice	4	0	0	4	CC
Jury Subject							
1	CDJ801	Capstone-Communication Design Project (RBL4)	0	4	12	16	Project
2	JDC802	Industrial Internship	0	0	6	6	AECC
		Total Credits				26	

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Course Module

Semester – 1



Course Syllabus

Semester - 1

School: SSDAP		Batch : 2023 -27
Programme: B.Design		Current Academic Year: 2023-24
Branch:Foundation		Semester: I
1	Course Code	TDC104
2	Course Title	History of Art & Design-I
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	Compulsory
5	Course Objective	<ul style="list-style-type: none"> • To know about the interrelation of Human Evolution and Art. • To make the students understand the true meaning of Art . • To develop a perspective of appreciation of Art. • 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>After the completion of the course, student will be able to:</p> <p>CO1 Learn basic terminology of Art & Design studies.</p> <p>CO2 Contextualise and empathise with Art and Design</p> <p>CO3 Understand the timeline and distinguish various styles, genres and movements and apply in practice.</p> <p>CO4 Learn to appreciate different forms of artistic expression through history.</p> <p>CO5 Identify and translate the learning through application in verbal and textual communication.</p> <p>CO6 Observe and appreciate Art and Design and express by writing about it.</p>
7	Course Description	The course aims to inculcate aesthetic sensibilities in the learner by practicing observation, representation. In this course, the learner will learn to use observational and analytical presentation as well as writing to accurately represent the study of art & design. The learner will also develop a comprehensive understanding of a sustainable model for human existence, and its interrelations with the other art practices.
8	Outline syllabus	CO Mapping

	Unit 1	Ritual, Religion and Belief system			CO1,CO2
	A	Prehistoric to early civilizations			
	B	Greco Roman Civilization			
	C	Gothic: Illumination in dark ages			
	Unit 2	Society and Politics			CO1,CO2
	A	Renaissance: newer dimensions			
	B	Baroque and drama			
	C	Rococo and decorative arts			
	Unit 3	Gender and Modernity			CO1,CO2,CO3,CO5
	A	Design and Art Nouveau			
	B	Impressionism and visual illusion			
	C	Post Impressionism and individuality			
	Unit 4	Distortion & Abstraction and indigenous practices			CO1,CO2,CO3,CO5
	A	Fauvism and colour			
	B	Influence from 'Other' arts			
	C	Nature, geometry and Cubism			
	Unit 5	Aboriginal and indigenous practices			CO3,CO4,CO6
	A	Pottery and rituals			
	B	Wearables and performances			
	C	Homes and spaces			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> Janson's History of Art https://baixardoc.com/documents/jansons-history-of-art-5ce70315e7099 			
	Other References	<ul style="list-style-type: none"> Meaning of Art by Herbert Read https://archive.org/details/in.ernet.dli.2015.529212/page/n3/mode/2up 			

	<ul style="list-style-type: none"> • Understanding Art By Louis Fischer • A History of Western Art, Laurie Schneider Adams (https://archive.org/details/A_History_of_Western_Art/page/n75/mode/2up) 	
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Course Articulation table:

POs Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PS01	PS02	PS03
C01	2	3	2	2	2	3	2	3	1	3	2	2	1	1	1
C02	3	-	2	-	2	2	3	-	-	2	-	2	2	2	2
C03	2	2	-	2	2	2	-	-	3	-	2	2	1	1	1
C04	3	3	3	2	2	3	3	2	2	3	1	3	1	1	1
C05	2	2	2	3	1	-	2	1	2	3	1	3	3	3	3
C06	3	2	2	1	1	2	2	1	1	3	1	3	3	3	3
AVG	2.5	2.4	2.2	2.0	1.7	2.4	2.4	1.8	1.8	2.8	1.4	2.5	1.8	1.8	1.8

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Schools: SSDAP		Batch : 2023 -27
		Current Academic Year: 2023-24
		Semester: I
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 emerges 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.
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1 Develop a better understanding of advanced grammar rules and write grammatically correct sentences</p> <p>CO2 Acquire wide vocabulary and punctuation rules and learn strategies for error-free communication.</p> <p>CO3 Interpret texts, pictures and improve both reading and writing skills which would help them in their academic as well as professional career</p> <p>CO4 Comprehend language and improve speaking skills in academic and social contexts</p> <p>CO5 Develop, share and maximize new ideas with the concept of brainstorming and the documentation of key critical thoughts articulated towards preparing for a career based on their potentials and availability of opportunities.</p> <p>CO6 Function effectively in multi-disciplinary teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality</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 101		
	Unit 1	Sentence Structure	CO Mapping
	A	Subject Verb Agreement	CO1
	B	Parts of speech	
	C	Writing well-formed sentences	
	Unit 2	Vocabulary Building & Punctuation	CO1, CO2
	A	Homonyms/ homophones, Synonyms/Antonyms	
	B	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	
	C	Conjunctions/Compound Sentences	
	Unit 3	Writing Skills	CO3 CO2
	A	Picture Description – Student Group Activity	
	B	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	
	C	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	
	D	Digital Literacy Effective Use of Social Media	
	Unit 4	Speaking Skill	CO4
	A	Self-introduction/Greeting/Meeting people – Self branding	
	B	Describing people and situations - To Sir With Love (Watching a Full length Feature Film)	
	C	Dialogues /conversations (Situation based Role Plays)	
	Unit 5	Professional Skills Career Skills	CO4, CO5
	A	Exploring Career Opportunities	
	B	Brainstorming Techniques & Models	
	C	Social and Cultural Etiquettes	
	D	Internal Communication	

	Unit 6	Leadership and Management Skills	CO6
	A	Managerial Skills	
	B	Entrepreneurial Skills	
9	Evaluations	CA-25% VIVA- 25% ETE- 50%	
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 	

Course Articulation Table:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO4	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG	0	0	0	0	0	0	0	0	1	2.6	1	2	0	0	0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial

School : SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
Branch: Foundation		Semester: 1	
1	Course Code	JDC101	
2	Course Title	DRAWING AND SKETCHING-I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Type	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • The programme focuses on inculcating the significance of developing hand and brain coordination. • It concentrates on exploring different forms by examining objects. • Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. • Promoting the significance of regular sketching and its impact on the overall composition and creative skills. • Examining various sketching techniques such as rendering, line drawing, shading etc. . • Recognizing the significance of the line and demonstrating its nuances. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 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>	

		CO5 Sketch human figure drawings. CO6 Plan, design and create through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.	
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 Mapping
	Unit 1	Introduction	CO1
	A	Line	
	B	Form & Space	
	C	Sketching Techniques	
	Unit 2	Shapes	CO2
	A	Two-dimensional shapes rectangle, square, triangle	
	B	Three dimensional shapes cones, cylinder, cubes, cuboid	
	C	Abstract shapes	
	Unit 3	Object study	CO3, CO4
	A	Single object study	
	B	Multiple object study by taking things from a single group eg: only three-dimensional shapes like cubes, cones etc.	
	C	Multiple object study by taking things from different groups eg: drapery, fruits and cones etc.	
	Unit 4	Exploration of forms	CO6
	A	Regular forms	

	B	Abstract forms			
	C	Definitive forms			
	Unit 5	Human Anatomy			CO3, CO5
	A	Proportion Study			
	B	Gesture Drawing			
	C	Expression Study			
	Mode of examination	Jury			
	Weightage Distribution	CA	VV	ETE	
		25%	25%	50%	
	Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>			
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02	PS03
CO1	1	2	2	3	2	2	3	3	2	1	2	3	2	1	2
CO2	1	3	2	2	1	3	3	2	2	1	2	3	-	1	1
CO3	-	2	1	3	-	2	-	1	1	2	3	3	3	-	2
CO4	1	-	1	1	2	1	2	1	2	-	-	3	2	2	-
CO5	1	1	1	2	3	2	2	2	3	1	3	3	3	3	1
CO6	2	2	2	-	2	2	3	2	1	1	2	3	1	2	2
AVG.	1	2	2	2	2	2	3	2	2	1.2	2	3	2	2	2

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

School :SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
Branch: Foundation		Semester: 1	
1	Course Code	JDC 102	
2	Course Title	COMPOSITION-I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • To understand Aesthetics Experience and Applications of related Skills Used in Art & Design • To identify frames through which one could enumerate a composition. • To recognize compositional structures of both two- and three-dimensional spaces. • Understanding the role of line, texture, colour and volume. • Creating organic and geometric forms in two dimensional spaces. • Composing a pictorial space by placing different elements of Composition & Design 	
6	Course Outcomes	<p>After the completion of the course, student 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>	

		CO6 Integrate and create composition , artworks and designs using varied Elements	
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 Mapping
	Unit 1	Defining Aesthetic Experience	CO1, CO2
	A	Defining Aesthetic Experience , Composition & Types	
	B	Environment as Contributors to Aesthetic Experience, Value Derived from Products and Environment	
	C	Factors Influencing Aesthetic Evaluation or Preference	
	Unit 2	Visual Elements of Art & Design	CO3
	A	Types, Variations & Application	
	B	Types, Variations & Application	
	C	Typography	
	Unit 3	Tangible Elements of Art & Design	CO4
	A	Shapes & Forms	
	B	Space – Positive & Negative	
	C	Textures	
	Unit 4	Colours & Values	CO5
	A	Basic terminology & describing colours	
	B	Colour wheel selections, Colour Value and combinations	
	C	Colour symbolism: Emotional reactions	

Unit 5	Applications of Aesthetics Related Skills Used in Art & Design			CO1, CO2, CO3, CO4, CO5,CO6
A	Complexity, Order and Novelty			
B	Creative Activities and Skills			
C	Developers and Promoters of Design Products			
Mode of examination	Jury			
Weightage Distribution	CA	VV	ETE	
	25%	25%	50%	
Text book/s*	1. Ann Marie, 2010, Fiore Understanding Aesthetics for the Merchandising and Design Professional , Fairchild Books			
Other References	<ul style="list-style-type: none"> Gavin Ambrose, Paul Harris , 2007, Basics Design 05: Colour, Bloomsbury Publication Gail Greet Hannah, 2002, Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Princeton Architectural Press 			

Course Articulation table:

POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	2	3	2	1	3	1	2	2	-	2
CO2	3	3	3	1	2	2	2	3	2	3	1	1	-	1	-
CO3	2	-	2	-	3	1	1	2	1	3	-	3	3	2	2
CO4	1	2	2	3	-	3	2	3	3	3	-	2	2	1	3
CO5	3	1	2	2	-	2	3	1	2	3	-	3	2	-	1
CO6	2	3	3	3	-	3	-	-	2	3	3	1	1	3	3
AVG	2	2	3	2	2	2	2	2	2	3.0	2	2	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School :SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
Branch: Foundation		Semester: 1	
1	Course Code	CDJ101	
2	Course Title	DESIGN SKILL-I	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • The course aims at interpreting the concept of design as communication process & service. • To develop an understanding of creative thinking, tools & techniques. • To provide an in-depth study and application of the design thinking & innovation • To develop an experiential understanding towards design. • To ideate, create and present design works. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 The students shall be able to define design and gain knowledge of it as communication process & service</p> <p>CO2 The students shall be able to understand Creative Thinking Tools & Techniques and application of the same</p> <p>CO3 The students shall be able to develop Design thinking.</p> <p>CO4 The students shall be able to understand Design, terminologies, key concepts, theories, material and processes.</p>	

		CO5 The students shall be able to evaluate, appraise and compare the various design works of prominence in advertising and communication. CO6 The students shall be able to integrate various Creative & Design Thinking tools and techniques to create and innovate Concepts	
7	Course Description	The course Design Skills-I introduces Design as a form of communication and developing creative and design thinking skills of an individual with an understanding of Design from various perspectives, research and applicability of the learnt concepts. The pedagogy used is learning by doing with various knowledge processes and a mix to think explicitly about the most appropriate range and sequence of learning activities.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Design	CO1
	A	Introduction to Design	
	B	Design as Process & Service	
	C	Design as Solution – Converting Challenges Into Opportunities	
	Unit 2	Creative Thinking & Experiencing Design	CO2
	A	Introduction to Principles of Creativity	
	B	Creative Thinking Tools & Techniques, its Application	
	C	Understanding about the added value, emotions & conflicts	
	Unit 3	Design Thinking for Innovation	CO1, CO3
	A	Understanding Design Thinking & Innovation	
	B	Design Making & Design Breaking	
	C	Repeating Design & Experimentation	

	Unit 4	Design As Communication Process			CO4
	A	Introduction to Communication Design			
	B	Design Terminologies, Key Concepts & Theories			
	C	Design – Exploring Basic Materials & Processes			
	Unit 5	Integrated Design Projects			CO2, CO3, CO4, CO6
	A	Understanding the Concept Behind Creation of Design			
	B	Study of a Designer’s Style and Creation			
	C	Creating Conceptual Integrated Design Project			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	DESIGNING: An Introduction: By Karl Aspelund Idea Searching for Design			
	Other References	<ul style="list-style-type: none"> ● How to Develop your Own Style By Stuart Mc Kenzie ● Thinking: Objects: Contemporary Approaches to Product Design By: Tim Parsons ● How to Research and Develop Design Concepts By: David Bramston, YeLi 			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3:
CO1	3	2	1	2	1	1	1	1							3
CO2	3	3	3	3	3	1	1	1	1		1	1			3
CO3	3	3	3	3	3	1	1	1	1		1	1			3
CO4	3	1	1	2	2	1	1	1	1	1	1	1			3
CO5	3	3	3	3	3							1			3
CO6	3	3	3	3	3	2	2	2	1	2	2	3			3
AVG.	3	3	2	3	3	1	1	1	1	1.5	1	1			3

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

School :SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
Branch: Foundation		Semester- I	
1	Course Code	JDC 103	
2	Course Title	Digital Design - Adobe Illustrator	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • 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. • Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns • Working with various Colour ways schemes and using repeat methods effectively. • 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 the completion of the course, student 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 Mapping
	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 Path Finder, Shape Builder tool, Live Paint Bucket Tool	
	Unit 2	Graphics & Prints for Fashion, Lifestyle & Interior Products -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 Fashion, Lifestyle & Interior Products -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 Fashion, Lifestyle & Interior Products -3	CO4, CO6
	A	Repeats and Pattern (types of patterns)	
	B	Colour ways & Colour Separation for Prints	
	C	Creating Story Board (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	VV	ETE	
	25%	25%	50%	
Text book/s*	1. Streeter, L. (2011). Essential Fashion Illustration: Digital. Rockport Publishers.			
Other References	<ul style="list-style-type: none"> Tallon, K. (2008). Digital Fashion Illustration: With Photoshop and Illustrator. Anova Books. Hume, R. (2020). Fashion and Textile Design with Photoshop and Illustrator: Professional Creative Practice. Bloomsbury Publishing. 			

Course Articulation table:

POs Cos	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	PS01	PS02	PS03
CO1			1		3		1	1		1	1	2	3		
CO2			1		3		1	1		1	1	2	3		
CO3			2		3		1	1		2	1	2	3		
CO4			3		3		1	1		3	1	2	3		
CO5			2		3		2	1		3	1	3	3		
CO6			3		3		2	1		3	1	3	3		
AVG.	0	0	2	0	3	0	1	1	0	2.2	1	2	3		0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Module Semester II

School :SSDAP		Batch : 2023 -27
Programme: B. Design		Current Academic Year: 2023-24
Branch: Foundation		Semester: II
1	Course Code	TDC204
2	Course Title	History of Art II
3	Credits	2
4	Contact Hours (L-T-P)	2-0-0
	Course Type	Compulsory
5	Course Objective	<ul style="list-style-type: none"> • To know about the inter-relation of Human Evolution and Art. • To make the students understand the meaning of Art. • To develop an appreciation of Art. • 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>After the completion of the course, student will be able to:</p> <p>CO1 Learn basic terminology of Art & Design studies.</p> <p>CO2 Contextualize and empathize on Art and Design</p> <p>CO3 Understand the timeline and distinguish various styles, genres and movement and apply in practice.</p> <p>CO4 Learn to appreciate different forms of artistic expression through history.</p> <p>CO5 Identify and translate the learning through application in verbal and textual communication.</p> <p>CO6 Observe and appreciate Art and Design and express by writing about it.</p>

7	Course Description	The course aims to inculcate aesthetic sensibilities in the learner by practicing observation, representation. In this course, the learner will learn to use observational and analytical presentation as well as writing to accurately represent the study of art & design. The learner will also develop a comprehensive understanding of a sustainable model for human existence, and its interrelations with the other art practices.
8	Outline syllabus	CO Mapping
	Unit 1	Beyond an Eye
	A	Signs, Allegory and Symbolism
	B	Art & Craft Movement
	C	Art Nouveau
	Unit 2	Beyond meaning and Interpretation
	A	Abstraction
	B	Abstract Expressionism
	C	Three dimensional abstract
	Unit 3	Deconstruction and anti-aestheticism
	A	Constructivism and anti-art
	B	Dadaism and beyond rules
	C	Surrealism and beyond conscious
	Unit 4	Bauhaus
	A	Movement or institute?
	B	The philosophy and design
	C	In Graphic, Furniture and other design innovations
	Unit 5	Breaking Boundaries in Contemporary
	A	Installations & Public Art
	B	Performance art & activism
	C	New media & meta media

Mode of examination	Theory			
Weightage Distribution	CA	MTE	ETE	
	25%	25%	50%	
Text book/s*	History of Art By H.W. Janson, Anthony F. Janson			
Other References	<ul style="list-style-type: none"> The Story of Art by E.H. Gombrich, Understanding Art <i>By Louis Fischer</i> 			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	2	1	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	2	2	-	-
CO3	2	-	-	-	-	-	-	-	-	-	-	2	1	-	-
CO4	3	3	3	2	2	3	3	2	2	3	1	3	1	-	-
CO5	2	-	2	-	-	-	-	-	-	3	1	3	3	-	-
CO6	3	2	2	1	1	2	2	-	1	3	1	3	3	-	-
AVG.	2.5	2.5	2.3	1.5	1.5	2.5	2.5	2.0	1.5	3.0	1.0	2.5	1.8	-	-

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

Schools:SSDAP		Batch : 2023 -27
Programme: B.Design		Current Academic Year: 2023-24
Branch Sem		Semester: II
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 acquirement, 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>After completion of this course, students will be able to:</p> <p>CO1 Acquire Vision, Goals and Strategies through Audio-visual Language Texts</p> <p>CO2 Synthesize complex concepts and present them in creative writing</p> <p>CO3 Develop MTI Reduction/Neutral Accent through Classroom Sessions & Practice</p> <p>CO4 Determine their role in achieving team success through defining strategies for effective communication with different people</p> <p>CO5 Realize their potentials as human beings and conduct themselves properly in the ways of world.</p> <p>CO6 Acquire satisfactory competency in use of Quantitative aptitude and Logical Reasoning</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 102	

Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO1
A	Pursuit of Happiness / Goal Setting & Value Proposition in life	
B	12 Angry Men / Ethics & Principles	
C	The King's Speech / Mission statement in life strategies & Action Plans in Life	
Unit 2	Creative Writing	CO2
A	Story Reconstruction - Positive Thinking	
B	Theme based Story Writing - Positive attitude	
C	Learning Diary Learning Log – Self-introspection	
Unit 3	Writing Skills 1	CO2
A	Precis	
B	Paraphrasing	
C	Essays (Simple essays)	
Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	CO3
A	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	
B	Vowel Sound drills , Consonant Sound drills, Affricates and Fricative Sounds	
C	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress	
Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	CO3
A	Jam sessions	
B	Extempore	
C	Situation-based Role Play	
Unit 6	Leadership and Management Skills	CO4
A	Innovative Leadership and Design Thinking	
B	Ethics and Integrity	
Unit 7	Universal Human Values	CO5

	A	Love & Compassion, Non-Violence & Truth	
	B	Righteousness, Peace	
	C	Service, Renunciation (Sacrifice)	
	Unit 8	Introduction to Quantitative aptitude & Logical Reasoning	CO6
	A	Analytical Reasoning & Puzzle Solving	
	B	Number Systems and its Application in Solving Problems	
9	Evaluations	CA-25% MTE-25% ETE-50%	
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. <p>The Luncheon by W.Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf</p>	

Course Articulation table:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO4	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG	1.0								1.0	2.5	1.0	2.0			

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

School : SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
Branch: Sem		Semester: 2	
1	Course Code	JDC 201	
2	Course Title	DRAWING AND SKETCHING-2	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • The program meme aims at developing and harnessing manual skills, leading to collaboration between visualized and the created. • It concentrates on exploring different materials such as charcoal, watercolor, pencil, ink etc. • Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. • Promoting the significance of regular sketching and its impact on the overall composition and creative skills. • Describing movement by studying the anatomy of human as well as animal figures. • Explaining the significance of the line and demonstrating its nuances. 	
6	Course Outcomes	<p>After the completion of the course, student 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>	

		CO5 Observe rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion. CO6 Create art and design works using comprehension skills	
7	Course Description	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.	
8	Outline syllabus		CO Mapping
	Unit 1	Practicing through Principles of Art	CO1
	A	Study of scale and proximity	
	B	Study of shape, perspective and proportion	
	C	Capturing Rhythm	
	Unit 2	Surface Study	CO2
	A	Study of Drapery	
	B	Object study of different materials such as glass, aluminums and wood.	
	C	Foliage Study	
	Unit 3	Outdoor Drawing	CO3
	A	Landscape	
	B	Architectural Studies	
	C	Flora and fauna Study	
	Unit 4	Human Anatomy	CO4, CO6
	A	Study of the human skeleton	
	B	Study part by part: Hands and Legs	
	C	Study part by part: Torso and Trunk	
	Unit 5	Human Anatomy and Still life	CO4, CO5

	A	Model Study with Drapery			
	B	Study of portraits			
	C	Study of Still Life: Plants, draperies and objects			
Mode of examination	Jury				
Weightage Distribution	CA	VV	ETE		
	25%	25%	50%		
Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>				
Other References	<ul style="list-style-type: none"> Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers 				

Course Articulation table:

POs Cos	PO1	PO2:	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02	PS03:
CO1	2	2	1	2	2	1	2	1	2	1	1	1	-	-	1
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	-	-	1
CO4	3	2	2	2	2	3	3	3	2	3	1	2	-	-	1
CO5	2	2	2	3	1	2	3	2	3	2	2	3	-	-	1
CO6	2	2	2	3	2	2	3	1	2	3	1	3	-	-	1
AVG.	2.3	2.0	2.0	2.5	2.0	2.2	2.8	2.2	2.3	2.2	1.5	2.2	-	-	1.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School : SSDAP		Batch : 2023 -27	
Programme: B.Design		Current Academic Year: 2023-24	
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	<ul style="list-style-type: none"> • To develop an understanding in new designers from across the design and media disciplines who want to learn the fundamentals of art and design to create an aesthetically valued works • To provide a knowledge base that can lead to a correct exposure on both the conceptual as well as those more immediately operational functions. • To appreciate the works of prominent Artists and Designers • To develop good works of Design and Art applying the Basics of Design and Art 	
6	Course Outcomes	<p>After the completion of the course, student 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 analyzing the ones around them and by studying other artist projects.</p>	

		CO6 Compose aesthetically evaluated projects	
7	Course Description	The course aids in visualizing and practicing different forms of developing a composition. It enables students in developing an understanding of creating a space in an aesthetic way and effectively places many of the main theoretical principles that lie behind successful design outcomes.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Art & Design	CO1
	A	A Brief on Art , Creativity & Design	
	B	Structural , Functional & Sustainable	
	C	Art & Design in Everyday Things	
	Unit 2	Principles of Art & Design	CO2
	A	Defining the Principles of Design	
	B	Discussing- Balance , Emphasis, Rhythm , Movement, Proportion, Unity, Contrast	
	C	Applying Principles to create a good Design	
	Unit 3	Dimensional Study	CO3
	A	Basics of geometry : Curves & Surfaces	
	B	Golden ratio	
	C	2D & 3D Modelling	
	Unit 4	Material Study	CO4
	A	Paper & Print Making	
	B	Clay & Pottery	
	C	Yarn Craft	
	Unit 5	Integrated Project	CO5, CO6
	A	Study and appreciate prominent Design works	

	B	Rethinking and Relating the Fundamentals of Design			
	C	Think, Apply & Create Integrated Work of Art & Design			
	Mode of examination	Jury			
	Weightage Distribution	CA	VV	ETE	
		25%	25%	50%	
	Text book/s*	1. Design Methods - John Chris Jones			
	Other References	<ul style="list-style-type: none"> • Randolph P. Hoelscher and Clifford, 1957, Engineering Drawing and Geometry, H Springer. • Docci M., 1996, Theory and practice of drawing ,Publisher: Yale University Press, • V Raghavan , 2004, Material Science, Prentice Hall India Learning Private Limited 			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3:
CO1	3	1	1	1	3	2	2	2	3	1	1	3	-	-	2
CO2	3	-		1	3	-	-	-	2	1	1	3	-	-	2
CO3	3	-		1	3	-	-	-	1	1		3	-	-	2
CO4	3	-		1	3	-	-	-	2	-		3	-	-	2
CO5	3	-		1	3	-	-	-	2	1		3	-	-	2
CO6	3	3	3	3	3	3	2	2	3	3	3	3	-	-	2
AVG.	3.0	2.0	2.0	1.3	3.0	2.5	2.0	2.0	2.2	1.4	1.7	3.0	-	-	2.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023 -27	
Programme: B.Design/BVA		Current Academic Year: 2023-24	
Branch: Foundation		Semester: 2	
1	Course Code	CDJ201	
2	Course Title	DESIGN SKILL-II	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • The course aims at interpreting the significance of Principles used in Design • To develop an understanding of graphics and illustration • To provide an in-depth study of colour theory using both demonstration as well as lecture methods. • To enhance the visual and communication skills • To ideate, create and present design works 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 The students shall be able to gain knowledge about the basic design terminology, concepts related to drawing and animation</p> <p>CO2 The students shall be able to explore graphics, color and principles of design.</p> <p>CO3 The students shall acquire the skill to understand the use of different media to create design works</p> <p>CO4 The students shall demonstrate their personal style of illustration and create a range of expressive pieces to add to their portfolio</p>	

		CO5 The students shall be able to ideate and create collection of designs for advertising and promotion CO6 The students shall be able to develop Visual Communication Skills to express their ideas and designs through stop motion.	
7	Course Description	The course is designed to introduce Animation and Design, the key concepts and terminologies. It aims at building aesthetic sensibilities through drawings and colour theories to enable students to communicate their knowledge and learning essentials for design practice.	
8	Outline syllabus		CO Mapping
	Unit 1	Drawing for Animation.	CO1
	A	Drawing Warm Ups	
	B	Drawing with Stick Drawing and learning Proportion	
	C	Drawing objects with basic shapes.	
	Unit 2	Visual Design & Composition	CO2
	A	Study of Principles of Design	
	B	Relationship of Form & Meaning: Syntactics, Semantics & Pragmatics	
	C	Study of Composition & Layout in 2 and 3 dimensions.	
	Unit 3	Colour Theory for Visual Communication	CO2,CO3
	A	Understanding Colour perception and human responses	
	B	Colours in design principles	
	C	Color interaction in different domains	
	Unit 4	Image Representation	CO4, CO6

	A	Introduction to Information Design.			
	B	Image Representation with Data and information.			
	C	Aesthetics Analysis: the structure of visual elements for meaningful explorations.			
	Unit 5	Motion Graphics			CO1, CO5, CO6
	A	5A:- Introduction to Motion Graphics and Stop Motion			
	B	Exploration with Stop Motion: Pixilation			
	C	An overview of Video Editing			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	1. Drawing for Animation by <i>Paul Wells, Joanna Quinn, Les Mills</i>			
	Other References	<ul style="list-style-type: none"> • Cartoon Animation by <i>Preston Blair</i> • Anatomy and Drawing (Dover Art Instruction) by <i>Victor Perard</i> 			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	1	-	1	1	1	1	1	1	1	1	-	-	3
CO2	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO3	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO4	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO5	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO6	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
AVG	3.0	0	2.7	0	2.7	1.0	1.0	1.0	1.0	2.7	1.0	1.0	-	-	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023 -27	
Programme: B. Design		Current Academic Year: 2023-24	
Branch: Foundation		Semester: 02	
1	Course Code	JDC203	
2	Course Title	Digital Design - Adobe Photoshop	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • 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. • Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns • Working with various colour ways schemes and using repeat methods effectively. • 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 the completion of the course, student 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 Mapping
	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 Fashion, Lifestyle & Interior Products -1	CO2
	A	Photo Montage & Collages	
	B	Graphics for T-shirt (Placements), Products , Accessories, Fabrics & Interiors	
	C	Compositions for Magazine/ Advertisements	
	Unit 3	Graphics & Prints for Fashion, Lifestyle & Interior Products- 3	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 Fashion, Lifestyle & Interior Products - 4	CO4, CO6
	A	Refining Scanned/ Clicked Fashion Illustration , Figures , Accessories, Furniture and other Objects	
	B	Rendering Fashion Illustration , Figures , Accessories, Furniture and other Objects with Painting Techniques	
	C	Rendering Fashion Illustration , Figures , Accessories, Furniture and other Objects 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	VV	ETE	
	25%	25%	50%	
Text book/s*	1. Tallon, K. (2008). Digital Fashion Illustration: With Photoshop and Illustrator. Anova Books.			
Other References	<ul style="list-style-type: none"> Hume, R. (2020). Fashion and Textile Design with Photoshop and Illustrator: Professional Creative Practice. Bloomsbury Publishing. 			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	1	-	1	1	1	1	1	1	1	1	-	-	3
CO2	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO3	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO4	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO5	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
CO6	3	-	3	-	3	-	-	-	-	3	1	-	-	-	3
AVG	3.0	0	2.7	0	2.7	1.0	1.0	1.0	1.0	2.7	1.0	1.0	-	-	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Module Semester - III

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 3	
1	Course Code	CDJ301	
2	Course Title	Introduction to Interaction Design	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-1-3)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To understand the use and importance of interaction design. ● Understand how people perceive, Understand, use and experience Interactive Objects and spaces. ● Colluding info graphics for various purposes. ● Reverse engineering of HMI to decode the Interaction principle 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1 To have a complete overview of Interaction design in terms of Human Machine Interface (HMI) and Graphic User Interface (GUI)</p> <p>CO2 To understand the principle of interaction design perception, experience and expectation in design.</p> <p>CO3 To practice interaction with designing HMIs.</p> <p>CO4 To Understand the different Laws of UI</p> <p>CO5 To observe and implement Gestalt Laws</p> <p>CO6 To implement learned skill and create HMI.</p>	

7	Course Description	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.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Interaction Design	CO1
	A	Understand interaction from our routine life	
	B	Design of Everyday Things from Interaction Perspective	
	C	Human Perception and Behavior	
	Unit 2	Principle of Interaction Design	CO2
	A	Principle	
	B	Hall of Fame/Hall of Shame	
	C	The Gulf of Execution and Gulf of Evaluation.	
	Unit 3	Learning by practice	CO3
	A	HMI and its application	
	B	Redesigning HMI	
	C	Graphic Prototype	
	Unit 4	Laws of Interaction Design	CO4, CO5
	A	Introduction to Gestalt	
	B	Examples of Gestalt Law in UI	
	C	Other Laws of UI	
	Unit 5	Conceptualizing a HMI from the context of UI	CO5, CO6
	A	Conceptualizing	
	B	Prototype Design for an HMI	

	C	Iteration and Final design			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • <i>Designing Multi Device Experiences by Michal Levin</i> • <i>Don't Make Me Think, Revisited by Steve Krug</i> 			
	Other References	<ul style="list-style-type: none"> • <i>The Design Of Everyday Things by Don Norman</i> 			

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO2	2	3	2	2	2	1	1	1	1	2	1	1	-	-	2
CO2	2	3	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	3	3	2	3	2	2	2	2	3	2	3	-	-	1
CO4	2	3	2	3	2	1	1	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	3
AVG	2.3	3.0	2.5	2.2	2.5	1.2	1.5	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 3	
1	Course Code	CDJ302	
2	Course Title	BASICS OF PHOTOGRAPHY	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • 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. • To learn to shoot with digital cameras maximizing the quality of the output from them. • 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>After completing this course students will be able to:</p> <p>CO1 Learn and remember 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 portfolio</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 Mapping
	Unit 1	Introduction to Camera	CO1
	A	Introduction to different types of cameras, their mechanisms and developments	
	B	Different Type of Frames and Angles	
	C	Photography Compositions	
	Unit 2	Basics Of Photography	CO2
	A	Understanding Camera Lighting Basics	
	B	Basic Elements of Photography - Aperture, ISO, Shutter speed	
	C	Experimenting with camera and its elements	
	Unit 3	Product Photography	CO3,CO4
	A	Introduction	
	B	Importance of product photography in magazines and newspapers	
	C	Creating table top Product photographs	

	Unit 4	Portrait Photography			CO4,CO5
	A	Introduction to Portrait photography – Both, Male and Female			
	B	Studio and Outdoor Lighting			
	C	Lifestyle Portrait Photography			
	Unit 5	Post Production			CO5,CO6
	A	Editing			
	B	Retouching			
	C	Photo exhibition			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> ● Photography for Beginners – by Joseph Scolden ● Exposure: Understanding Light By Nigel Hicks 			
	Other References	<ul style="list-style-type: none"> ● Composing Good Photographs by Marc Levoy, Stanford University 			

Course Articulation Table

Pos Cos	POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	1	2	2	2	1	1	1	1	2	1	1	-	-	1
CO2	2	2	1	2	3	2	1	2	2	2	1	1	-	-	2
CO3	2	2	3	2	2	2	2	2	2	2	2	2	-	-	3
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
AVG	1.3	1.8	2.2	2.3	1.7	1.5	1.7	2.0	2.2	2.0	1.8				3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 3	
1	Course Code	CDJ303	
2	Course Title	Visual Language I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • This course combines the study of visual elements, and principles of design. • This course gives the understanding of explorations and experimentation of typographic and visual abstractions. • To teach the students to explore and create design solutions for different media. • 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:</p> <p>CO1 To gain understanding of the relationship between typography and visual representation in design.</p> <p>CO2 To make students identify and familiarize the different types of grid layouts and the importance of balancing the design composition using these grids.</p> <p>CO3 To understand the fundamentals of color theory and apply them in their designs.</p>	

		<p>CO4 To help students develop design sensibilities to create visual harmony using colors.</p> <p>CO5 To implement different design theories in creating brand identity.</p> <p>CO6 To conceptualize design layouts and create design solutions.</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 conceptualization and ideation process of the learners.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to Typography and Design	CO1
	A	Anatomy of Typography	
	B	Kerning, Tracking, Leading	
	C	Expressive Potential of Type	
	Unit 2	Type Composition and Grid	CO2
	A	Typographic Composition Designs	
	B	Types of Grid Layouts	
	C	Experimenting With Type	
	Unit 3	Color Theory	CO3. CO4
	A	Fundamentals of Colour Theory	
	B	Introduction to Various Color Modes For Print and Web	
	C	Creating Colour Harmony in Design	
	Unit 4	Basics of Logo Design	CO5
	A	Rule of Thirds and Golden Ratio	

	B	Gestalt Theory and its implementation in design			
	C	Case Study of Logos			
	Unit 5	Introduction To Graphics			CO6
	A	Conceptualizing Design Layouts Using Shapes			
	B	Designing Graphic Illusions			
	C	Finding Design Oriented Ways To Solve The Problem			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002).pdf 			
	Other References	<ul style="list-style-type: none"> Elements-of-art-and-principles-of-design.pdf 			

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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	-	-	1
CO3	2	2	3	2	2	2	2	2	2	2	2	2	-	-	1
CO4	3	3	2	3	2	1	1	1	3	2	2	2	-	-	1
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
AVG	2.2	2.3	2.3	2.2	2.3	1.7	1.5	1.7	2.2	2.2	2.0	1.8			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Comm. Design		Semester: 3	
1	Course Code	CDT303	
2	Course Title	Theory of Communication Design	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • The programme is intended to introduce communication and design processes. • It aims at understanding different compositional rules in design, principles and their association with the creative process. • It focuses on understanding the role of typography and color in design. • 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 The students will be able to recognize the principles of design and its significance in the execution of the design process.</p> <p>CO2 The students shall be able to differentiate between Communication Design, Graphic Design and Visual Art.</p> <p>CO3 The students will be able to explain the different forms and types of communication which includes graphics, typography and color models.</p> <p>CO4 The students will be able to differentiate between advertising and marketing.</p>	

		CO5 The students will be able to understand various layout designs in different media of communication. CO6 The students will be able to explain the importance and impact of advertising forms on society.	
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 Mapping
	Unit 1	Communication Design and Its Elements	CO1
	A	Introduction to Design and Communication Process	
	B	Elements of Design	
	C	Significance of Principles of Design	
	Unit 2	Theory of Communication	CO2, CO3
	A	Understanding Design Theory and Studying The Difference Between Communication Design, Graphic Design and Visual Art	
	B	Types, Forms and Importance of Communication In Design Process.	
	C	Understanding The Use of Typography and Color Psychology In Design	
	Unit 3	Layouts In Design	CO4
	A	3A. Introduction To Layout, Its Characteristics and Elements	
	B	Types of Grids and Rules of Design Compositions, Role of Design and Layout In Various Media of Communication	
	C	Layout In Outdoor Advertising, In- Store Designs and Page Layouts for Publications.	
	Unit 4	Introduction To Advertising	CO5

	A	Introduction to Advertising - History, Golden Age and Present Scenario			
	B	Understanding of Different Media of Publicity and Various Types of Advertising			
	C	Target Audience, Their Importance and Impact of Different Form of Publicity on Society - Children and Adults			
	Unit 5	Similarities and Differences			CO6
	A	Similarities and Differences Between Advertising, Personal Selling and Public Relations			
	B	Relation of Advertising, Art and Employment			
	C	Study of Direct Marketing, Sales Promotion, Various Advertising Related Terminologies.			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> ● <i>Communication Design, Principles, Methods and Practice by DorgeFrascara</i> 			
	Other References	<ul style="list-style-type: none"> ● <i>Advertising by Design: Generating and Designing Creative Ideas Across Media, by Robin Landa;</i> ● <i>Advertising Design and Typography, by Alex W. White</i> ● <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication by Kim Golombisky and Rebecca Hagen</i> 			

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	1	3	1	3	3	2	3	1	2	-	-	3
CO2	3	2	3	2	3	3	1	2	2	2	2	3	-	-	2
CO3	1	3	1	1	2	1	3	3	2	3	3	1	-	-	2
CO4	2	1	1	3	2	2	1	2	1	2	3	3	-	-	3
CO5	3	2	2	2	1	1	3	3	3	3	2	2	-	-	3
CO6	2	2	2	2	1	2	1	2	1	2	1	2	-	-	1
AVG	2.2	2.0	1.8	1.8	2.0	1.7	2.0	2.5	1.8	2.5	2.0	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27
Programme: B. Design		Current Academic Year: 2024-25
Branch: Communication Design		Semester: 3
1	Course Code	VBJ304
2	Course Title	Installation Art
3	Credits	3
4	Contact Hours (L-T-P)	0-1-2
	Course Type	Minor (Vocational)
5	Course Objective	<ul style="list-style-type: none"> • In this course a learner develops the following programme capabilities: • find creative solutions to constraints and challenges in a visual art context • develop individual and collaborative modes of working and apply skills in teamwork, leadership and self-management • 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 • 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 Explore, experiment and develop a range of works that investigate installation from a sculptural perspective.</p> <p>CO2 Respond to the conditions of 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 Consider the role of material and social space.</p>

		CO5 Explore the function of recording and documentation and issues of temporality. CO6 They will be able to execute a concept into compilation of multi-media installations.
7	Course Description	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.
8	Outline syllabus	CO Mapping
	Unit 1	Introduction
	A	Materials & Tools
	B	Conceptualization
	C	Analytical, Technical and Interpretative processes
	Unit 2	History
	A	Everyday materials
	B	New Media
	C	Site Specific-Land Art
	Unit 3	Art and Object hood
	A	Installation & Theatre- Performance
	B	Sensory / Narrative Experience
	C	Non-retinal Art
	Unit 4	Interactive Installation
	A	Participation
	B	Concept Discussion
	C	Outcomes Reality
	Unit 5	Immersive Virtual Reality

	A	Digital- Based Installation			CO1, CO2, CO5
	B	Electronic - Based Installation			
	C	Mobile - Based Installation			
Mode of examination	Jury				
Weightage Distribution	CA	V.V	ETE		
	25%	25%	50%		
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>FlorentijnHofman</i> ● Urban Interventions: Personal Projects in Public Places, Editedby <i>RobertKlanten</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> 				

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	2	1	3	1	3	1	2	-	-	2
CO2	2	3	2	2	1	3	2	3	2	1	3	2	-	-	1
CO3	3	1	1	1	2	2	2	1	3	3	1	3	-	-	2
CO4	1	1	2	3	1	3	1	1	3	1	3	2	-	-	3
CO5	2	2	1	1	2	2	1	2	2	2	1	3	-	-	1
CO6	1	2	1	2	1	3	2	2	1	1	3	2	-	-	2
AVG			2.0		3.0		1.3	1.0		1.8	1.3	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Module Semester - IV

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 4	
1	Course Code	CDJ401	
2	Course Title	Elements of Interface Design	
3	Credits	6	
4	Contact Hours (L-T-P)	(0-2-4)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● Learning the tools of UX design. ● Understanding the process of research ● Learning various methods of synthesizing the data. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will learn the human Psychology, factors and overall tools used in User Experience Design</p> <p>CO2 Students will learn research design with its types.</p> <p>CO3 Students will learn the ways of filtering and synthesizing data.</p> <p>CO4 Students will learn to create a user persona and UX journey for a given data and analyze.</p> <p>CO5 Students will get the evaluation and critics on the practice exercises.</p> <p>CO6 Students will create a detailed Information Architecture and Minimum Viable Product.</p>	

7	Course Description	This course gives a deeper understanding of all User experience processes in detail. It further helps students to practice each step with an idea and understand their mutation as per the nature of the assignments. They learn to create all these key processes with great ease and accuracy, which is very crucial while designing successful user experiences.	
8	Outline syllabus		CO Mapping
	Unit 1	Psychology and Human Factors	CO1
	A	Attention - Short term and Long Term	
	B	Errors and Hierarchy- Visual Perception,	
	C	Conceptual Models	
	Unit 2	Research Design	CO2
	A	Primary Research - Surveys and Questionnaires	
	B	Secondary Research - Resources and Competitors	
	C	Research Design	
	Unit 3	Synthesizing the information	CO3, CO4
	A	Data Filtration - card Sorting	
	B	Synthesizing the information with defining conflict and extremes	
	C	Analyzing data- Building Inferences	
	Unit 4	Empathy Map and User Persona	CO4
	A	Building Empathy Maps	
	B	Building User Persona and User Journey maps	
	C	Evaluating Maps with peer review and mentors	
	Unit 5	Minimum Viable Product	CO6
	A	Information Architecture	
	B	Paper prototyping	
	C	Defining Minimum Viable Product	

	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • <i>Designing Multi Device Experiences by Michal Levin</i> • <i>Don't Make Me Think, Revisited by Steve Krug</i> 			
	Other References	<i>The Design Of Everyday Things by Don Norman</i>			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	2.2				3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 4	
1	Course Code	CDJ402	
2	Course Title	ADVANCED PHOTOGRAPHY	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • 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. • To learn to shoot with digital cameras maximizing the quality of the output from them. • 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 the completion of the course, student will be able to:</p> <p>CO1 Learn to advance and use photographic equipment and technologies appropriate to the task.</p> <p>CO2 Understand and implement the principles of lighting with indoor and outdoor circumstances.</p> <p>CO3 To practice professional skills by creating images that evoke an emotional response.</p> <p>CO4 Analyze and apply the mechanics of creative photography</p>	

		CO5 Evaluate with the context of commercial photography in order to produce professional images. CO6 To create a collection of good photographs to create a social media page and promote.	
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 Mapping
	Unit 1	Nature Photography	CO1
	A	Understanding subject and background in nature	
	B	Photography focusing nature and landscape	
	C	Photography focusing on flora and fauna	
	Unit 2	Landscape Photography	CO2
	A	Composition techniques for landscape photographs	
	B	Photographic filters	
	C	Photography editing basics	
	Unit 3	Architectural Photography	CO3, CO4
	A	Old architectural photography	
	B	New architectural photography	
	C	Play with light and shade, color, and perspective in architectural photography	
	Unit 4	Creative Photography I	CO4, CO5
	A	Experimental Photography	

	B	Creative Flash Photography Techniques for Dramatic Lighting			
	C	Using Shutter speed for Creative Effect			
	Unit 5	Post Production			CO5, CO6
	A	Filtering			
	B	Retouching			
	C	Photo exhibition on Instagram			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • The Art of Landscape Photography by Ruth Morris • Exposure: Understanding Light by Nigel Hicks 			
	Other References	<ul style="list-style-type: none"> • Advancing Your Photography by Marc Silber 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
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	-	-	3
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
AVG	2.2	2.3	2.3	2.2	2.7	1.5	1.5	1.7	2.0	2.3	2.0	2.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 4	
1	Course Code	CDJ403	
2	Course Title	Visual Language II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
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>After completing this course students will be able:</p> <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 apply visual principal to their creative design</p> <p>CO5 To articulate visual designs</p>	

		CO6 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 Mapping
	Unit 1	Advanced Typography	CO1
	A	Designing A Font Using Elements	
	B	Experimenting with Text Alignments	
	C	Advanced Layout Methods	
	Unit 2	Visual Identity	CO2
	A	Re-Creating Visual Identity for Branding	
	B	Developing Brand Collaterals for Promotion	
	C	Creating Brand Mock-Ups Using Software	
	Unit 3	Colour Psychology	CO3. CO1
	A	Use of Colour / Form Representation in Two-Dimensional Surface Applications	
	B	Experimenting with Abstract Shapes and Patterns	
	C	Implementation of Colour and Textures in Design.	
	Unit 4	Experimenting With Creative Graphics I	CO4
	A	Application of Visual Graphics in Creating Design	
	B	Conceptualizing Communication Design Layouts for Promotional Material	
	C	Using Type and Image To Create Design	

	Unit 5	Experimenting With Creative Graphics II			CO4
	A	Creating Vector Illustrations for Poems and Stories			
	B	Exploring Coloring Techniques Using Softwares			
	C	Compiling Textual Elements with Visuals			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> Design Thinking, Design Theory Thomas Binder, Giorgio de DeMichelis, 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"> David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)- Dover Publications (2011) 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	2	1	1	1	2	3	-	-	1
CO2	3	1	3	3	2	3	1	2	1	3	1	1	-	-	2
CO3	2	1	2	1	2	1	2	3	2	1	3	2	-	-	3
CO4	2	2	3	3	3	3	3	2	2	2	2	3	-	-	2
CO5	1	2	2	2	3	2	1	3	2	2	1	1	-	-	3
CO6	1	1	3	2	1	1	3	2	2	2	3	2	-	-	2
AVG	1.8	1.5	2.5	2.2	2.2	1.8	2.0	2.2	1.7	1.8	2.0	2.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 4	
1	Course Code	CDT403	
2	Course Title	Theory of Advertising	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • The programme is intended to provide a brief history of advertising and the evolution of different media. • It aims to elaborately discuss the various types of advertising practices and understands their application in marketing products and services. • It focuses on introducing the various effective marketing strategies for advertising campaigns. • It imparts knowledge about the current advertising trends and organizational structure of advertising agencies. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 The students analyze and distinguish between illustration and posters..</p> <p>CO2 The students shall be able to analyze and understand the need for advertising campaigns and its objectives.</p> <p>CO3 The students will be able to plan and execute effective advertising approaches for planning advertising campaigns.</p>	

		<p>CO4 The students will be able to explain the various printing techniques used in advertising.</p> <p>CO5 The students will be able to differentiate between various types of advertising agencies and the functioning of its various departments.</p> <p>CO6 The students will be able to identify famous personalities of the advertising world and their successful advertising campaigns.</p>	
7	Course Description	<p>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.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction To Illustration and Poster Design	CO1
	A	Definition, Types, Techniques and Importance of Illustration.	
	B	Posters - Historical Overview, Types, Various Sizes and Its Application in Regard to Its Types.	
	C	Significance and Effectiveness of Posters in Advertising	
	Unit 2	Advertising Campaign	CO2
	A	Meaning, Media and Need for Advertising Campaign	
	B	Campaign Objectives, Types and Process.	
	C	Structuring an Effective Campaign.	
	Unit 3	Advertising Campaign Conceptualization, Planning and Printing	CO3, CO4
	A	Marketing Mix (7 Ps of Advertising) and DAGMAR Approach	

	B	Advertising Planning Cycle, Factors Affecting Campaign Planning and Selection of Right Media for Ad Campaign			
	C	Overview of Different Printing Processes			
	Unit 4	Advertising Agencies			CO5
	A	Types of Advertising Agencies and Its Function			
	B	Organizational Structure of Advertising Agencies, Career Hierarchy			
	C	Various Major Departments of Ad. Agencies and Its Functioning			
	Unit 5	Introduction to Copywriting			CO6
	A	Meaning, Characteristics and Copywriting Strategies for Different Advertising Media			
	B	Significance of Good Copy, Roles and Duties of a Copywriter and Art Directors			
	C	Advertising Gurus and Their Successful Campaign Case Studies			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>, by Robin Landa; 			
	Other References	<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 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	1	1	2	3	2	2	2	2	1	-	-	2
CO2	2	2	3	2	1	2	1	2	1	3	1	2	-	-	1
CO3	3	3	3	3	1	2	3	3	2	2	1	1	-	-	2
CO4	2	1	1	2	2	3	1	3	1	3	3	2	-	-	1
CO5	2	3	2	1	2	1	2	1	2	1	3	3	-	-	3
CO6	2	1	2	1	2	3	1	1	1	1	2	3	-	-	3
AVG	2.2	2.0	2.2	1.7	1.5	2.2	1.8	2.0	1.5	2.0	2.0	2.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Communication Design		Semester: 4	
1	Course Code	VBJ404	
2	Course Title	3D Printing	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Minor (Vocational)	
5	Course Objective	<ul style="list-style-type: none"> • In this course a learner develops the following programme capabilities: • Knowledge and understanding of basic 3D Modelling, texturing and rendering. • To understand and should have the ability to create 3D design using digital 3D tools. • Knowledge and Understanding of functional and aesthetic requirements of architecture and the application of those in virtual environments. • 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 the completion of the course, student will be able to</p> <p>CO1 The students shall be able to demonstrate and present their work using Digital 3D tools.</p>	

		<p>CO2 The students shall be able to realistically reconstruct a still life object in the form of a 3D Model.</p> <p>CO3 The students shall be able to demonstrate 3D Visualization and Animation.</p> <p>CO4 The students shall be able to develop conceptual 3D models using textures.</p> <p>CO5 The students shall be able to handle lights and cameras for creating a basic animation.</p> <p>CO6 The students shall be able to visualize and conceptualize their ideas into 3D digital models.</p>	
7	Course Description	<p>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.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to 3D Modeling (Interface/Tools/Working)	CO1
	A	Introduction to Advance 3D Modeling	
	B	User Interface and basic working	
	C	Modeling 3D Objects using modifiers	
	Unit 2	Working with conceptual 3D Model with texture	CO4
	A	Modifiers & Splines	
	B	2D Spline & 3D Modeling	
	C	Mesh Editing	
	Unit 3	Lightning and basic rendering	CO5
	A	Working with Lights	
	B	Camera & Animation Basics	

	C	Texture and Materials			
	Unit 4	Render output in Still Image			CO1, CO2
	A	Introduction to Rendering			
	B	Rendering and output settings			
	C	Render Styles			
	Unit 5	Render output in Animation			CO3, CO6
	A	VR output			
	B	3D Project			
	C	Final project			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> <i>The 3D Printing Materials Guide by Sculpteo</i> 			
	Other References	<ul style="list-style-type: none"> <i>Mastering 3D Printing by Joan Horvath</i> 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	2	3	2	3	1	1	2	-	-	2
CO2	1	2	1	2	2	2	2	2	2	2	2	3	-	-	2
CO3	2	3	2	3	3	1	2	3	1	1	3	2	-	-	3
CO4	3	3	3	2	3	2	3	3	3	2	1	3	-	-	2
CO5	2	2	2	3	2	1	2	1	2	3	3	2	-	-	2
CO6	3	2	3	2	1	2	2	1	1	1	2	3	-	-	3
AVG	2.2	2.3	2.0	2.3	2.2	1.7	2.3	2.0	2.0	1.7	2.0	2.5			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2024-25	
Branch: Comm. Design		Semester: IV	
1	Course Code	CCU 108	
2	Course Title	Community Connect	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Co-Requisite	
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real- world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Apply the knowledge and skills acquired during classroom teaching.</p> <p>CO2 Contribute to the society by bringing out the issues and the necessary solutions.</p> <p>CO3 Identify the issues in the community/society</p> <p>CO4 Develop sense of belonging, sympathy and responsibility towards society.</p> <p>CO5 Evaluate the importance of community engagement in higher education.</p> <p>CO6 Create research plans for the betterment of the society.</p>	
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.	

7.1	Theme	<p>Major Sub-themes for research:</p> <ul style="list-style-type: none"> ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> ● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economical or environmental issues concerning the common man. <p>The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</p> <ul style="list-style-type: none"> ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. <p>The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.</p>
8.2	Role of CCC-Coordinator	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p>
8.3	Layout of the Report	<p>Abstract(250 words)</p> <ol style="list-style-type: none"> a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report

		<p>h. Methodology</p> <p>i. Results, finding, conclusion</p> <p>j. Recommendation/plan of action</p> <p>k. References</p> <p>l. Appendices</p> <p>Note: Research report should base on primary data.</p>
<p>8.4</p>	<p>Guideline for Report Writing</p>	<p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <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.</p> <p>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. ● Use the automatic page numbering function to number the pages. <p>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</p> <p>Reference list:</p> <ul style="list-style-type: none"> ● 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>Journal article</p> <ul style="list-style-type: none"> ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007).

		<p>doi:10.1007/s00339-007-4137-z</p> <ul style="list-style-type: none"> ● 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)
8.5	Format:	<p>The report should be Spiral/ hardbound</p> <ul style="list-style-type: none"> ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices <p>Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.</p>
8.6	Important Dates:	<p>1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020.</p>

		<p>2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students.</p> <p>The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.</p>
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

Course articulation table

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Module

Semester V

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: V	
1	Course Code	CDJ501	
2	Course Title	User Research & Prototyping	
3	Credits	6	
4	Contact Hours (L-T-P)	(0-2-4)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • Learning as how to start design research. • Understanding the User Experience (UX). • Learning various prototyping methods 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will draw design thinking techniques to define a design challenge</p> <p>CO2 Students will compute UI design process to achieve this.</p> <p>CO3 Students will apply Empathy Map, UX Journey Map, User Persona, and Information Architecture.</p> <p>CO4 Students will ideate and breakdown into MVP (Minimum Viable Product)</p> <p>CO5 Students will peer review and test the prototype with the users.</p> <p>CO6 Students will create a paper and digital wireframe.</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 Mapping
	Unit 1	Defining a Design Challenge	CO1
	A	Brainstorming an idea from surrounding	
	B	Defining a design problem in terms of User Interface for App	
	C	Observation	
	Unit 2	UI Design Process	CO2, CO3
	A	Research and Literature Review (online + offline)	
	B	Empathy Perspective with interview and Questionnaire	
	C	Synthesizing the information with defining conflict and extremes	
	Unit 3	Flowing with multiple ideas.	CO3, CO4
	A	Brainstorming with manual tools like paper, sticky notes, board, markers etc.	
	B	Defining the idea	
	C	Flowing with multiple ideas.	
	Unit 4	MVP and Prototyping the idea	CO4, CO5
	A	Information Architecture	
	B	MVP (Minimum Viable Product)	
	C	Paper Prototyping	
	Unit 5	Wireframing	CO6
	A	Wire framing design with Figma	
	B	Responsive and Interactivity in Design	
	C	Wireframe Testing with Users.	
	Mode of examination	Jury/Practical/Viva	

Weightage Distribution	CA	V.V	ETE
	25%	25%	50%
Text book/s*	<ul style="list-style-type: none"> • Designing UX: Prototyping by Ben Coleman and Dan Goodwin • Design thinking a guide to creative problem solving for everyone by Andrew Pressman • Don't Make Me Think, Revisited by Steve Krug 		
Other References	The Design Of Everyday Things by Don Norman		

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2		1	2	1	1	2	-	-	1
CO2	2	2	2	2	2	2	1	1	2	1	1	2	-	-	1
CO3	3	2	3	2	2	2	2	2	2	2	2	2	-	-	2
CO4	2	3	2	3	3	3	1	2	3	1	1	3	-	-	2
CO5	2	3	3	2	3	2	1	1	3	1	1	3	-	-	1
CO6	3	3	3	2	3	2	1	3	3	3	3	3	-	-	3
AVG	2.3	2.5	2.5	2.2	2.5	2.2	1.2	1.7	2.5	1.5	1.5	2.5	-	-	1.7

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: 5	
1	Course Code	CDJ502	
2	Course Title	User Experience Design	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • The programme is focused to enhance student's software skills. • It aims at developing the students' design sensibilities through experimentation. • Preparing students to use contemporary software and create aesthetically pleasing designs. • Introducing technicalities of preparing animations and encouraging students to create animation movies. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1 Apply different InDesign tools to create interactive designs.</p> <p>CO2 Experiment and prepare interactive E-books, presentations and catalogues for various brands.</p> <p>CO3 Distinguish between different types of animations.</p> <p>CO4 Summarize and discuss various principles of 2d animation.</p>	

		CO5 Apply the principles of animation and create a good animation film. CO6 Develop a storyboard for creating an animation movie.	
7	Course Description	This course takes students beyond the basics and provides student's creative explorations in advanced graphics, image creation, experimenting with interactive tools to create interactive presentations and stop motion films.	
8	Outline syllabus		CO Mapping
	Unit 1	Explorations with Indesign I	CO1
	A	Experimentation with Indesign Tools for interactivity	
	B	Interactive Presentation	
	C	Interactive E-book/ Magazine	
	Unit 2	Explorations with Indesign II	CO2
	A	Conceptualization for Interactive E-book/ Magazine/ Catalogue	
	B	Layout and Design	
	C	Final Execution and Presentation	
	Unit 3	Introduction To Stop Motion Animation	CO3
	A	Overview of Stop Motion Animation	
	B	Types of Animation	
	C	Ideation and Development	
	Unit 4	2d Digital Animation - I	CO4, CO5
	A	Introduction To 2d Digital Animation	
	B	Principles of Animation	
	C	Brainstorming and Ideation	
	Unit 5	2d Digital Animation - II	CO6

	A	Creating a storyboard			
	B	Animation			
	C	Final Movie			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> <i>Making An Animated Short</i> by MorrMeroz 			
	Other References	<ul style="list-style-type: none"> https://booksite.elsevier.com/samplechapters/9780240520544/9780240520544.pdf 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

2.Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: V	
1	Course Code	CDJ 503	
2	Course Title	Introduction to 3D	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-1-3)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To learn basic concepts and understanding of tools related to 3D production. ● Become comfortable with basics of modelling, lighting, texturing and rendering. ● Understand the fundamentals of strong 3-Dimensional design. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will identify various tools of 3D environment.</p> <p>CO2 Students will summarize different steps of spline and Poly modelling.</p> <p>CO3 Students will apply poly-modeling tools to create basic 3D products.</p> <p>CO4 Student will develop concepts of texturing and basic lighting tools in 3D world</p> <p>CO5 Students will analyze real life products to convert them into 3D models.</p>	

		CO6 Student will create 3D products and render them using different rendering plugins.	
7	Course Description	Students will use computer modelling to explore the principles of 3-dimensional design. Projects involving object and architectural modelling will emphasize the aesthetic concepts of spatial proportion (scale, angle and position), silhouette, negative space, rhythm, 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, automobile computer games and cinema.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to 3D Modelling	
	A	Camera Tools, interface element and Command Panel	CO1
	B	Basic 3d tools and keyboard shortcuts	
	C	Assembling Modeling	
	Unit 2	Spline modelling	CO2, CO3
	A	Spline modelling and Modifiers	
	B	Architectural Modeling	
	C	Introduction to Polygon Modelling	
	Unit 3	Polygon Modelling	CO3, CO4
	A	Setting a reference in a scene	
	B	Exploring Modelling tools	
	C	Basic Product modelling	
	Unit 4	Texturing	CO4, CO5
	A	Material and Shaders	
	B	Mappings, UVW and basic Unwrapping techniques	
	C	Basic Lighting setup	
	Unit 5	Conceptualizing and Development	

	A	Conceptualizing a product with 2D sketches			CO5, CO6
	B	Modeling and Texturing			
	C	Rendering.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> 1 Poly-Modelling with 3ds Max Thinking Outside of the Box Todd Daniele 			
	Other References	<ul style="list-style-type: none"> Quick visual tips to speed up your 3dsMax workflow By James Abell V-RAY MY WAY A Practical Designer's Guide to Creating Realistic Imagery Using V-Ray & 3ds Max LEE WYLDE 			

Course articulation table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: V	
1	Course Code	CDJ504	
2	Course Title	2D Digital Illustration	
3	Credits	4	
4	Contact Hours (L-T-P)	0-1-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • The programme is aimed to improve the conceptualization and visualization abilities for illustration. • It aims at enhancing student's illustration skills using digital software. • Preparing students to use contemporary software and create aesthetically pleasing designs. • Introducing illustration tools and techniques in order to widen their digital skills. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1 Memorize and recall various digital image-making applications and equipment.</p> <p>CO2 Analyze and evaluate different illustration methods as they relate to caricature drawing.</p> <p>CO3 Develop digital image-making techniques and incorporate them into the character design process.</p> <p>CO4 Understand the method of drawing facial expressions of the characters.</p> <p>CO5 Prepare and develop characters for various narrations.</p> <p>CO6 Demonstrate the development of visual</p>	

		and conceptual skills required to create a successful illustrative narration through the	
7	Course Description	This course takes students beyond the basics covered in Introduction to Computer Graphics, and explores advanced image creation and manipulation tools, effects, graphic illustration techniques, and typographic functions in applying the digital medium to problems in design.	
8	Outline syllabus		CO Mapping
	Unit 1	Knowing the Software	CO1
	A	Introduction to Illustration software	
	B	Types of Digital Art	
	C	Explorations	
	Unit 2	Caricature Drawing	CO2
	A	Introduction to Raster and Vector Graphics	
	B	Character Illustration Through Basic Shapes	
	C	Setting the tone of Expression	
	Unit 3	Caricature Drawing II	CO3
	A	Sketching and Drawing Humans and Animal Figures	
	B	Fundamentals of Character Design	
	C	Illustrating Using Pen Tool	
	Unit 4	Study of Expressions	CO4, CO5
	A	Facial Features and Expressions	
	B	Learning Characters Expressions	
	C	Developing the Characters in Details	
	Unit 5	Narrative Illustration	CO6

	A	Developing Characters for A Narration		
	B	Digital Coloring using gradients and filters		
	C	Illustration Compilation		
	Mode of examination	Jury		
	Weightage Distribution	CA	V.V	ETE
		25%	25%	50%
	Text book/s*	<ul style="list-style-type: none"> <i>The-mad-art-of-caricature by Tom-Richmond</i> 		
	Other References	<ul style="list-style-type: none"> <i>Cartoon Faces: How to Draw Heads, Features & Expressions by Cartoon Academy</i> 		

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	3	2	2	2	2	2	3	2	3	-	-	3
CO4	2	2	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	2	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	2	2	3	-	-	2
AVG	2.3	2.3	2.5	2.3	2.3	1.2	1.7	1.5	1.7	2.5	1.7	2.2			3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: V	
1	Course Code	CDT 503	
2	Course Title	Writing for Digital Media I	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
	Course Status	Major (Core)	
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. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Student will identify new digital media and importance of content in it.</p> <p>CO2 Student will compute the writing ability required for digital media.</p> <p>CO3 Student will apply their skills to plan, and execute content for utmost optimization.</p> <p>CO4 Students will analyze key components content and how to target different audiences.</p> <p>CO5 Student will develop working skills as a Copywriter in Advertising.</p> <p>CO6 Students will write content for various topics.</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 Mapping
	Unit 1	Introduction to Digital Media	CO1
	A	Introduction to New Digital Era and Different Digital Medias	
	B	Emerging practice of Content in Digital Media	
	C	Advantages and Disadvantages of Content on Digital Platform	
	Unit 2	Writing Standards	CO2, CO3
	A	Basic rules of Good Writing	
	B	Fundamentals of Writing: Grammar, Usage, Style.	
	C	Similarities and differences in reading styles for Web audiences and print media audiences	
	Unit 3	Writing for Digital Media	CO3, CO4
	A	Key Components of Digital Writing	
	B	Principles of Digital Writing	
	C	Digital Writing for Different Agendas: Social, Political, Emotional, Environmental, Cooperate.	
	Unit 4	Process of Digital Writing	CO4, CO5
	A	Planning, Research and Guidelines	
	B	Structure, Strategies and Style	
	C	Informational Designs, and Microcopy	

	Unit 5	Copywriting Skills			CO6
	A	Principles of Copywriting			
	B	Importance of copy in Advertising			
	C	Types of Copy in Advertising			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<i>Content Writing Step-By-Step by Joseph Robinson</i>			
	Other References	<ul style="list-style-type: none"> • <i>Content Writing Handbook 2021' by Kounal Gupta</i> • <i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) by Steve Krug</i> 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	2.5	2.2			3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: B Design (CD)		Semester: V	
1	Course Code	JDC502	
2	Course Title	Design Documentation (RBL1)	
3	Credits	3	
4	Contact Hours (L-T-P)	(Audit)	
	Course Status	Compulsory (Summer project)	
5	Course Objective	<p>The objective of the course is to</p> <ul style="list-style-type: none"> • Sensitize the students about the contemporary/ traditional design practices in India to build a stronger community connect. • Build a research-based and self-exploratory approach in the students. • Develop authentic documenting and creatively expressive report writing skills of students 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To understand and study contemporary/ traditional design practices of India</p> <p>CO2 To outline the production process involved in the selected design practice/ crafts.</p> <p>CO3 To conduct preliminary research by interviewing craft persons/ designers in detail and make authentic records and contribution to social upliftment</p> <p>CO4 To inspect the problems associated with in the design practice/ crafts</p> <p>CO5 To ideate design solutions for social upliftment.</p>	

		CO6 To build authentic craft/ design documentation report	
7	Course Description	The course Design Documentation is summer field project in which students individually or in a group will study a chosen local craft/ design practice. They will record, categorize and disseminate the information, through both graphic, written, photographic mediums. The resulting document in form of report should include following details about the chosen local craft/ design practice- the materials, process, tools and techniques involved in creating it.	
8	Outline syllabus		CO Mapping
	Unit 1	Literature Study	CO1
	A	Learning about indigenous crafts/ design practices of India	
	B	Identifying local design/ craft development centres	
	C	Do detailed literature study about the chosen craft/ design practice	
	Unit 2	On site Study- raw material, procedure, end product, social life	CO2
	A	Observation- to understand the procedure	
	B	Observation- Field drawings	
	C	Observation- Photographic and/or video graphic documentation of craftspeople's way of life and end product	
	Unit 3	Data Collection	CO3
	A	Collection of data about the design practice/ craft through survey/ questionnaire/ interview.	
	B	Recording of data using pictures, videos, sketches and sample collection.	
	C	Documenting the collected data	
	Unit 4	Data Analysis	CO4
	A	SWOT analysis	
	B	problem identification	

	C	finding solutions			
	Unit 5	Design solution & Documentation			CO5, CO6
	A	Providing solution to the problems identified in the form of design			
	B	Preparation of document			
	C	Authenticating the document with design practice/ craftsperson/ crafts cluster.			
	Mode of examination	Rubric based evaluation			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	1. How to Document a Project Plan: What You Need To Know To Design A Project Management Plan Quickly and Easily by Glen Ford (Author)			
	Other References	Craft traditions of India- http://www.ncert.nic.in/NCERT/1/lehc1ps.pdf			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	3	3	3			3	3	2	2		3			3
CO2		3	3	3		3	2		2	2		3			3
CO3		1		2		3			2	2		3			3
CO4		3	3	3		3	2		2	2	3	3			3
CO5		3		2		2			2	2	3	3			3
CO6	3	3	3	3	3	3	3	3	2	3	3	3			3
AVG	3.0	2.7	3.0	2.7	3.0	2.8	2.5	3.0	2.0	2.2	3.0	3.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch: 2023-2027	
Programme: B. Design		Current Academic Year: 2025-2026	
Branch: B Design (CD)		Semester: V	
1	Course Code	ARP505	
2	Course Title	Critical Thinking & Leadership Skills	
3	Credits	0 Credit (Audit)	
4	Contact Hours (L-T-P)	0-0-2	
	Course Status	Active	
5	Course Objective	To enhance holistic development of students and improve their elements of Leadership Skills, Leadership Traits, and Leadership Attributes in conjunction with Critical thinking and problem-solving abilities. To up skill and upgrade students across Aptitude and Reasoning Skills. By the end of this semester, a student will have entered the threshold of his/her employability enhancement and skill building activity exercise.	
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1 Identify the critical factors that influence a students' performance and improving their planning and management of teams and tasks</p> <p>CO2 Describe your own interpersonal relationship style and its impact on those they lead</p> <p>CO3 Be better able to lead the variety of people they manage and control resources</p> <p>CO4 Understand the communication processes necessary to develop an effective team</p>	

		CO5 Develop higher level strategic critical thinking and problem-solving skills CO6 Demonstrate higher level of quantitative aptitude and reasoning tools for making business decisions	
7	Course Description	This course bundle allows students to acquire and build a rudimentary level of leadership vision, mission and strategy along with acquiring critical thinking and problem-solving capabilities. Students will also acquire advanced Quantitative Aptitude and Reasoning skills	
8	Outline syllabus		CO mapping
	Unit 1	Introduction to Leadership Theories	
	A	Define Leadership – Understanding the Concepts of Leadership and learn to define and interpret Leadership	CO1 CO2
	B	Leadership Philosophies – Understand and interpret Leadership Philosophies and learn to apply them in their lives	CO3
	C	Behaviour Studies of Leaders – Understand, assimilate, imbibe and learn the behavioural patterns and attributes of different leaders	
	D	Leaders and their styles of Leadership – Know about some of the distinguished leaders across domains and get acquainted with their leadership styles	
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical	CO4 CO5
	A	Coding Decoding, Ranking & Their Comparison Level-2	
	B	Series, Blood Relations & Number Puzzle	
	Unit 3	Critical Thinking & Problem Solving	CO2
	A	Identify the assumptions needed to analyse the case or problem	
	B	Identify the relevant information presented in the case or problem	
	C	Identify the alternative solutions to the problem or case	
	D	Solve problems effectively and creatively	
	Unit 4	Team Building & Team Synergy	CO2
	A	Introduction to and Understanding of Teams	

B	Team Building & Team Synergy Activities and Games	
Weightage Distribution	CA – 25 % VIVA 25% ETE 50%	
Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand Quantum CAT – Arihant Publications Quicker Maths- M. Tyra Dare to Lead – Brene Brown Leaders eat Last – Simon Sinek Critical Thinking Skills – Stella Cottrell</i>	

Course Articulation table:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO4	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Module

Semester VI

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: VI	
1	Course Code	CDJ 601	
2	Course Title	Designing Interfaces for Web	
3	Credits	6	
4	Contact Hours (L-T-P)	(0-2-4)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • Design Interfaces with Digital Tools • Implementing Gestalt Principle in UI • Iterating the look and feel of website/app design 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will draw GESTALT principle and UX Laws to set the web layout and containers.</p> <p>CO2 Students will extrapolate design touch points like Layout, Grid, Font, icons and colour as per the brief and target audience</p> <p>CO3 Students will examine wireframes before converting them into digital.</p> <p>CO4 Students will combine and collect various interface elements as per the nature of the website.</p>	

		CO5 Students will peer review and test the interface with the users. CO6 Students will design a website XD/Figma tools	
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 Mapping
	Unit 1	Material Design	CO1
	A	Working with Layout and Grid	
	B	Working with Fonts	
	C	Working with colour	
	Unit 2	Gestalt Principles and UX Laws in UI	CO2, CO3
	A	Understanding principles like Similarity, Proximity, Emergence, Continuity and Figure in Design	
	B	Laws of UX – Learn	
	C	UX Laws - Implement	
	Unit 3	Designing Web and App Interface	CO3, CO4
	A	Designing pages	
	B	Refining Pages	
	C	Adding interactions in design	
	Unit 4	Evaluating UI design	CO4, CO5
	A	Peer Review	
	B	Testing with user	
	C	Analyzing Feedback	

	Unit 5	Iteration of the website and App design			CO5, CO6
	A	Iteration I (Input Elements)			
	B	Iteration II (Look and Feel)			
	C	Final Design			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> ● <i>Designing Interfaces- Patterns for Effective Interaction Design by Jenifer Tidwell</i> ● <i>The Principles of Beautiful Web Design 2nd Edition by BY JASON BEAIRD</i> 			
	Other References	<i>RESPONSIBLE RESPONSIVE DESIGN by Scott Jehl</i>			

Course Articulation Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2	-	-	3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: VI	
1	Course Code	CDJ 602	
2	Course Title	Programming for Interactivity	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-1-3)	
	Course Status	Major (Core)	
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. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will learn to create interactivity in design</p> <p>CO2 Students will summarize about responsive design and progressive enhancement with HTML</p> <p>CO3 Students will interpolate how to stylize a website with CSS.</p> <p>CO4 Students will combine and collect various HTML Tags and style sheets to create a website.</p> <p>CO5 Students will peer review and test the website with the users.</p> <p>CO6 Students will design basic responsive web pages using Bootstrap and Dreamweaver.</p>	

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 Mapping
	Unit 1	Introduction to HTML	
	A	Introduction to different web technology	CO1
	B	HTML elements	
	C	HTML Tags	
	Unit 2	HTML Extended	CO2, CO3
	A	HTML tables	
	B	HTML Media Tags	
	C	Exercises on HTML	
	Unit 3	Introduction to CSS	CO3, CO4
	A	CSS introduction	
	B	CSS syntax, ID & Class	
	C	CSS styling with colour, layout and fonts	
	Unit 4	Reverse engineering and improving an existing website	CO4, CO5
	A	Reference study	
	B	Wire framing an existing website	
	C	Redeveloping the website	

	Unit 5	Hands on experience with word press, bootstrap and other useful platform to understand navigation and user's interaction behavior.			CO6
	A	Responsive website			
	B	Bootstrap with Dreamweaver			
	C	Compiling a website.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • <i>Responsible Responsive Design By Scott Jehl</i> • <i>The Principles of Beautiful Web Design 2nd Edition by BY JASON BEAIRD</i> 			
	Other References	<ul style="list-style-type: none"> • <i>Designing Interfaces- Patterns for Effective Interaction Design by Jenifer Tidwell</i> 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: VI	
1	Course Code	CDJ 603	
2	Course Title	Advanced 3D	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-1-3)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To learn advanced 3D modelling techniques used in the industry. ● To learn 3d setup used in Game Design and Animation Industry. ● To learn various 3d application in 3D Printing, AR and VR industry. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will identify advanced tools of 3D modelling</p> <p>CO2 Students will summarize various modelling modifiers</p> <p>CO3 Students will apply advanced modelling and texturing techniques in creating 3D models.</p> <p>CO4 Student will illustrate camera and animation principles to create ad clip</p> <p>CO5 Students will analyze 3D Printer to create real life products.</p> <p>CO6 Student will create 3D scenes and create a setup for games</p>	

7	Course Description	<p>The course aims to provide practical sessions, to enable students explore the theoretical knowledge and express their ideas as animated 3D models.</p> <p>Students will emerge with the ability to create well-designed 3D scenes with a reference to emerging AR and VR world.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Advanced 3D Modelling	CO1, CO2
	A	3D Pipeline demonstration	
	B	High Poly Modelling	
	C	Using Modelling Modifiers	
	Unit 2	Exploring Modifiers	CO2, CO3
	A	Modifiers and attributes.	
	B	Car Modelling	
	C	Unwrapping	
	Unit 3	Texturing	CO3, CO4
	A	Unwrapping in Detail	
	B	Shaders and Materials	
	C	Normal mapping	
	Unit 4	Lights and Animation	CO4, CO5
	A	Advanced Lighting	
	B	3D Animation	

	C	Animation Principles			
	Unit 5	Modelling for Games, AR and VR			CO5, CO6
	A	Modelling techniques for 3D Printing			
	B	Introduction to AR & VR world			
	C	Final Presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> 1 Poly-Modeling with 3ds Max Thinking Outside of the Box Todd Daniele 			
	Other References	<ul style="list-style-type: none"> Quick visual tips to speed up your 3dsMax workflow By James Abell 3. V-RAY MY WAY A Practical Designer's Guide to Creating Realistic Imagery Using V-Ray & 3ds Max LEE WYLDE 			

Course Articulation Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.5	1.7	1.5	1.5	2.7	1.7	2.2		3.0

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

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: VI	
1	Course Code	CDJ 604	
2	Course Title	Motion Graphics and Video Editing	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-1-3)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To learn video editing techniques. ● Demonstrate understanding of the development process for making explainer videos. ● Apply knowledge of production techniques of making a film/animation 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Student will recognize video editing with adobe tools.</p> <p>CO2 Student will compute the methods of vector animation using adobe tools.</p> <p>CO3 Student will demonstrate basic clips of vector animation using adobe tools.</p> <p>CO4 Students will apply storyboard and animation principle to achieve this.</p> <p>CO5 Student will analyze to create an objective based infographics, corporate animation and explainer videos.</p> <p>CO6 Students will create basic clips for presentation.</p>	

7	Course Description	Motion graphics or infographics is considered as a tool for clarifying ideas, making observations, and experimentation. Creating explainer videos is about concept, storyboarding, motion, color, and graphics. In addition, beyond all that, it is all about psychology. This course will train students to prepare for digital video, upload digital video to a computer, edit the video and audio, and then produce a final film, which is made with a purpose and for a particular target audience and product.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to video editing	CO1
	A	Grammar of Video Editing	
	B	Video Editing with Tools	
	C	Timeline animation and understanding various layer attributes	
	Unit 2	Creating vector animation	CO2, CO3
	A	Basic animation attributes	
	B	Creating animated clips using vectors	
	C	Composting images and text with vectors	
	Unit 3	Principles of Animation	CO3, CO4
	A	Understanding laws of animation	CO3, CO4
	B	Practicing clips with principles	
	C	Compiling with text and exporting to rendered clip	
	Unit 4	Preproduction- Conceptualizing an idea and creating a storyboard for animation.	CO4, CO5
	A	Creating a storyboard	
	B	Creating required characters and props	
	C	Adding colour and texture	
	Unit 5	Production- Creating animated graphics based on some narratives and music.	CO6

	A	Creating animation.			
	B	Adding sound, camera and light			
	C	Final rendering with titles			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • <i>Guide to Video Production</i> 			
	Other References	<ul style="list-style-type: none"> • <i>Video Prodn Hand Book</i> 			

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: Communication Design		Semester: VI	
1	Course Code	CDT603	
2	Course Title	Writing for Digital Media II	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To develop the students to understand the tips and tricks of content writing for promotion ● To make the students aware of various tools available on internet. ● To learn professional writing skills. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Student will identify the roles of content writer and the writing process.</p> <p>CO2 Student will compute various writing tools of content writing.</p> <p>CO3 Student will prepare advanced topics like SEO, Legal to upgrade the skills.</p> <p>CO4 Students will analyze key components of content writing to become a professional writer.</p> <p>CO5 Student will develop working skills as a Copywriter in Advertising.</p> <p>CO6 Students will write content for various topics.</p>	
7	Course Description	This course teaches more about all the Content Writing processes in-depth. Practicing each stage	

		with an idea and understanding the mutation are provided as an additional advantage to students. They discover how to establish all these vital processes with simplicity and accuracy, which is relevant.	
8	Outline syllabus		CO Mapping
	Unit 1	Content Writing Theory	CO1
	A	Demand for Content-Based Careers	
	B	Role of a Content Writer	
	C	Content Writing Process	
	D	Gathering Information	
	Unit 2	Content Writing Tools	CO1,CO2
	A	Content Writing Tools	
	B	Reviewing Tools	
	C	Introduction to HTML	
	D	Introduction to Blogging	
	E	Introduction to Twitter	
	Unit 3	Advanced Topics	CO3, CO4
	A	Content Writing Project Management	
	B	Search Engine Optimization	
	C	SEO Guidelines	
	D	Info graphics	
	E	Legal Aspects of Content Writing	
	Unit 4	Freelancing Module	CO4, CO5
	A	Introduction to freelancing	
	B	Preparing a quotation	
	C	Preparing an invoice	
	Unit 5	Keyword Research	CO6

A	Introduction to Keyword Planner			
B	Use of Keyword Planner (Google Ad Words, 3rd party tool)			
C	Types of Keyword (Short & Longtail)			
D	Selection of Keywords			
E	Understanding competitive Keywords			
Mode of examination	Jury/Practical/Viva			
Weightage Distribution	CA	V.V	ETE	
	25%	25%	50%	
Text book/s*	<ul style="list-style-type: none"> <i>Content Writing Step-By-Step by Joseph Robinson</i> 			
Other References	<ul style="list-style-type: none"> <i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) by Steve Krug</i> 			

Course Articulation Table

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2025-26	
Branch: B Design (FD)		Semester: 06	
1	Course Code	JDC602	
2	Course Title	Field Study (RBL2)	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Status	Compulsory	
5	Course Objective	<p>The objective of the course is-</p> <ul style="list-style-type: none"> • To gain practical experience related to a student's specialization. • To observe and document design development and management tools/ techniques used in the industry. • To develop reports/ case study writing skills in students. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To recognize application of design fundamentals on design specializations.</p> <p>CO2 To discuss market-oriented or solution-oriented design development process used in the industry.</p> <p>CO3 To report on the design/ product management techniques used by the industry.</p> <p>CO4 To examine application of modern tool usage in the field.</p> <p>CO5 To relate how industry is responding to environmental and sustainability concerns.</p> <p>CO6 To assemble the findings in form of a report or case study.</p>	
7	Course Description	The course enables students to conduct field study and examine real-life application of design and product	

		development fundamentals learned during the course. The course will be self-managed by the students as per the pre-approved expected outcome and plan by the industry mentor. The observations must be recorded in form of notes, audio/video recording, drawings and illustrations. Student can choose to present their finding in form of a report or a case study.	
8	Outline syllabus		CO Mapping
	Unit 1	Field study brief	CO1, CO6
	A	Identify an organization to conduct the study and submission of acceptance letters received from the organization	
	B	Define the area, scope, objective and limitation of the study.	
	C	Define steps, structure, data collection methodology and questionnaire.	
	Unit 2	On site study	CO1, CO6
	A	Identify the target market, product offering and USP of the organization.	
	B	Describe the organizational hierarchy of the firm.	
	C	Report the short-term and long-term challenges/ concerns faced by the firm.	
	Unit 3	Study of design development process	CO2, CO4, CO6
	A	Describe the design development process in detail through a flowchart.	
	B	Study the tool, methods and techniques used in design development.	
	C	Identify the bottlenecks and constraints of the design development process.	
	Unit 4	Study of design/ product management techniques	CO3, CO4, CO6
	A	Identify the key management techniques used to manage the design/ product development.	
	B	Relate the management principles applied.	

	C	Identify the bottlenecks and constraints of the design development process.			
	Unit 5	Report/ Case Study writing			CO5, CO6
	A	Examine the environmental and ethical effects of design/product development process and management.			
	B	Assemble the findings as report/ case study			
	C	Review and authentication of the report			
	Mode of examination	Rubric based evaluation			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*				
	Other References				

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO12	PSO1	PSO	PSO3
CO1	3			2		3			1	3	3				3
CO2	2	2		2		3	3	3	1	3	3				3
CO3	2	2		2	3	3			1	3	3				3
CO4	2	2		2		3	3	3	1	3	3	3			3
CO5	2			2		3	3	3	1	3	3	3			3
CO6				2	2	3	2	3	1	3	3	3			3
AVG	2.2	2.0		2.0	2.5	3.0	2.8	3.0	1.0	3.0	3.0	3.0			3.0

1-Slight (Low)

2.Moderate (Medium)

3.Substantial (High)

School: SSDAP		Batch: 2023-2027		
Programme: B. Design		Current Academic Year: 2025-2026		
Branch: Fashion Design		Semester: VI		
1	Course Code	ARP 506	Industrial Preparedness	
2	Course Title	Industrial Preparedness		
3	Credits	0 (Audit)		
4	Contact Hours (L-T-P)	0-0-2		
	Course Status	Active		
5	Course Objective	<p>To enhance holistic development of students and improve their employability skills. Provide a 360-degree exposure to learning elements of Business English readiness programme, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 4th phase of employability enhancement and skill building activity exercise.</p>		
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Develop a creative resume, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management.</p> <p>CO2 Build negotiation skills to get maximum benefits from deals in practical life scenarios.</p> <p>CO3 Develop skills of personal branding to create a brand image and self-branding</p> <p>CO4 Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments</p>		

		CO5 Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6 Demonstrate higher-level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.	
7	Course Description	This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathies others with level-4 of quant, aptitude and logical reasoning	
8	Outline syllabus		CO Mapping
	Unit 1	Ace the Interview	
	A	HR Sensitization (Role Clarity KRA KPI Understanding JD) Conflict Management	CO1 CO3, CO4
	B	Negotiation Skills Personal Branding	
	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed Writing Cover Letters Relationship Management	
	Unit 2	What is Personality? Who Am I? Creating a positive impression	CO4, CO5
	A	Group Discussion, Email writing	
	B	Personal Interviews and Mock PI's followed by personalized feedback	
	C	Story Telling and Analogies	
	Unit 3	Accent neutralization and Power Dressing	CO6
	A	JAM for confidence Building	
	B	MTI reduction - Phonetics (V and A)	
	Unit 4	Written Communication	CO1, CO2
	A	Writing a Letter of Recommendation for Higher Studies	
	B	Email Etiquettes	

	Unit 5	Problem Solving and Case Studies	CO4
	A	Real time Case Study Solving Exercises	
	B	Intra student Mock Situation Handling Exercises	
	Evaluation Weightage	(CA) Class Assignment/Free Speech Exercises / JAM – 60% / (ETE) Group Presentations/Mock Interviews (MIP 's)/GD/ Reasoning, Quant & Aptitude– 40%	
	Text book/s*	/ Power of Positive Action (English, Paperback, Napoleon Hill) / Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon / Goal Setting (English, Paperback, Wilson Dobson	

Course Articulation table:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO4	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Syllabus

Semester - VII

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Communication Design		Semester: VII	
1	Course Code	CDJ 701	
2	Course Title	Designing Interfaces for Mobile and Emerging Technologies	
3	Credits	3	
4	Contact Hours (L-T-P)	(0-1-2)	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> ● To be informed about future of UX technology. ● To understand about Voice and gesture-based UI ● To be prepared for the changes in UI and UX with time and technology 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 Students will find future UX technology advancements.</p> <p>CO2 Students will gather information related to Voice UI and explore the examples.</p> <p>CO3 Students will examine touchless gesture-based UI and explore with examples.</p> <p>CO4 Students will correlate the future integration of AI and VR with UX.</p> <p>CO5 Students will evaluate the changes in UX to be incorporated for the emerging technologies.</p> <p>CO6 Students will design a compiled presentation and basic examples of future UX.</p>	
7	Course Description	The course is designed to introduce students to the emerging technologies in UX. To stay ahead of the game, students need to adopt to interact in new ways	

		and learn the latest technological advancements in UX like Voice UI, touchless, AI and VR interactions.		
8	Outline syllabus		CO Mapping	
	Unit 1	Future in UX	CO1	
	A	How UX will change in future – (Focus will change from screen interface to voice interface).		
	B	Examples of future technologies in UX		
	C	Various emerging platforms		
	Unit 2	Voice UI	CO2	
	A	Research		
	B	Define		
	C	Prototype		
	Unit 3	Touchless gesture control	CO3, CO4 CO5	
	A	Research		
	B	Define		
	C	Prototype		
	Unit 4	Artificial Intelligence (AI) and Virtual Reality	CO4, CO5	
	A	Research		
	B	Define		
	C	Study the possibilities		
	Unit 5	Summarize with Presentation	CO5, CO6	
	A	Compile		
	B	Refine		
	C	Final Presentation		
	Mode of examination	Jury/Practical/Viva		
		CA	V.V	ETE

	Weightage Distribution	25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> ● Designing for Emerging Technologies – Jonathan Follett ● Keeping up with emerging technologies – Nicole Hennig 			
	Other References	<ul style="list-style-type: none"> ● <i>Designing for wearable: Effective UX for current and Future Devices – Scott Sullivan</i> ● <i>Responsible Responsive Design by Scott Jehl</i> 			

Course Articulation Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PS01	PS02	PS03
CO1	2		2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	1	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	1	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.5	1.8	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

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

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Communication Design		Semester: 7	
1	Course Code	CDJ702	
2	Course Title	Digital Marketing	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-3	
	Course Status	Major (Core)	
5	Course Objective	<ul style="list-style-type: none"> • This programme will enable students to understand the digital customer behavior, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI. • This course aims to help students plan and execute transformational digital marketing strategies and best practices. • It will provide a complete picture on what digital marketing skills, project management and automation skills you can acquire at the end of the courses. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1 Memorize the scope, challenges and opportunities of various social media platforms.</p> <p>CO2 Develop social media campaigns.</p> <p>CO3 Produce content for brand building.</p> <p>CO4 Apply marketing strategies for creating promotional online campaigns.</p> <p>CO5 Understand brand interaction with its users and create online display ads.</p> <p>CO6 Plan and prepare video advertisements.</p>	

7	Course Description	The course is intended to provide the essential professional knowledge for building online marketing strategies for a business. It focuses on the changing trends of emerging new media and technologies for effective marketing and communication.	
8	Outline syllabus		CO Mapping
	Unit 1	New Media Advertising	CO1
	A	Introduction to Social Media Marketing	
	B	Changing Trends and Leveraging the Potential of New Media	
	C	Scope, Challenges and Opportunities	
	Unit 2	Social Media Marketing I	CO2
	A	Search Engine Optimization	
	B	Explorations for different social media platforms	
	C	Case Studies and Campaign Development	
	Unit 3	Social Media Marketing II	CO3, CO4
	A	Use of Digital Media in Brand Building	
	B	Content Creation and Promotion	
	C	Conceptualization and Execution	
	Unit 4	Introduction To Google Ads	CO5
	A	Google AdWords & Online Display Advertising	
	B	Email Marketing and Content Marketing	
	C	Building Relationships through digital interactivity and creating blogs for various domains.	
	Unit 5	Online Marketing Strategies	CO6
	A	Mobile Marketing	
	B	Video Ads Development	
	C	Planning and Execution	

Mode of examination	Jury			
	CA	V.V	ETE	
Weightage Distribution	25%	25%	50%	
	<ul style="list-style-type: none"> <i>The Art of Digital Marketing</i> by Ion Dodson 			
Text book/s*	<ul style="list-style-type: none"> <i>ultimate-guide-to-digital-marketing.pdf</i> 			
Other References				

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	2	1	3	3	2	1	2	3	2		-	3
CO2	2	3	2	3	2	3	2	2	1	2	1	3		-	3
CO3	2	3	1	2	3	1	3	2	1	2	3	2		-	3
CO4	2	3	1	2	3	2	1	2	3	2	1	3		-	3
CO5	2	3	2	3	2	1	2	1	2	1	2	2		-	3
CO6	2	3	1	2	3	2	3	2	3	2	3	2		-	3
AVG	1.8	2.8	1.3	2.3	2.3	2.0	2.3	1.8	1.8	1.8	2.2	2.3			3.0

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

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Communication Design		Semester: VII	
1	Course Code	CDJ703	
2	Course Title	Contextual Studies (RBL3)	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-3	
	Course Status	Compulsory	
5	Course Objective	The course prepares students for industry by focusing on developing a domain specialization, developing industry conduct for market exposure & sponsorship.	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To brainstorm and identify problem statement for intended design project.</p> <p>CO2 To select their research and product development methodology.</p> <p>CO3 To conduct secondary research on existing design/ product/ processes in their chosen project area.</p> <p>CO4 To conduct primary research through market and case studies. Ideate & finalize their graduation project topic</p> <p>CO5 To formulate literature review/ case study/ research paper for academic publication</p> <p>CO6 To create design concepts after analysis of their research.</p>	
7	Course Description	In this course, students choose research & ideate for their final year graduation project. The students are	

		required to collect and synthesize the data and choose a final design statement. They will conduct a detailed research & present key concepts/ solutions & ideas while working with 2 mentors from design & technical backgrounds.	
8	Outline syllabus		CO Mapping
	Unit 1	Project Brief	CO1
	A	Identify problem/ solution, Influences/ Inspirations, Target markets/ Focus groups	
	B	Project Topic options: Brainstorming for Final Outcome	
	C	Project Brief writing	
	Unit 2	Historic research & Domain specialization	CO2
	A	Inspiration research	
	B	Study of Iconic Work- Techniques/ methods/ details	
	C	Case studies: Innovations & advancements review	
	Unit 3	Market research & Industry connect	CO3
	A	Target Audience: Need analysis using interviews/ questionnaires/ experiments/ observations	
	B	Market Analysis & Literature review: existing products/ brands/ services	
	C	Trend analysis	
	Unit 4	Research compilation	CO4, CO5
	A	Research analysis: Sketch/ tables/ graphs	
	B	Documentation: Written/ audio-visual	
	C	Creative journals/ Story boards/ Research Papers	
	Unit 5	Key concepts/ solutions	CO6
	A	Key ideas/ solutions/ concepts	
	B	Compile presentation	

	C	Presentation Review			
	Mode of examination	Rubric based evaluation			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> • Creative Research: The Theory and Practice of Research for the Creative Industries by Hilary Collins, Bloomsbury Visual Arts, 2018 • Case Study Research: Design and Methods by Book by Robert Yin • Creative Confidence by Tom Kelly 			
	Other References	<ul style="list-style-type: none"> • Change by Design Tim Brown • Cross' <i>Design Thinking: Understanding How Designers Think and Work</i> by Nigel • Roger Martin's <i>The Design of Business: Why Design Thinking is the Next Competitive Advantage</i> 			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	3		2	3	3				1		3			3
CO2	3	3		2	3					1		3			3
CO3		3		3	3				2	2		3			3
CO4		3		3	3				2	2		3			3
CO5		3		3	3				1	3		3			3
CO6	3	2	3	2	3	3	3	2	1			3			3
AVG	2.3	2.8	3.0	2.5	3.0	3.0	3.0	2.0	1.5	1.8		3.0			3.0

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

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: B. Des (CD)		Semester: VII	
1	Course Code	TDC701	
2	Course Title	Intellectual Property Rights	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • Introducing important aspects of intellectual property rights to students who will play a key role in the creation and development of creative industrial projects. • Spread patent information, patent laws in India and overseas, and details of registration. • Publicizing information about copyrights and their associated rights and aspects of registration. • Propagating data on trademarks and elements with registration. • Collate technical understanding on design, regional acknowledgement, new design protection and ways of registration. • Latest trends in IPR and Government measures to promote IPR. 	

6	Course Outcomes	<p>After completion of this course, student will able to:</p> <p>CO1 Understand the basic Concept of Intellectual Property Right</p> <p>CO2 Understand the patent & elements of patentability (Novelty, Inventive steps, Utility)</p> <p>CO3 Understand copyright Registration methods & Nature of Copyright (Sentence construction, Creative work)</p> <p>CO4 Understand concept of trademark (Various types of tags, brand names, badges, signature, logo, product mark, recognition tags)</p> <p>CO5 Understand the Industrial Application (No patentable subjects, Eligibility to patent).</p> <p>CO6 Process of patenting and acts involved (sanctions & Penalties Copyright procedure).</p>	
7	Course Description	<p>This programme covers the legal strategy relevant to intellectual property and innovation for early-stage Design project. The development cycle of the Design start-ups from invention and early evaluation, through incorporation and product creation, across production and massive funding.</p> <p>The structure for evaluating the legal strategy of intellectual property and innovation behind the development and implementation of a successful & quantifiable business plan. Via this approach, this programme will clearly provide a summary of multiple areas substantive law that include patent, copyright, trademark, trade secret, contract, competition, marketing, advertisement, incorporation and capital. This programme aims to define and examine the technical information that is used to protect and create open standards.</p>	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to IPR	

	1	Copyrights, patents, ID rights	CO3
	2	Differences and similarities	
	3	Applications	
	Unit 2	Understanding Design protection	CO2
	1	IPR famous cases and conflicts	
	2	To write the cases technically	
	3	Design Rights	
	Unit 3	Understanding Trademarks	CO1, CO2
	1	Relevance of trademarks	
	2	Usage and its limitations	
	3	Presentations and Discussions	
	Unit 4	Famous cases and suites	CO1, CO2
	1	Yamaha and TVS IPR Case	
	2	Apple and Samsung case	
	3	Comparison and discussion	
	Unit 5	Possibilities in IPR	CO4, CO5, CO6
	A	Patenting process	
	B	Filing in IPR	
	C	Formalities, requirements and costing involved	
	Mode of examination	Theory	

	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
		Text book/s*			
	Other References	Intellectual Property Rights in India-Lexis Nexis			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	1	1	1	1	1	2	2		1	
CO2	1	2	1	2	1	1	2	3	-	2	1	2		2	
CO3	-	2	3	1	2	-	-	1	1	3	2	1		2	
CO4	2	3	1	2	2	1	1	2	3	1	1	2		2	
CO5	3	1	-	1	2	-	2	1	-	2	2	1		2	
CO6	2	1	-	2	1	1	3	1	1	1	3	2		1	
AVG.	2.2	1.7	2.0	1.7	1.7	1.0	1.8	1.5	1.5	1.7	1.8	1.7		1.7	

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Common		Semester: VII	
1	Course Code	TDC702	
2	Course Title	Research Methodology	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	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	After the completion of the course, student will be able to: 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 a 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
	A	Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability and Levels of measurement – Nominal, Ordinal, Interval, Ratio.	CO4,CO5,CO6
	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 interpretation			CO3,CO4,CO5, CO6
	A	Data collection methods for qualitative and quantitative research, Data Preparation and Data Analysis; data representation methods			
	B	Interpretation of Data and analysis methods			
	C	Report Writing – Layout of a Research Paper, Ethical issues related to publishing, Plagiarism and Self-Plagiarism and Effective report writing. Citation styles and bibliography			
	Mode of exam	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	1. Research Methodology – C.R.Kothari 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition. 3. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.			
	Other References				

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	-	3	-	2	2	-	2	3	2	3	2	1	1
CO2	3	-	3	-	2	2	1	-	3	2	3	2	2	3	3
CO3	2	3	-	3	-	2	2	1	-	3	2	-	-	2	1
CO4	1	2	3	-	2	2	1	-	3	2	3	2	3	1	2
CO5	3	2	2	-	2	2	1	-	2	-	2	2	1	2	-
CO6	-	2	2	1	-	2	2	1	-	2	2	3	-	1	1
AVG	2.2	2.4	2.5	2.3	2.0	2.0	1.5	1.0	2.5	2.4	2.3	2.4			1.7

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: B Design (CD)		Semester: VII	
1	Course Code	JDC703	
2	Course Title	Summer Internship (FSIC)	
3	Credits	4	
4	Contact Hours (L-T-P)	0-0-4	
	Course Status	Compulsory	
5	Course Objective	This course will expose students to apply theories learned in the classroom and provides current technological developments relevant to the subject area of training. Student will be able to identify the career preferences and professional goals.	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To get familiarize with industry principles and practices.</p> <p>CO2 To identify and analyses an appropriate problem.</p> <p>CO3 To develop teamwork and apply prior acquired knowledge in problem.</p> <p>CO4 To demonstrate effective verbal and written communication skills.</p> <p>CO5 To practice designers or merchandiser's responsibilities, self-understanding, self-discipline and ethical standards.</p> <p>CO6 To identify the career preferences and professional goals.</p>	
7	Course Description	The summer Internship aims to offer students the opportunity to apply their past-acquired knowledge in problem solving. Students will acquire skills important for time management, discipline, self-	

		learning and effective communication. The duration of the internship should be at least 4-6 weeks.	
8	Outline syllabus		CO Mapping
	Unit 1	Identify an organization for summer Internship	CO1, CO2
	A	Identify an industrial organization related to the study path carried out at the university.	
	B	Internship offer letter.	
	C	Identification of industry mentor, who will oversee the internship programme.	
	Unit 2	Internship Objectives	CO2
	A	Define objectives and conditions for the internship, ensuring students that it is related	
	B	Studying the Company's background.	
	C	Understanding the Job requirements.	
	Unit 3	Internship work plan & execution	CO3, CO4
	A	The internship work plan is drawn up by developing teamwork and applies prior acquired knowledge in problem solving.	
	B	Time & project management	
	C	Demonstrate and execute project with the team	
	Unit 4	Evaluation	CO5
	A	Submission of assignments	
	B	Evaluation by Industry mentor	
	C	Self-evaluation	
	Unit 5	Internship Report Writing	CO6
	A	Report writing	
	B	Plagiarism checks of report	
	C	Approval of report	

	Mode of examination	Jury		
	Weightage Distribution	CA	V.V	ETE
		25%	25%	50%
	Text book/s*			
	Other references			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
CO2	3	1	1	2	2	2	1	3	3	3	3	3	-	-	3
CO3	3	1	2	2	2	2	1	3	3	3	3	3	-	-	3
CO4	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
CO5	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
CO6	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
AVG	3.0	1.0	2.5	2.0	2.0	2.0	1.0	3.0	3.0	3.0	3.0	3.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)



Course Syllabus

Semester - VIII

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Communication Design		Semester: VIII	
1	Course Code	CDJ 801 (RBL4)	
2	Course Title	Capstone Communication Design Project	
3	Credits	16	
4	Contact Hours (L-T-P)	(0-4-12)	
	Course Status	Major (Core)	
5	Course Objective	The course is in continuation to the course Contextual studies. In this course, the students will be able to construct and present the design concepts developed in ‘Contextual Studies’ into final products/ research papers/ patents, etc. The objective is to let students develop a professional portfolio with a research-based domain specialization, to seek employment, establish a business or apply for higher education.	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To design solutions for complex design problems in consideration of cultural/ societal/ environmental needs.</p> <p>CO2 To construct design solutions in consideration with environmental and ethical principles.</p> <p>CO3 To execute the project using feasible project and finance management techniques.</p> <p>CO4 To implement presentation & marketing techniques to effectively communicate the developed design solutions.</p>	

		CO5 To author case studies/ research papers/ patents/ book chapters on their designs. CO6 To create industry ready design solutions in form of product collections.	
7	Course Description	The course is a final application of design fundamentals and theories studied & practiced throughout the programme.	
8	Outline syllabus		CO Mapping
	Unit 1	Introduction to the topic	CO1
	A	Pitching the topic.	
	B	Presentation and peer review	
	C	Finalizing the topic with suggested changes	
	Unit 2	Research	CO2, CO3
	A	Theory	
	B	Data collected from authentic sources	
	C	Presentation with mind/giga mapping/ story board	
	Unit 3	Development	CO3, CO4
	A	Conceptual design with doodles	
	B	Grid/ Layout/ Skeleton	
	C	Mock ups (black n white with coloured)	
	Unit 4	Pre final Design	CO4, CO5
	A	1st Draft	
	B	Iteration I	
	C	Iteration II	
	Unit 5	Final Design and Project Report	CO5, CO6
	A	Final Colored Design	
	B	Documentation and Printing	
	C	Final Submission with all necessary details.	

	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*	<ul style="list-style-type: none"> Portfolios by Maura Jeller 			
	Other References	<ul style="list-style-type: none"> Portfolios by Eminent Designers 			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2		1	2			3	3	3	3	-	-	3
CO2	2	2	2		1	2	3	3	3	3	3	3	-	-	3
CO3	3	2	3			2				3	3	3	-	-	3
CO4	2	3	2		1	2				3	3	3	-	-	3
CO5	2	3	3			2	1	1	1	3	3	3	-	-	3
CO6	3	3	3		1	2	2	2	3	3	3	3	-	-	3
AVG	3.0	1.0	3.0		1.0	2.0	2.0	2.0	2.5	3.0	3.0	3.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: Common		Semester: VIII	
1	Course Code	TDC801	
2	Course Title	Design Entrepreneurship & Professional Practice	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> • To make students Understand the difference in invention, Innovation and discovery. • To make students learn the art of Innovation and understand the concept of internship • To make students Understand the Tools and Tips to incorporate innovation through creative thinking and brainstorming I creating successful business. • To make students learn concepts of creating an idea, pitching. Raising funds and maintains their own practices. 	
6	Course Outcomes	<p>After the completion of the course, student will be able to:</p> <p>CO1 To get familiarize with types of companies they can start</p> <p>CO2 To brainstorm and evaluate an entrepreneurial idea</p> <p>CO3 To Understand the changes involved with various stages of entrepreneurship and reframing of the idea.</p> <p>CO4 To determine investments needs</p> <p>CO5 To identify sources of investments for their potential ventures.</p> <p>CO6 To Identify problems in development of the concept and be mentored by various entrepreneurs.</p>	

7	Course Description	The course is targeted at everyone who wants to run their own practice as creating their own brand and run an organization. It also Aims at creating a new idea into a reality by developing the idea and reframing it every stage and takes it is to its full fruition through entrepreneurship skills. The students will try to test their entrepreneurial ideas in form of assignments.	
8	Outline syllabus		CO Mapping
	Unit 1	Incorporation of Company and Documentation	CO1, CO5
	A	Different types of company incorporations	
	B	Contractual, Not-for-profit, Proprietor, Private limited and LLP Companies.	
	C	Challenges in running practices and organizations and benefits of having a mentor	
	Unit 2	Ideas and opportunities	CO2, CO5
	A	Identify an entrepreneurial idea	
	B	Evaluate an entrepreneurial idea	
	C	Sizing the market Case Study: Dr. John's Spin brush	
	Unit 3	Building a Business	CO3, CO5
	A	Apply the POCD (People, Opportunity, Context, Deal) framework	
	B	Manage risk and reward through experimentation	
	C	Make decisions with the future in mind Case Study- Rent the Runway	
	Unit 4	Financing a Business	CO4, CO5
	A	Determine how investment can help you create value for yourself and your investors	
	B	Understanding and presenting key financial metrics	
	C	Determining investment needs	
	Unit 5	Sources of investment	CO5, CO6

	A	Understand the opportunities and trade-offs associated with different sources of financing			
	B	Defining key financing terms			
	C	Apply the tools of valuation to start-up ventures Case Study- Intuit			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	-			
	Other References				

Course Articulation Table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1	2	3	3	1	1	3	1	2	-	-	1	-
CO2	3	3	2	3	1	-	2		-	1	3	1		2	-
CO3	3	2	1	1	2	3	1		3	1	1	2		2	-
CO4	3	3	1	1	3	2	2	-	1	2		1		-	-
CO5	2	2	2	2	1	3	1	1	3	1	2	-		1	-
CO6	2	3	1	-	3	3	1	2	3	1	1	1	-	2	-
AVG	2.7	2.3	1.3	1.8	2.2	2.8	1.3	1.3	2.6	1.2	1.8	1.3		1.6	

1-Slight (Low)

2.Moderate (Medium)

3-Substantial (High)

School: SSDAP		Batch : 2023-27	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: B Design (FD)		Semester: VIII	
1	Course Code	JDC802	
2	Course Title	Industrial Internship	
3	Credits	6	
4	Contact Hours (L-T-P)	0-0-6	
	Course Status	Compulsory	
5	Course Objective	This course will expose students to apply theories learned in the classroom and provides current technological developments relevant to the subject area of training. Student will be able to identify the career preferences and professional goals.	
6	Course Outcomes	<p><i>After the completion of the course, student will be able to:</i></p> <p>CO1 To get familiarize with industry principles and practices.</p> <p>CO2 To identify and analyses an appropriate problem.</p> <p>CO3 To develop teamwork and apply prior acquired knowledge in problem.</p> <p>CO4 To demonstrate effective verbal and written communication skills.</p> <p>CO5 To practice designer's or merchandiser's responsibilities, self-understanding, self-discipline and ethical standards.</p> <p>CO6 To identify the career preferences and professional goals.</p>	

7	Course Description	The Industrial Internship aims to offer students the opportunity to offer students the opportunity to apply their past-acquired knowledge in real industrial situation. Students will acquire skills important for time management, teamwork, discipline, self-learning and effective communication. The duration of internship has to be minimum 12 weeks.	
8	Outline syllabus		CO Mapping
	Unit 1	Identify an organization for summer Internship	CO1, CO2
	A	Identify an industrial organization related to the study path carried out at the university.	
	B	Internship offer letter.	
	C	Identification of industry mentor, who will oversee the internship programmer.	
	Unit 2	Internship Objectives	CO2
	A	Define objectives and conditions for the internship, ensuring students that it is related	
	B	Studying the Company's background.	
	C	Understanding the Job requirements	
	Unit 3	Internship work plan & execution	CO3, CO4
	A	The internship work plan is drawn up by developing teamwork and applies prior acquired knowledge in problem solving.	
	B	Time & project management	
	C	Demonstrate and execute project with the team	
	Unit 4	Evaluation	CO5
	A	Submission of assignments	
	B	Evaluation by Industry mentor	
	C	Self-evaluation	
	Unit 5	Internship Report Writing	CO6
	A	Report writing	

	B	Plagiarism checks of report			
	C	Approval of report			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		25%	25%	50%	
	Text book/s*				
	Other references				

Course Articulation Table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	2	3	3	3	3	3	3			3
CO2	3	1	1	2	2	2	3	3	3	3	3	3			3
CO3	3	1	2	2	2	2	1	3	3	3	3	3			3
CO4	3	1	3	2	2	2	1	3	3	3	3	3			3
CO5	3	1	3	2	2	2	1	3	3	3	3	3			3
CO6	3	1	3	2	2	2	3	3	3	3	3	3			3
AVG	3.0	1.0	2.5	2.0	2.0	2.0		3.0	3.0	3.0	3.0	3.0			3.0

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)