

School of Creative Art, Design and Media Studies

DEPARTMENT OF DESIGN

B.Design-Digital & Communication Design

SDM code SDM0201

Batch 2018-2022

Program and Course Structure

1. Standard Structure of the Program at University Level

1.1 Vision, Mission and Core Values of the University

Vision of the University

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

Mission of the University

**Transformative educational experience
Enrichment by educational initiatives that encourage global
outlook
Develop research, support disruptive innovations and
accelerate entrepreneurship
Seeking beyond boundaries**

Creative Campaign Can be TEDs: This is the guiding principle for promotion and wide circulation among various stakeholders.

Guidelines: Similar Mnemonics can be designed by schools.

Core Values

**Integrity
Leadership
Diversity
Community**

School of Creative Art, Design and Media Studies

1.2 Vision and Mission of the School

Vision of the School

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

Mission of the School

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

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

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

Leveraging research to form strong industry-academia linkages.

Core Values

Innovation
Awareness
Information
Ethics

DEPARTMENT OF DESIGN

1.2.1 Vision and Mission of the Department

Vision of the Department

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

Mission of the Department

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

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

1.3 Programme Educational Objectives (PEO)

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

Methods of Forming PEO's

STEP 1: The needs of the Nation and society are identified through scientific publications,

industry interaction and media.

- STEP 2: Taking the above into consideration, the PEOs are established by the Coordination Committee of the department.
- STEP 3: The PEOs are communicated to the alumni and their suggestions are obtained.
- STEP 4: The PEOs are communicated to all the faculty members of the department and their feedback is obtained.
- STEP 5. The PEOs are then put to the Board of Studies of the department for final approval.

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

1.3.2 Map PEOs with School Mission Statements:

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

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

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

If there is no correlation, put “-“

1.3.2 Map PEOs with Department Mission Statements:

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

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

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

1.3.3 Program Outcomes (PO's)

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

PO2: Develop community engagement and service-learning to provide students with opportunities to experience problem finding and solving in different areas.

PO3: Support learning outside the classroom to expand understanding of the profession and practice.

PO4: Demonstrate and employ hand drawing and drafting principles to convey concepts.

PO5: Work well together as emerging team players and innovative design thinkers.

PO6: Bring their evolving design point-of-view and work aesthetics to various types of imaginative challenges.

PO7: Adapt their inspired knowledge and abilities to ongoing changes in global trends and related creative industries

PO8: Understand and implement new technologies relative to design development.

PO9: Identify the business practices and entrepreneur skill needed for the profession

PSO1: Research focused design exploration using in-depth historical, market & trend research.

PSO2: To design with a hands on approach establishing connection between print, electronic and digital platform.

PSO3: Experimental Design development aligned with the future, using the latest technology or sustainable approach.

PSO4: Project based & Industry aligned learning to develop as Entrepreneurs with Brand Building Approach.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4
PO1	1	3	2	1
PO2	-	2	1	2
PO3	3	2	1	-
PO4	1	2	2	1
PO5	1	-	2	3
PO6	-	3	1	3
PO7	3	-	2	1
PO8	2	3	1	1
PO9	-	2	3	-
PSO1	3	2	2	3
PSO2	2	3	2	3
PSO3	3	3	3	3
PSO4	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

1.3.5 Program Outcome Vs Courses Mapping Table

1. Slight (Low)

2. Moderate (Medium)

3. Substantial (High)

School of Creative Art, Design & Media Studies									
B.Design/ Digital & Communication Design									
Batch: 2018-2022									
TERM: I									
S. No.		Subject Code	Subjects	Teaching Load			Credits	Core/Elective, Pre-Requisite, Co-Requisite	1.CC,2-AECC,3-SEC,4-DSE
				L	T	P			
JURY SUBJECTS									-
1		BDZ 117	Fundamentals of Design	0	1	4	3	Co-requisite	AECC
2		BDZ 130	Basic materials	0	1	4	3	Core	CC
3		BDZ120	Fundamentals of drawing-1	0	0	4	2	Core	AECC
4		BDZ118	Freehand Drawing I	0	1	4	3	Core	CC
5		ENP102	Functional English Lab I	0	0	2	2	Pre requisite	AECC
6		BDZ108	Representation Skill I	0	0	2	1	Core	CC

7		OPE111	Elective Course	0	0	2	2	Co- Requisi te	AECC
THEORY SUBJECTS									
1		ENG 107	Functional English Beginners-I	2	0	0	2	Pre requisi te	AECC
2		ENG 109	Functional English Intermediate-I					Pre requisi te	AECC
3		BDZ125	History of Art & Design I	2	0	0	2	Core	CC
Total							20		
TERM II									
S. No.		Subject Code	Subjects	L	T	P	Credit s		
JURY SUBJECTS									
1		BDZ127	Introduction to Photography	0	0	4	2	Co- Requisi te	SEC
2		BDZ110	Form & Space	0	1	4	4	Core	CC
3		BDZ121	Computer Graphics	0	1	4	3	Co- Requisi te	SEC
4		BDZ128	Freehand Drawing II	0	1	4	4	Pre Requisi te	CC
5		ENP103	Functional English Lab I	0	0	2	1	Pre requisi te	AECC

6		BDZ114	Representation Skill II	0	2	0	2	Co requisit e	CC
7		BDZ129	Design Skills	0	0	4	2	Co requisit e	CC
THEORY SUBJECTS									
1									
2		ENG 108/ Eng. 110	Functional English Beginners-II/ Intermediate II					Pre requisit e	AECC
3		BDZ131	History of Art & Design II	2	0	0	2		CC
				Total			20		

Digital & Communication Design									
TERM III									
S.No		Subject Code	Subjects	L	T	P	Cr ed its		
Jury Subjects									
1		BCD 201	Introduction to Graphics and Interaction Design	0	4	8	8	Core	SEC
2		BCD 202	Principles of User Interface Design	0	1	2	3	Core	CC
3		BCD 203	Typography	0	2	2	3	Core	CC
4		BCD 204	Digital Design Aesthetics	0	1	2	3	Core	CC
Theory Subjects									

1		BDC 205	Social Science I	3	0	0	3	Co requis ite	AECC
2		BDC 216	Environmental science	3	0	0	3	CO- requis ite	CC
Total							23		
TERM IV									
S. No.		Subject Code	Subjects	L	T	P	Cr ed its		
JURY SUBJECTS									
1		BCD 205	Fundamentals of Moving Images	0	4	8	8	Core	SEC, AECC
2		BCD 206	Modeling, Materials and Lighting	0	1	2	3	Core	SEC, AECC
3		BCD 207	Brand Communication Design	0	1	2	3	Co- Requi site	SEC
4		BCD 208	Information Design	0	1	2	3	Core	CC
5		BDC 221	Design Process	0	1	2	3	Core	SEC
6		BDC 215	Computer Aided Design I	0	0	2	2	Co requis ite	SEC
7		BDC 219	Portfolio- I	0	0	2	2	Core	AECC

				Total				24		
TERM V										
S. No.		Subject Code	Subjects	L	T	P	Cr	ed		
JURY SUBJECTS										
1		BCD 301	Production Process of Moving Images	0	4	8	8		Core	CC, SEC
2		BCD310	Introduction to 3D Modelling	0	1	2	3		Core	SEC
3		BCD 303	Programming for Interactivity	0	1	2	3		Core	AECC
4		BCD 304	User Experience: Research & Prototyping	0	1	2	3		Core	AECC
5		BCD 305	Digital Compositing Skills I	0	1	2	3		Core	CC
6.			MOOC	0	0	2	2			
				Total				22		AECC
TERM VI										
S. No.		Subject Code	Subjects	L	T	P	Cr	ed		
JURY SUBJECTS										
1		BCD306	Production Process of Game Design	0	4	8	8		Core	CC, AECC, SEC
2		BCD 307	Designing, Running, and Analyzing UI Designs	0	1	4	3		Co requisite	AECC

3		BCD 308	Digital Compositing Skills II	0	2	2	3	Co- Requi site	AECC
4		BCD 309	Design & Technology: Contemporary Issues in Visual Communication	0	1	2	3	Co- requit e	SEC
5		BDC320	Computer Aided Design II	0	1	2	3	Co Requi site	SEC
6		BDC 324	Portfolio-II	0	0	2	2	Co requis ite	AECC
THEOR Y SUBJEC TS									
1		BDC 323	Retail Management	3	0	0	3	Co requis ite	AECC
			Total				29		
TERM VII									
S. No.		Subject Code	Subjects	L	T	P	Cr ed its		
JURY SUBJEC TS									
1		BCD 404	Digital & Communication Design Project	0	8	8	16	Core	CC
2		BCD405	Professional Practices Digital & Communication Design	0	1	2	3	Core	AECC, SEC, CC
3		BDES OPE 131	MOOC	0	1	2	2	Co requis ite	

THEORY SUBJECTS									
1		BDC412	Research and Communication	2	1	0	3	Pre Requisite	CC
Value Added Course									
4		SAP 224	Value- Added Course-4	0	0	0	0	N/A	Not mapped on pplsoft
			Total				22		
TERM VIII									
S. No.		Subject Code	Subjects	L	T	P	Cr ed its		
JURY SUBJECTS									
1		BCD407	Professional Training	0	10	20	20	CORE	CC
2		OPE 277	MOOC				2	Co requis ite	20
			Total				22		



Tauheed Mehtab

HOD



Rupinder Singh

DEA

SEMESTER-I

SEMESTER-II

SEMESTER III

School: SCADMS		Batch : 2018-22
Program: B. Design		Current Academic Year: 2018-19
School: SCADMS		Batch : 2017-2019
Branch: Common	Subject Code	BDC220
3	Semester:03	Social Science
4	Credits	3
	Contact Hours (L-T-P)	3-0-0
5	Course Type	Compulsory
6	Course Objective	<p>1. Indian Politics and Society aims to develop the learner's capacity to engage in reflective and active citizenship, informed by the insights and skills of social and political sciences.</p> <p>2. To understand population groups that are till today discriminated both socially and economically and are not able to participate freely and fully in the development process and reap its benefits.</p> <p>3. To understand the basic concepts, facts and processes of social stratification. Communities and societies, cause and significance</p>

		<p>of similarities and differences in rural & urban communities about belief, teaching and practice.</p> <p>4. to understand the approaches to the study of religion and belief.</p> <p>5.To understand the concept of social Globalization and impact of globalization on society.</p>	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: An understanding of and a respect for human rights and responsibilities, for human dignity and for democratic modes of governance</p> <p>CO2: Students will demonstrate an understanding of sociological concepts of social inequality,</p> <p>CO3: An understanding of various factors responsible for regional imbalances and socio-economic disparities in India.</p> <p>CO4: Demonstrate knowledge and understanding of religion and belief, including: religious, philosophical and/or ethical thought and teaching</p> <p>CO5: An understanding of the social systems within which people act: locally, nationally and more widely</p>	
8	Course Description		
	Outline syllabus	CO Mapping	
	Unit 1	Democracy	CO1,CO2
	A	A. What is Democracy? Why Democracy? Working of Institution, ,	
	B	B. Democratic Rights and Responsibilities of Individuals in Democratic Society	
	C	C. What is constitution any way, Introduction, meaning and Technical definition of the constitution, Features of Indian constitution	
	Unit 2	Tribal Social system & Social Institutions	CO1,CO2,CO3
	A	Characteristics of tribe, Tribe , Tribes in India,	
	B	The Tribal Marriage, Tribal Religion In India,	
	C	Modern Trends In Tribal Culture, Impact of Hindu and Christian cultures on Tribes	

	Unit 3	Rural Social System Urbanization and Urban lives			CO2,CO3 CO4,CO5
	A	Essential Characteristics of the Village Community, Change in village life, Rural Problems.			
	B	The Urban Community and Urban lives, characteristics of urban life.			
	C	Causes of growth of cities, Types of Cities.			
	Unit 4	Major Religious Groups			CO4,CO5
	A	The Hindus: Characteristics of Hindu religion,			
	B	The Muslims: Compilation of Koran, Chief Tenets of Islam,			
	C	The Christians: Teachings of Christ,			
	Unit 5	Social Stratification			CO4,CO5,CO 6
	A	Definition and characteristics of caste system, causes of changes in the traditional features of caste system			
	B	Definition & Characteristics of Estates system, Nature			
	C	What is Class, Characteristics of Social Class.			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*				
	Other References				

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

CO 5	3	2	2	3	1	2	3	1	2	2	3	3	2
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1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2018-19	
Branch: Digital and communication		Semester: 3rd	
1	Course Code	BCD 201	
2	Course Title	Introduction to Graphics and Interaction Design	
3	Credits	8	
4	Contact Hours (L-T-P)	0-4-8	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> • This course combines studio work with classroom instruction • Fundamental components of design theory and typography are incorporated with design problems • Providing a broad introduction to visual communication. • To learn the principles of graphics and interaction design. 	
6	Course Outcomes	CO1: To gain exposure to the basic components of graphics and interaction design.	

		<p>CO2: To familiarize the students with the idea of visual communication</p> <p>CO3: To begin to communicate basic design ideas through visual media.</p> <p>CO4: To be able to do basic character illustrations.</p>	
7	Course Description	<p>This course combines studio work with classroom instruction. Fundamental components of design theory and interaction design are incorporated with problem definition to provide students with valuable experience in the ideation, research, prototyping, execution and presentation of projects related to graphics and interaction. This course will equip you with the knowledge to relate to your users psychologically, thus allowing you to create stand-out products.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Design Basics.	CO1
		1a. elements of design 1b. principles of design 1c. gestalt law	
	Unit 2	Fundamentals of sketching and interactive icons, buttons.	CO2
		2a. still life drawing for composition 2b. logo designs from scribbles 2c. silhouettes drawings	
	Unit 3	Colour scheme and theory	CO3
		3a. colour theory 3b. specific colour schemes 3c. contemporary colour trends	
	Unit 4	Anatomy drawing for Illustrations	CO3
		4a. drawing from life	

		4b. anatomy study for characters 4c. digital sketching	
	Unit 5	Rendering techniques for presentation.	CO4
		5a. character illustrations 5b. illustrations based on brief 5c. final presentations	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE
		60%	0%
		ETE	40%
	Text book/s*	The Complete Graphic Designer A Guide to Understanding Graphics and Visual Communication- Ryan Hembree	
	Other References	Lisa Graham - Basics of Design_ Layout and Typography for Beginners-Cengage Learning (2005)	

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 3rd	
1	Course Code	BCD 202	
2	Course Title	Principles of User Interface Design	
3	Credits	3	
4	Contact Hours (L-T-P)	60 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding use and importance of interface design. ● Understand how people perceive, Understand, use and experience Interactive Objects and spaces. ● Colluding info graphics for various purpose. ● Process of Prototyping. 	
6	Course Outcomes	<ol style="list-style-type: none"> 1. To implement UI principle in their interface designs. 2. incorporate user's perception, experience and expectation in design 3. Use and experience Interactive objects and spaces. 4. Collude info graphics for various purpose. 	

		5. Use and learn different prototyping for design.	
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 Achievement
	Unit 1	Introduction to Interaction Design	CO 1,CO2
	1a.	Application of Graphic and Interaction Design	
	1b.	Hall of Fame/Hall of Shame	
	1c.	The Gulf of Execution and Gulf Of Evaluation	
	Unit 2	Iconography	CO3
	2a.	Principles of Design and its use and reference study.	
	2b.	Practicing Principles of Design with vectors.	
		2c.	Semiotics, the study of sign processes and meaningful communication.
	Unit 3	Design Techniques	CO3,CO4
	3a.	Layout & Grid for graphics & web	
	3b.	Composition: Visual balancing	
		3c.	Colour and Halftone
	Unit 4	Design Psychology	CO4
	4a.	Perception and Visualization.	
	4b.	Hierarchy in Design.	
		4c.	Colours and its meaning in Design
	Unit 5	Conceptualizing a GUI(Graphic User Interface) from the perspective of UI	CO 5
	5a	Prototype Design for Mobile	

	5b	Prototype Design for Tablet			
	5c	Prototype Design for Web			
Mode of examination	Jury/Practical/Viva				
Weightage Distribution	CA	MTE	ETE		
	60%	0%	40%		
Text book/s*	Basics Design Layout, Second Edition- Gavin Ambrose AVA Publication				
Other References	Design Elements-Graphic Style Manual-Timothy Samara				

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program:		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 3rd	
1	Course Code	BCD 203	
2	Course Title	Typography	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● This course combines studio work with demonstrations ● Students introduced to all type of typography from its historical precedents to the current uses. ● Creative thinking is encouraged, along with prescribed techniques and media. 	
6	Course Outcomes	CO1: To familiarize the students with different Typesets CO2: To understand the basic components of Typography such as Serif, Sans Serif etc CO3: To be exposed to the historical evolution of typography CO4 : To understand different modes of type-printing such as typewriters, block printing etc	

7	Course Description	In this course, students will develop typographic thinking by drawing letter forms in class, working with word, text, and grid, researching type history and specimen. The course also provides thorough investigation in the readability and legibility of type, as well as effective typographic usages in daily life applications.		
8	Outline syllabus	CO Achievement		
	Unit 1	Introduction to Types Basics.		CO1
		1a. Types and fonts 1b. Font styles 1c. font based on platforms		
	Unit 2	Typography styles		CO2
		2a. typography trends 2b. type manipulations 2c. type and images vectors		
	Unit 3	Colour scheme and theory		CO2 & CO3
		3a. alphabetic colours 3b. text behaving with colour background 3c. contemporary colour trends		
	Unit 4	Kerning, Leading and Tracking.		CO3
		4a. kerning 4b. tracking 4c. leading		
	Unit 5	Rendering techniques for presentation.		CO4
		5a. masking 5b. superimposed texts 5c. Final presentation.		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA 60%	MTE 0%	ETE 40%
	Text book/s*	Typography Fundamentals- Kristin Cullen		

	Other References	Lisa Graham - Basics of Design_ Layout and Typography for Beginners-Cengage Learning (2005)	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	3	2	2	3	2	2	2	2	3	2	3
CO2	2	1	3	2	2	2	2	2	3	2	3	2	2
CO3	1	1	2	2	3	2	3	2	3	3	2	3	3
CO4	2	1	1	3	2	2	1	3	2	2	3	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B.Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 3rd	
1	Course Code	BDC 204	
2	Course Title	Digital Design Aesthetics	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● This course provides the foundation for visualizing and understanding the essential vocabularies. ● Principles and concept of design. ● colour and visual literacy as applied to interactive digital work. 	
6	Course Outcomes	CO1: Introduce the students to basic theories of aesthetics CO2 Develop an understanding of a vocabulary of design CO3: Understand the meaning of visual literacy CO4 : Introduction to basic colour theory.	
7	Course Description	This course provides the foundation for visualizing and understanding the essential	

		vocabularies, principles and concepts of design, color and visual literacy as applied to interactive digital work.			
8	Outline syllabus			CO Achievement	
	Unit 1	Introduction to Aesthetics			CO1
		1a. design Principles 1b. elements of design 1c. visual appeal			
	Unit 2	Significance of Visual Aesthetics			CO2
		2a. visual aesthetics for web media 2b. grids and columns 2c. icons study			
	Unit 3	Interface			CO2 & CO3
		3a. Tools and software 3b. gradients and pathfinders 3c. vectors for web			
	Unit 4	Compositing and colour trends			CO3
		4a. Composition 4b. Colour theory 4c. Contemporary design trends			
	Unit 5	Rendering techniques for Presentation.			CO4
		5a. Iconography 5b. Signs and symbols 5c. Final Presentations			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Design Elements-Graphic Style Manual-Timothy Samara			
	Other References	Lisa Graham - Basics of Design_ Layout and Typography for Beginners-Cengage Learning (2005)			

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

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

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

School: SCADMS		Batch :2018-22
Program: B. Design		Current Academic Year: 2018-19
Branch: Common		Semester: III
1	Course Code	BDC216
2	Course Title	Environmental Science
3	Credits	3
4	Contact Hours (L-T-P)	60 hrs. (3-0-0)
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> 1. Identify and understand basic aspects, practices and terminology related to environment. 2. The aim of the course is to develop an understanding among students about environmental studies and its implications in design. 3. Developing an attitude of concern for the environment. 4. Emphasize the importance of sustainable development.

6	Course Outcomes	CO1: Students will be able to identify the human activities and manufacturing processes affecting environment and design. CO2: Students will develop awareness about environmental problems among people. CO3: Demonstrate competency in developing environment friendly designs in their specific fields. CO4: Students will start demonstrating an ability to integrate the many design disciplines intersect with environmental concerns.	
7	Course Description	Environmental studies are the scientific study of the environmental system and the status of its inherent or induced changes on organisms. It includes not only the study of physical and biological characters of the environment but also the social and cultural factors and the impact of man on environment.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Environment & Ecology	CO1,CO2,CO3
	A	Environmental pollution and its types	
	B	Effect of human population and natural resources over design.	
	C	Introduction -Manufacturing processes and its effects over environment	
	Unit 2	Introduction to ecological design	CO1,CO2,CO3
	A	Ecological design process	
	B	Make nature visible through design	
	C	Natural products	
	Unit 3	3Rs – Reduce, Reuse, Recycle	CO2,CO3,CO4
	A	Renewable energy sources	
	B	Recycled products	
	C	Recycled products	
	Unit 4	Code of Conduct and role of Agencies	CO2,CO3,CO4
	A	Introduction to Code of conduct	
	B	Governing and regulatory bodies for Environment	
	C		
	Unit 5	Sustainable Classroom Project	
	A	Case study and its new proposal.	CO1,CO2,CO3,CO4
	B	Research – Market and Virtual	

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

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER IV

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 4th	
1	Course Code	BCD 205	
2	Course Title	Fundamentals of Moving Images	
3	Credits	8	
4	Contact Hours (L-T-P)	180 hrs (0-4-8)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding animations as the strongest medium of Communication. ● Study and Analyse basic animation principles used in 2D Animation ● To Learn Character Designing. ● To learn principle of Experimental Animation. 	
6	Course Outcomes	<p>CO1: Designing Characters through principles of 2D Animations.</p> <p>CO2: Students will have a richer understanding of how concepts such as balance, weight and pose.</p> <p>CO3: Understanding light and Composition through eyes of Camera.</p> <p>CO4: Familiarity with all sorts of Experimental Animation.</p>	

7	Course Description	This course will evaluate how 2D animation is the strongest medium of Visual Communication. Students will learn about the principles of drawing and photographic techniques.		
8	Outline syllabus	CO Achievement		
	Unit 1	Introduction		CO1
		1a. Sketching 1b. Study from characters 1c. 2d animation principles.		
	Unit 2	Interface		CO1 & CO2
		2a. Character study 2d. Different pose study 2c. Special features in a Character design.		
	Unit 3	Layouts		CO2
		3a. Storyboarding layouts 3b. Camera angles. 3c. Exaggerated view frames		
	Unit 4	Attributes of Classical Animation		CO3
		4a. lighting 4b. digital coloring 4c. rendering designs		
	Unit 5	Presentation and Modification		CO3 & CO4
		5a. Stop Motion animation 5b. Gif animation through Photoshop 5c. Final Presentation.		
	Mode of examination	Jury/Practical/Viva		
	Weight age Distribution	CA 60%	MTE 0%	ETE 40%
	Text book/s*	Richard E. Williams 2001, The Animator's Survival Kit , paperback		
	Other References	John Halas and Harold Whitaker 1981, Timing for Animation		

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

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

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

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2018-19	
Branch: Digital & Communication design		Semester: IV	
1	Course Code	BCD 206	
2	Course Title	Modelling, Materials and Lighting	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	1. To learn basic concepts and understanding of tools related to 3D production. 2. Become comfortable with basics of modelling, lighting, texturing and rendering. 3. Understand the fundamentals of strong 3-Dimensional design.	
6	Course Outcomes	CO1: Be capable of doing spline modelling CO2: Able to do basic Poly Modelling CO3: Basic lighting setup in a 3D scene CO4: Basic interior and exterior modelling CO5: Capable of rendering a 3D scene.	

7	Course Description	Students will use computer modelling to explore the principles of 3-dimensional design. Projects involving object, character 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 Achievement		
	Unit 1	Introduction to 3D Modelling		
	a	Tools and interface element		CO 1 & CO2
	b	Spline modelling		
	c	Texturing		
	Unit 2	Polygon modelling		
	a	Setting a reference in a scene		CO2
	b	Elements of Modelling		
	c	Tools introduction and handling		
	Unit 3	Conceptual		
	a	Conceptualizing a product with 2D sketches		
	b	Characterization of Product		CO2
	c	Setting dimensions and required units.		
	Unit 4	Development		
	a	Basic Modelling with Reference		CO3
	b	Detailing with advanced tools		
	c	Texturing and Lighting		
	Unit 5	Finalisation		
	a	Setting the Camera and Lights		CO3, CO4
	b	Rendering with Mental Rsy/V-ray / 3D Printer		
	c	Refining with Photoshop		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA 60%	MTE 0%	ETE 40%
	Text book/s*	3Ds Max Bible 2018 by Autodesk		
	Other References	3Ds Max Bible 2019 by Autodesk		

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	1	2	2	3	3	2	2	2	3	2	3
CO 2	2	1	1	2	2	1	2	2	1	2	2	2	2
CO 3	1	2	2	2	3	2	1	2	3	3	3	3	3
CO 4	1	2	1	3	2	2	1	3	2	2	3	3	3
CO 5	1	3	2	3	2	2	3	2	3	2	3	2	3

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

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 4th	
1	Course Code	BCD 207	
2	Course Title	Brand Communication Design	
3	Credits	3	
4	Contact Hours (L-T-P)	60 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding and creating works that communicate to a broad audience. ● Understanding how Branding shapes the environment. ● Understand the theory of Brand Identity Design ● To understand the difference between Branding and Advertising. 	
6	Course Outcomes	CO1: Designing logos from the scratch in any Identity CO2: Students will have a richer understanding the ways to communicate their Brand Identity	

		CO3: Understanding the techniques to best represent their Brands. CO4: Familiarity with all marketing strategy to strengthen their brand.		
7	Course Description	This course will comprise of the attributes related to branding such as Identity, Atmosphere, Community Outreach etc. It will also comprise the different aspect to communicate in a best for any brand. Possibilities and Strategy to strengthen the Brand.		
8	Outline syllabus		CO Achievement	
	Unit 1	Introduction	CO1	
		1a – Creating vectors graphics 1b – Tracing through scribbles 1c- logos		
	Unit 2	Interface	CO1 & CO2	
		2a- tools 2b – signs and symbols 2c- styles		
	Unit 3	Layouts	CO2	
		3a- Grids 3b- Golden ratio 3c- colour scheme and trends		
	Unit 4	Attributes of Branding	CO3	
		4a- Strategies for marketing 4b- Outreach for maximum masses 4c- studying great brands		
	Unit 5	Presentation and Modification	CO3 & CO4	
		5a. Popular brands Case study 5b- Visually appealing presentation 5c- Final Presentation.		
	Mode of examination	Jury/Practical/Viva		
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	Brand-Identity-Design by AlinaWheeler		
	Other References	Brand Bible by Debbie Millman		

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	2	2	2	3	3	2	2	2	3	3	3
CO 2	2	1	2	2	2	2	3	2	1	2	2	3	2
CO 3	3	2	3	2	3	2	1	2	3	3	3	3	3
CO 4			2	3	2	2	1	3	2	2	3	3	3

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

School: SCADMS		Batch : 2018-22	
Program: B.Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: 4th	
1	Course Code	BCD 208	
2	Course Title	Information Design	
3	Credits	3	
4	Contact Hours (L-T-P)	60 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding use and importance of prototype in creating Interface Designs ● Layout Testing for interfaces ● Colluding info graphics for various purpose ● To learn principle of Advertising and Design 	
6	Course Outcomes	CO1: Designing Infographics through digital tools CO2: Students will have a richer understanding of how wayfinding, typography, colour, symbols, maps, and signs affect visceral, behavioral, and reflective reactions to physical spaces CO3: Understanding Information Architecture. CO4: To design data into meaningful creatives.	

7	Course Description	This course will evaluate how visual communication functions within the public spaces we visit throughout our lives. Students will learn about the communication sub-discipline of information design and how it serves to affect the way people act, feel, and otherwise respond to their environments.		
8	Outline syllabus	CO Achievement		
	Unit 1	Introduction		CO1
		1a. study of Information design 1b. significance of Information in day-to-day life 1c. difficulty of a bad design		
	Unit 2	Interface		CO1 & CO2
		2a. graphics 2b colour scheme w.r.t the project/campaign 2c.typefacing and typography		
	Unit 3	Prototype		CO2
		3a. materials 3b. Best possible medium to communicate 3c. Clean and clear Prototype.		
	Unit 4	Attributes of Information design		CO3
		4a. Information architecture 4b. Needs of the audiences 4c. relevant Info graphics.		
	Unit 5	Designing Information		CO4
		5a. Designing Survey data		
		5b. Designing Company data		
		5C. Refining for print		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	Design Elements-Graphic Style Manual by Timothy Samara		
	Other References	Signage and Wayfinding Design_ A Complete Guide to Creating Environmental Graphic Design Systems (PDF Drive.com)		

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1			2	2	2	3	3	2	2	2	3	3	3
CO 2			1	2	2	2	3	2	1	2	3	3	2
CO 3		3	3	2	2	2	1	2	3	3	3	3	3
CO 4	2	1	2	3	2	2	1	3	2	2	3	3	3

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

School: SCADMS		Batch : 2018-22	
Program: B Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: IV	
1	Course Code	BDC215	
2	Course Title	Computer Aided Design I	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> ● To develop the students to understand graphics with respect to digital media ● To use the computer and software related. ● To have an overview of the various processes involved in the development design digitally. ● Comparison of traditional and digital method of Designing 	
6	Course Outcomes	CO1: Students will get able to create basic design Digitally CO2 : To understand the Interface of Software related to Design CO3: It will help the students understand and create Raster and Vector Graphics.	

		CO4: It boots them to execute the design faster with the help of Computer.			
7	Course Description	Course will consist of raster and vector graphics and design software. Computer Aided Design engages the student more with digital format and help them execute the design faster as compared to the traditional method.			
8	Outline syllabus				CO Achievement
	Unit 1	Introduction to Interface of vector and raster software			CO1
		Sub unit – a, b and c detailed in Instructional Plan			
	Unit 2	Case study Studying and comparing			CO2,CO3
		Sub unit – a, b and c detailed in Instructional Plan			
	Unit 3	Conceptual of Latest Design Trends			CO3
		Sub unit – a, b and c detailed in Instructional Plan			
	Unit 4	Development			CO3
		Sub unit – a, b and c detailed in Instructional Plan			
	Unit 5	Finalization and execution of Designs			CO3,CO4
		Sub unit – a, b and c detailed in Instructional Plan			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Ryan Hambree , The Complete Graphic Designer, 2 nd Edition, Rockport Publisher			
	Other References	Nirmalya Kumar and Jan-Benedict E.M. Steenkamp 2013, Brand Breakout- How Emerging Market Brands Will Go Global, 2 nd Edition			

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1		1	2	2	2	3	3	2	2	2	3	3	3
CO 2	1		1	2	2	2	3	2	1	2	3	3	2

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

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

School: SCADMS		Batch : 2018-22	
Program: B Design		Current Academic Year: 2018-19	
Branch: Digital and Communication		Semester: IV	
1	Course Code	BDC219	
2	Course Title	Portfolio – I	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> ● To develop critical, analytical, aesthetic skills among the students in a contemporary way. ● To understand the creativity and innovation and it's significance. ● To improve the presentation techniques ● To understand and apply different stages of design process and principles . 	
6	Course Outcomes	<p>CO1: Students will be able to develop a contemporary approach towards Portfolio</p> <p>CO2 : To understand the latest trends settings.</p> <p>CO3: It will strengthen the individual and collaborative abilities to understand the design problems and final output challenges.</p>	

		CO4: Students will be able to create a unique individual style required for the current scenario.	
7	Course Description	Course will focus primarily on the latest presentation and portfolio techniques required and practiced in the market. Contemporary style and approach enhance the student to increase the design presentation ability.	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction software	CO1
		Sub unit – a, b and c detailed in Instructional Plan	
	Unit 2	Case study	CO2,
		Sub unit – a, b and c detailed in Instructional Plan	
	Unit 3	Conceptual	CO2,CO3
		Sub unit – a, b and c detailed in Instructional Plan	
	Unit 4	Development	CO3
		Sub unit – a, b and c detailed in Instructional Plan	
	Unit 5	Finalizations	CO3,CO4
		Sub unit – a, b and c detailed in Instructional Plan	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA 60%	MTE 0%
			ETE 40%
	Text book/s*	Maura Keller, Portfolio Design, 2010, Rockport Publishers	
	Other References	Maura Keller, Portfolio Design, 2010, Rockport Publishers	

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1		1	1	2	2	3	3	2	2	2	3	2	3
CO 2	1	1	1	2	2	1	2	2	1	2	2	2	2
CO 3		2		2	3	2	1	2	3	3	3	3	3
CO 4	1		1	3	2	2	1	3	2	2	3	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER V

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital and Communication		Semester: Vth	
1	Course Code	BCD 301	
2	Course Title	Production Process of Moving Images	
3	Credits	12	
4	Contact Hours (L-T-P)	180 hrs (0-4-8)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Learning Animation Principle in Depth ● How to animate using Stop Motion Technique ● Learn to be compatible with different digital tools simultaneously. ● to understand basics of creating an interactive environment like video games 	
6	Course Outcomes	<p>CO1: Students will create refined infotainment animation.</p> <p>CO2: Students will be able to practice production process of animation</p> <p>CO3: Students will be able to do stop motion animation.</p> <p>CO4 : Sync 3D max and Unity Platform</p> <p>CO5 : Create models and environments in unity</p> <p>CO6: Students will be able to create basic interactive environments like video game interfaces.</p>	

7	Course Description	This course outlines the production and post production techniques of digital production. It has an inclination towards animation production as skills used in making animated content are common for entertainment and infotainment industry. They will have a hands on experience experimental and interactive animation.	
8	Outline syllabus	CO Achievement	
	Unit 1	Digital Animation	CO1
		Principles of Animation at Large	
		Practicing animation with adobe tools	
		Animation Production Process	
	Unit 2	Experimental Animation	CO2,CO3
		Pixilation	
		Cut out Animation	
		Stop Motion	
	Unit 2	Introduction to 3D Tool Unity (Gaming Platform)	CO 4
		Introduction with Unity	
		Importing 3d models to Unity	
		Setting a scene in Unity	
	Unit 4	Interactive Animation	CO5
		Refining the scene with	
		Adding textures and light	
		Setting up controls	
	Unit 5	Rendering the final clip.	CO5,CO6
		Adding interactive feature to scene	
		Recording Animation	
		Interactive presentation.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE
		60%	0%
	Text book/s*	ETE	
		40%	
	Text book/s*	Richard E. Williams 2001, The Animator's Survival Kit , paperback	
	Other References	John Halas and Harold Whitaker 1981, Timing for Animation	

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication design		Semester: V	
1	Course Code	BCD310	
2	Course Title	3D Product Modelling	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<p>1. Gained basic concepts and understanding of tools related to 3D production.</p> <p>2. Become comfortable with basics of modelling, lighting, texturing and rendering.</p> <p>3. Understand the fundamentals of strong 3-Dimensional design.</p>	
6	Course Outcomes	<p>CO1: Be capable of creating CAD models of complex products.</p> <p>CO2: Understand how to implement logic in CAD models in order to make them appealing and aesthetically sound.</p> <p>CO3: Understand the principle of building flexible and reusable CAD models Be capable of creating flexible and reusable CAD models with 3D printer.</p>	

		CO4: Students will able to see things at large and they will see from the perspective of creating a product to final rendering.			
7	Course Description	Students will use computer modelling to explore the principles of 3-dimensional design. Projects involving object, character 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 Achievement
	Unit 1	Introduction to Advanced Product Modelling			
	a	Polygon Modelling -I		CO 1 & CO2	
	b	Polygon Modelling -II			
	c	Texturing- Unwrapping			
	Unit 2	Rendering			
	a	Camera		CO2	
	b	Lighting			
	c	Animation			
	Unit 3	Conceptual			
	a	Conceptualizing a product with 2D sketches			
	b	Characterization of Product		CO2	
	c	Setting dimensions and required units.			
	Unit 4	Development			
	a	Basic Modelling with Reference		CO3	
	b	Detailing with advanced tools			
	c	Texturing and Lighting			
	Unit 5	Finalisation			
	a	Setting the Camera and Lights		CO3, CO4	
	b	Rendering with Mental Rsy/V-ray / 3D Printer			
	c	Refining with Photoshop			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	Autodesk 2018, 3ds max Bible	
	Other References	Gundolf S. Freyermuth, 2015 Games Game Design Game Studies	

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication		Semester: Vth	
1	Course Code	BCD 303	
2	Course Title	Programming for Interactivity	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● To understand web design and web development best practices. ● Introduction to HTML. ● Understand the uses of CSS. ● Introduction to D 	
6	Course Outcomes	CO1: Students will learn to create interactivity in design CO2: How to make responsive design and progressive enhancement with HTML CO3: How to stylize a website with CSS CO4: Students will Create basic responsive web pages using Bootstrap and Dreamweaver	
7	Course Description	This course will focus on how to use UI tools for developing screen-based communication including discussion of the conceptual and technical issues involved in the design and production of interactive	

		documents and environments. Discussion will focus on authoring, user interface, navigation, content development, user experience and visual application							
8	Outline syllabus		CO Achievement						
	Unit 1	Introduction to HTML	CO1						
		Introduction to different web technology							
		HTML elements							
		HTML Tags							
	Unit 2	HTML Extended	CO1,CO2						
		HTML tables							
		HTML Media Tags							
		Exercises on HTML							
	Unit 3	Introduction to CSS	CO3						
		CSS introduction							
		CSS syntax, ID & Class							
		CSS styling with colour, layout and fonts							
	Unit 4	Reverse engineering and improving an existing website	CO3,CO4						
		Reference study							
		Wire framing an existing website							
		Redeveloping the website							
	Unit 5	Hands on experience with word press, boot strap and other useful platform to understand navigation and user's interaction behavior.	CO3, CO4						
		Responsive website							
		Bootstrap with Dreamweaver							
		Compiling a website.							
	Mode of examination	Jury/Practical/Viva							
	Weightage Distribution	<table border="1"> <tr> <td>CA</td> <td>MTE</td> <td>ETE</td> </tr> <tr> <td>60%</td> <td>0%</td> <td>40%</td> </tr> </table>	CA	MTE	ETE	60%	0%	40%	
CA	MTE	ETE							
60%	0%	40%							
	Text book/s*	1. HTML5 for Web Designers Jeremy Keith 2. CSS3 for Web Designers Dan Cederholm							
	Other References	1.Scott Jehl, 2014, Responsible Responsive design							

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication		Semester: Vth	
1	Course Code	BCD 304	
2	Course Title	User Experience: Research & Prototyping.	
3	Credits	3	
4	Contact Hours (L-T-P)	45 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Learning as how to start a design research. ● Understanding the user behaviour. ● Learning various prototyping methods 	
6	Course Outcomes	CO1: Student will practice design thinking techniques to define a design challenge CO2: Students will integrate the UI design process to achieve this. CO3: Students will develop a critical thinking and problem-solving approach. CO4. Students will brainstorm different prototypes to come up with a creative solution. CO5. How to test an idea with wireframes of Design	
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 Achievement	
	Unit 1	Defining a Design Challenge.			CO1
		Brainstorming an idea from surrounding			
		Defining a design problem in terms of User Interface for App			
		Observation			
	Unit 2	UI Design Process			CO2
		Research and Literature Review (online + offline)			
		Empathy Perspective with interview and Questionnaire			
		Synthesizing the information with defining conflict and extremes			
	Unit 3	Ideation			CO2, CO3
		Flowing with multiple ideas.			
		Brainstorming with manual tools like paper, sticky notes, board, markers etc.			
		Defining the idea			
	Unit 4	Prototyping the idea			CO3
		Information Architecture			
		Paper prototyping			
		Digital Prototyping			
	Unit 5	Wireframing			CO4
		Wireframing design with XD			
		Responsive and Interactivity in Design			
		Wireframe Testing with Users.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	1. Steve Krug 2014, Don't Make Me Think, Revisited 2. Gavin Ambrose 2010, Design Thinking, AVA Publication			

	Other References	Andrew Pressman 2019, Design Thinking: A Guide to Creative Problem Solving for Everyone	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	1	2	2	3	3	2	2	2	3	2	3
CO 2	1	3	1	2	2	1	2	3	1	2	2	3	2
CO 3	2	2	2	2	3	3	2	2	3	3	3	3	2
CO 4	2	2	1	3	2	2	1	3	2	2	3	3	3
CO 5	1	3	2	2	3	2	2	1	3	3	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication		Semester: Vth	
1	Course Code	BCD 305	
2	Course Title	Digital Compositing Skills -I	
3	Credits	3	
4	Contact Hours (L-T-P)	45 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<p>Prepare for and make an animated clip using adobe tools.</p> <p>Demonstrate understanding of the development process for making explainer videos.</p> <p>Apply knowledge of basic storyboarding to prepare for a movie.</p>	
6	Course Outcomes	<p>CO1: Students will learn the methods of vector animation using adobe tools.</p> <p>CO2: They will create basic clips of vector animation</p> <p>CO3: Students will integrate storyboard and animation principles to achieve this.</p> <p>CO4. How to create objective based infographics, corporate animation and explainer videos.</p> <p>CO5. How to use music, camera and light in a clip.</p>	
7	Course Description	Motion graphics or infographics are considered as a tool for clarifying ideas, making observations, and experimentation.	

		Creating explainer videos is about concept, storyboarding, motion, color, and graphics. And beyond all that, it's 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 Achievement	
	Unit 1	Introduction to tools and it's interface			CO1
	a	Adobe tools- understanding the interface and working with the layers.			
	b	Creating Vectors			
	c	Timeline animation and understanding various layer attributes			
	Unit 2	Creating vector animation			CO2
	a	Basic animation attributes			
	b	Creating animated clips using vectors			
	c	Composting images and text with vectors			
	Unit 3	Principles of Animation			CO3
	a	Understanding laws of animation			
	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.			CO3,CO4
	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.			CO5
	a	Creating animation.			
	b	Adding sound, camera and light			
	c	Final rendering with titles			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	

	Text book/s*	Richard E. Williams 2001, The Animator's Survival Kit , paperback	
	Other References	John Halas and Harold Whitaker 1981 Timing for Animation	

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication design		Semester: Vth	
1	Course Code	BDC 322	
2	Course Title	Design Process	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> ● To develop critical, analytical, problem-solving skills among the students in a unified way. ● To understand the creativity and innovation and its significance. ● To discuss key concepts and principles that guide innovative practices ● To understand and apply different stages of design process and principles. 	
6	Course Outcomes	<p>CO1: Students will be able to develop a cognitive approach towards any design challenge they take.</p> <p>CO2: To understand the seven stages of design process with successful stories.</p> <p>CO3: It will strengthen their individual and collaborative abilities to understand the brief, target audience and market needs as per the socio cultural influence of a given region.</p>	

		CO4: Students will able to see things at large and they will see from the perspective of creating a product to its business life cycle in the market.	
7	Course Description	<p>This course will outline each of the seven stages and the design thinking aspects they entail, with explaining specific stages of the process in more detail.</p> <p>The design process engages a high degree of creativity but in a way that is controlled and directed by the process so that it is channeled towards producing a viable, practical solution to the design problem, meeting or excelling the stated aims of the brief.</p> <p>While creativity in design is important, design is an activity that serves economic as well as creative goals. The design process helps ensure that a design satisfies all such considerations. The process seeks to generate a number of possible solutions and utilizes various techniques or mechanisms that encourage participants to think outside the box in the pursuit of creative or innovative solutions.</p>	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction to Design Process and It's Eco system	
	a	Design Thinking and The Design Process	CO1 & CO2
	b	Steps of Design process I	
	c	Steps of Design process II	
	Unit 2	Case study- Studying successful stories	
	a	Studying the references and projects with Design Process	CO2
	b	Interpretation and discussion.	
	c	Fundamental principle guiding the Design Process	
	Unit 3	Conceptual	
	a	Conceptualizing The Design Brief and Visualization	
	b	Establishing Design Criteria and Brainstorming	CO2 & CO3
	c	Applying the process to concept.	
	Unit 4	Development	
	a	Prototyping - I	CO3
	b	Prototyping - II	
	c	Testing, Evaluation and Feedback	
	Unit 5	Finalisation	

	a	Iteration and Viability in market			CO4
	b	Co-creation, learning and peer review			
	c	Final Design and presentation.			
Mode of examination		Jury/Practical/Viva			
Weightage Distribution	CA	MTE	ETE		
	60%	0%	40%		
Text book/s*	Gavin Ambrose 2010, Design Thinking, AVA Publication				
Other References	Andrew Pressman 2019, Design Thinking: A Guide to Creative Problem Solving for Everyone				

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER VI

Syllabus 1902

School: SCADMS		Batch : 3rd Year	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication design		Semester: VI	
1	Course Code	BCD311	
2	Course Title	Production Process of AD Film	
3	Credits	12	
4	Contact Hours (L-T-P)	0-4-8	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. To gain knowledge of film making process from script to screen. 2. To become familiar with production tools like script writing, direction, cinematography, set designing etc. 3. To be able to conceptualize an idea and bring it to life with keeping a target audience and saleability factors intact. 	
6	Course Outcomes	<p>CO1: Be able to understand and practice Pre Production, Production and Post Production techniques in film making process for live action or animation</p> <p>CO2: Understand basic cinematography and lighting techniques used in film production.</p> <p>CO3: Students will be able to script and storyboard an edit an ad film.</p> <p>CO4: Students will able to apply basic CG techniques in their film.</p>	

7	Course Description	<p>This course allows students to understand the film making process and the pipeline for an ad film and a corporate film, while the cinematography specialization trains students on how to handle the camera.</p> <p>With combined knowledge of Computer Graphics (CG) and live action add value addition to their designing sense and make them a better package for Visual Communication Industry where videos are becoming leading content for YouTube and Social media platforms.</p>		
8	Outline syllabus			CO Achievement
	Unit 1	Introduction to Film Making Process and Film language		
	a	Production Process of Ad films.		CO 1
	b	Script Writing and Storyboarding		
	c	Direction		
	Unit 2	Production Tools		
	a	Cinematography		CO2
	b	Lighting		
	c	Setting a stage/space for production		
	Unit 3	Conceptualizing an Idea		
	a	How to conceptualizing an idea- Examples		
	b	Writing a concept or an Ad		CO3
	c	Script or storyboard		
	Unit 4	Development		
	a	Shooting a film		CO3
	b	Direction		
	c	Film Editing		
	Unit 5	Finalisation		
	a	Adding CG and Effects to footages.		CO3, CO4
	b	Compositing		
	c	Final Editing and Uploading on Social Media		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%

	Text book/s*	Alan Rosenthal,2002, Writing, Directing and Producing Documentary Films and Videos, Third Edition	
	Other References	Elinor Actipis,2008 Cara Anderson, Guide to Video Production, 4 th Edition	

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication		Semester: VI	
1	Course Code	BCD 307	
2	Course Title	Designing, Running, and Analyzing UI Designs	
3	Credits	3	
4	Contact Hours (L-T-P)	45 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Front end designing a responsive UI. ● Gestalt Principle in UI ● Finalizing the Design 	
6	Course Outcomes	<p>CO1: How to create UI Ecosystem with design touch points Layout, Grid, Font, icons and colour as per the brief and target audience</p> <p>CO2: Students will integrate GESTALT principle in UI</p> <p>CO3: Students will design a working APP with XD/Sketch / Invision mock up tools</p> <p>CO4. How to do User Testing and Analyzing feedback and suggestions.</p> <p>CO5. How to iterate designs and create best out of all iterations.</p>	
7	Course Description	This course begins with the first step for generating great user experiences: understanding what people do, think, say, and feel. In this module, student will learn how to keep an open mind while learning more about how people's needs, goals, values play	

		out in their day-to-day lives and their hopes for the future.			
8	Outline syllabus			CO Achievement	
	Unit 1	Material Design			CO1
		Working with Layout and Grid			
		Working with Fonts			
		Working with colour			
	Unit 2	Gestalt Principles in UI			CO2
		Understanding principles like Similarity, Proximity, Emergence, Continuity and Figure in Design			
		Integrating principles like Similarity, Proximity, Emergence, Continuity and Figure in Design			
		Peer Review			
	Unit 3	With MOCK UP TOOLS			CO2, CO3
		Designing Screens			
		Refining Screens			
		Adding interactions in design			
	Unit 4	User Testing			CO4
		Peer Review			
		Testing with user			
		Analyzing Feedback			
	Unit 5	Iteration			CO5
		Iteration I			
		Iteration II			
		Final Iteration			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Jason Beaird 2010, The principles of beautiful web design, 2 nd Edition			

	Other References	Hagen, Rebecca, Golombisky, Kim White Space Is Not Your Enemy	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	1	1	2	2	2	3	2	2	1	3	3	3
CO 2	1	1	2	3	3	2	2	1	3	3	3	2	2
CO 3	1	1	1	2	3	2	3	2	3	2	3	3	3
CO 4	1	1	2	3	2		1	3	3	3	3	3	2
CO 5	1	1	1	3	3	2	3	2	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication		Semester: VI	
1	Course Code	BCD 308	
2	Course Title	Digital Compositing Skills II	
3	Credits	3	
4	Contact Hours (L-T-P)	45 hrs (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<p>Prepare for and make a animated clip using adobe tools.</p> <p>Demonstrate understanding of the development process for making explainer videos.</p> <p>Apply knowledge of basic storyboarding to prepare for a movie.</p>	
6	Course Outcomes	<p>CO1: Student will learn the methods of vector animation using adobe tools.</p> <p>CO2: They will create basic clips of vector animation</p> <p>CO3: Students will integrate storyboard and animation principle to achieve this.</p> <p>CO4: How to create an objective based infographics, corporate animation and explainer videos.</p> <p>CO5: How to use music, camera and light in a clip.</p>	
7	Course Description	<p>Motion graphics or infographics is considered as a tool for clarifying ideas, making observations, and experimentation.</p> <p>Creating explainer videos is about concept, storyboarding, motion, color, and graphics. And beyond all that, it's all about psychology. This course</p>	

		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 Achievement	
	Unit 1	Introduction to tools and it's interface			Co1
	a	Adobe tools- understanding the interface and working with the layers.			
	b	Creating Vectors			
	c	Timeline animation and understanding various layer attributes			
	Unit 2	Creating vector animation			Co2
	a	Basic animation attributes			
	b	Creating animated clips using vectors			
	c	Composting images and text with vectors			
	Unit 3	Principles of Animation			Co3
	a	Understanding laws of animation			
	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.			CO3,CO4
	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.			CO5
	a	Creating animation.			
	b	Adding sound, camera and light			
	c	Final rendering with titles			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Elinor Actipis, Cara Anderson 2008 ,The Videomaker Guide to Video Production, Fourth Edition			

	Other References	Richard E. Williams 2001, The Animator's Survival Kit , paperback	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	1	1	2	2	2	2	3	2	2	3	3	3	3
CO 2	1	1	2	3	3	2	2	1	3	3	3	2	2
CO 3	1	1	1	2	3	2	3	2	3	2	3	3	3
CO 4	1	1	2	3	2		1	3	3	3	3	3	2
CO 5	1	1	1	3	3	2	3	2	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital and Communication		Semester: 6th	
1	Course Code	BCD 309	
2	Course Title	Design & Technology: Contemporary Issues in Visual Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	60 hrs. (0-1-2)	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Understanding the theoretical, cultural and social issues influencing communication design. ● Understanding the contemporary issues affecting communication design ● Visual communication measures addressing the socio-political issues. ● Understanding Digital Marketing and Social Media Platforms 	
6	Course Outcomes	<p>CO1: elaborated understanding in the social issues influenced in Visual Communication.</p> <p>CO2: Students will have a richer understanding the ways to know the contemporary issues affected by Visual Communication.</p> <p>CO3: Understanding bigger problems and possibilities to communicate visually.</p> <p>CO4: Contemporary design Culture and new media to communicate effectively.</p>	

		CO5 : Process of digital Marketing			
7	Course Description	This course explores the technological, theoretical, cultural, social, political and economic issues currently affecting the field of graphic design. Students analyze the current state of the field of graphic design as a means of visual communication to employ effective design solutions for issues and topics relevant to contemporary design culture.			
8	Outline syllabus				CO Achievement
	Unit 1	Introduction			CO1
		1a - Study of Visual Communication. 1b - Social issues of current time 1c- Cultural and religious issues in Visual Communication.			
	Unit 2	Contemporary design Study.			CO1 & CO2
		2a- New media in Visual Communication 2b - signs and symbols 2c- styles			
	Unit 3	Issues affected by Visual Communication			CO2
		3a-social and political issues 3b. Religious and cultural issues 3c- Economical Issues			
	Unit 4	Attributes of New Media.			CO3 & CO4
		4a- Strategies for marketing 4b- Outreach for maximum masses 4c- New face of Graphic Design			
	Unit 4	Digital marketing			CO5
		Search Engine Optimization (SEO)			
		Social Media Optimization (SMO)			
		Pay Per Click (PPC)			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Jason Pamental, Responsive Typography			

	Other References	Simon Kingsnorth 2016, Digital Marketing Strategy An integrated approach to online marketing, Kogan page	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	2	2	2	2	3	2	2	3	3	3	3
CO 2	2	2	2	3	3	2	2	1	3	3	3	2	2
CO 3	2	2	2	2	3	2	3	2	3	2	3	3	3
CO 4	1	1	2	3	2		1	3	3	3	3	3	2
CO 5	2	3	2	3	3	2	3	2	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication design		Semester: 6th Sem	
1	Course Code	BDC 320	
2	Course Title	Computer Aided Design II	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> 1. To teach them the grid system, as when it is applied brings more efficiency, because it offers the right way to place and align content, making your job easier and faster. 2. Students will learn harmony and consistency in work, and making layout more clean and organized, to give user a better experience. 3. They will learn to work in certain parameters like boundaries of text areas, the typeface, font size, and justification preferences etc. 4. Will learn to think about how much text and imagery they need. They will arrange all visual elements and text on canvas of different size. 	
6	Course Outcomes	<p>CO1: Grid system</p> <p>CO2: Arrangement of visual elements on a page. Page layout involves deciding on the overall arrangement of text and images</p>	

		CO3: About page Layout Design Elements. I.e. Color, Text, Style, Page Size, Graphics and Consistency.		
		CO4: Balance in text and imagery.		
		CO5: Make documents ready for publication		
	Course Description	Students will be taught Page Layout Design Elements. I.e. Color, Text, Style, Page Size, Graphics and Consistency. One more important element is grid. Apart from two to four column grid they will learn about asymmetrical grid with use of narrow column (sidebar) For execution students will learn Adobe InDesign software and CorelDraw		
8	Outline syllabus			CO Achievement
	Unit 1	Grid system		CO1 & CO2
	Unit 2	Newsletter design		CO1, CO2 & CO3
	Unit 3	Flyer design		CO1, CO4
	Unit 4	Magazine Cover page with 2 spreads		CO1, CO4, CO5
	Unit 5	Booklet (portfolio or for any product)		CO2, CO5
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	Adobe Indesign CC Classroom in a Book (2014 Release)		
	Other References	Maura Keller,2010, Design matters Portfolios		

POs COs	PO 1	PO2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	1	2	2	2	3	2	2	2	3	3	3
CO 2	2	1	2	3	3	2	2	1	3	1	3	2	2
CO 3	1	2	2	2	3	2	3	2	3	2	3	3	3
CO 4	1	1	2	3	2		1	3	3	2	3	3	2
CO 5	2	2	2	3	3	2	3	2	3	1	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2019-20	
Branch: Digital & Communication design		Semester: 6th Sem	
1	Course Code	BDC324	
2	Course Title	Portfolio II	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ol style="list-style-type: none"> 1. To make students learn that how to showcase their skills, expertise and talent. 2. To introduce students to software like Adobe InDesign. 3. Students learn to document and present their academic works in portfolio for job interviews and placement. 	
6	Course Outcomes	<p>CO1: Filter & Categorize Design for Portfolio</p> <p>CO2: About page Layout Design Elements. i.e. Color, Text, Style, Page Size, Graphics and Consistency.</p> <p>CO3 : Will create a booklet with their introduction and work (Printable version)</p> <p>CO4: Interactive portfolio</p> <p>CO5: Website displaying their work</p>	

7	Course Description	<p>A portfolio for a designer is the basis of clients whether to hire you for their designing needs or not. Students' portfolio demonstrates their skills, expertise and talent.</p> <p>A design portfolio is compulsory for freelance designers as well as those running a designing company.</p> <p>There are a number of things to consider but before student start designing their portfolio. They will study the reasons why is it important and in what ways will it help them. This will help them in coming up with more creative ideas for their design showcase.</p>			
8	Outline syllabus				CO Achievement
	Unit 1	Grid system			CO1 & CO2
	Unit 2	Layout design for portfolio			CO1, CO2
	Unit 3	Arrange their data			CO1, CO3
	Unit 4	Design for their interactive portfolio			CO4, CO5
	Unit 5	Execution			CO5
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Maura Keller,2010, Design matters Portfolios 01			
	Other References	Adobe Indesign CC Classroom in a Book (2014 Release)			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	11	1	1	2	2	3	3	2	2	2	3	2	3
CO 2	2	2	1	2	2	3	2	3	2	2	2	3	3
CO 3	2	1	2	2	3	3	1	2	3	3	2	3	3
CO 4	1	2	1	3	2	2	1	3	2	2	2	3	3
CO 5	2	2	2	2	3	2	2	1	3	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER VII

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital & Communication design		Semester: VII	
1	Course Code	BCD 404	
2	Course Title	Digital & Comm. Design Project	
3	Credits	16	
4	Contact Hours (L-T-P)	0-8-8	
	Course Status	Compulsory	
5	Course Objective	The main objective of this course is to prepare students for the practical tasks of the work place after graduation. This includes building his/her ability to perform a complete project.	
6	Course Outcomes	CO1: Present Clear aim and objectives of the graduation project CO2 : Present the literature review with relation to the selected topic CO3: Carry out the design work (or any topic selected). CO4: Write a technical report. CO5 : Submit a creative project	
7	Course Description	This course requires students to prepare studies of the literature and data collection for the graduation project in a particular area of concentration and under the supervision of one of the faculty members. The course covers directed readings in the literature of digital and communication design, introduction to research methods, seminar discussions dealing with special design topics of current interest. Planning,	

		design, iteration, evaluation and execution of a design project. Writing a technical report.			
8	Outline syllabus			CO Achievement	
	Unit 1	Introduction to the topic			
	a.	Pitching the topic.		CO1	
	b.	Presentation and peer review			
	c.	Finalizing the topic with suggested changes			
	Unit 2	Research			
	a.	Theory		CO2	
	b.	Data collected from authentic sources			
	c.	Presentation with mind/giga mapping/ story board			
	Unit 3	Development			
	a.	Conceptual design with doodles		CO3	
	b.	Grid/ Layout/ Skeleton			
	c.	Mock ups (black n white with colored)			
	Unit 4	Pre final Design			
	a.	1st Draft		CO3	
	b.	Iteration I			
	c.	Iteration II			
	Unit 5	Final Design and Project Report			
	a.	Final colored Design		CO 4	
	b.	Documentation and Printing			
	c.	Final Submission with all necessary details.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	Andrew Pressman, Design Thinking: A Guide to Creative Problem Solving for Everyone			
	Other References	Adobe InDesign CC Classroom in a Book (2014 Release)			

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

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

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

School: SCADMS		Batch : 2018-22	
Program: B Design		Current Academic Year: 2020-21	
Branch: Digital & Communication Design		Semester: VII	
1	Course Code	BCD405	
2	Course Title	Professional Practices Digital & Comm. Design	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	<ul style="list-style-type: none"> ● to develop students in a diverse way of contemporary practice with Digital and Communication media Design ● To understand the elements in details ● To improve and enhance the medium in elaborative manner. ● To understand and apply different stages of design process and principles in professional manner. 	
6	Course Outcomes	<p>CO1: Students will be able to develop a contemporary approach towards Portfolio with respect to different genre.</p> <p>CO2: To encourage students to practice according to the latest trends.</p> <p>CO3: It will help the students to gain understanding of portfolio presentation.</p>	

		CO4: Students will also be able to attain professionalism in the portfolio in terms of design elements.		
7	Course Description	This Course will have every students to pay emphasis on their individual skills for their practice. And to focus primarily on the contemporaries portfolio techniques required and practiced in the market. Market style and approach encourage the student to increase the design presentation ability.		
8	Outline syllabus		CO Achievement	
	Unit 1	Introduction software	CO1	
		Sub unit - a, b and c detailed in Instructional Plan		
	Unit 2	Case study	CO2,	
		Sub unit - a, b and c detailed in Instructional Plan		
	Unit 3	Conceptual	CO2,CO3	
		Sub unit - a, b and c detailed in Instructional Plan		
	Unit 4	Development	CO3	
		Sub unit - a, b and c detailed in Instructional Plan		
	Unit 5	Finalisation	CO3,CO4	
		Sub unit - a, b and c detailed in Instructional Plan		
	Mode of examination	Jury/Practical/Viva		
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Text book/s*	Maura Keller,2010, Design matters Portfolios 01		
	Other References	Andrew Pressman, Design Thinking: A Guide to Creative Problem Solving for Everyone		

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

CO 4		2	1	3	2	2	1	3	2	2	2	3	3
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1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SCADMS		Batch : 2018-22	
Program: B.Design		Current Academic Year: 2019-20	
Branch: Common		Semester: VII	
1	Course Code	BDC 412	
2	Course Title	Research & Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
	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	The student will be able to learn : CO1: Develop a hypothesis, a research problem and related questions CO2: Frame the problem with the correct research methodology CO3: Collect accurate data to addresses the research problem CO4: Use the data to make decisions CO5: Create an effective research proposals CO6: Evaluating the issues of lighting in a particular space.	
7	Course Description	To develop an understanding among students about an overview of the important concepts of research design, data collection, statistical and interpretative analysis, and final report presentation.	
8	Outline syllabus		CO Mapping
	Unit 1	INTRODUCTION	CO1, CO2
	A	Foundations of Research: Meaning, Objectives, Motivation, Utility	
	B	Concept of theory, empiricism, deductive and inductive theory	

	C	Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process	
	Unit 2	PROBLEM IDENTIFICATION AND HYPOTHESIS GENERATION	CO1, CO3
	A	Problem Identification & Formulation and Measurement Issues	
	B	Hypothesis – Qualities of a good Hypothesis – Null Hypothesis & Alternative Hypothesis.	
	C	Hypothesis Testing – Logic & Importance	
	Unit 3	RESEARCH DESIGN	CO2,CO3,CO4,CO5 ,
	A	Research Design: Concept and Importance in Research – Features of a good research design	
	B	Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.	
	C	Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication and Merging the two approaches.	
	Unit 4	SAMPLING	CO2, CO3 CO4, CO5, CO6
	A	Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability and Levels of measurement – Nominal, Ordinal, Interval, Ratio.	
	B	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling	
	C	Determining size of the sample – Practical considerations in sampling and sample size	
	Unit 5	DATA ANALYSIS AND INTERPRITATION	CO3,CO4, CO5,CO6

	A	Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages)		
	B	Bivariate Analysis – Cross tabulations and Chi-square test including testing hypothesis of association.		
	C	Interpretation of Data and Report Writing – Layout of a Research Paper, Ethical issues related to publishing, Plagiarism and Self-Plagiarism and Effective report writing.		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	1. Research Methodology – C.R. Kothari 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition.		
	Other References	Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.		

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO4
CO 1	2	3		3		2	2		2	3	2	3	3
CO 2	3		3		2	2	1		3	2	3	2	2
CO 3	2	3		3		2	2	1		3	2	-	2
CO 4	1	2	3		2	2	1		3	2	3	2	2
CO 5	2	3		3		2	2	1		3	2	-	2
CO 6	1	2	3		2	2	1		3	2	3	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER VIII

School: SCADMS		Batch : 2018-22	
Program: B. Design		Current Academic Year: 2020-21	
Branch: Digital & Communication design		Semester: VIII	
1	Course Code	BCD407	
2	Course Title	Professional Training	
3	Credits	20	
4	Contact Hours (L-T-P)	0-10-20	
	Course Status	Compulsory	
5	Course Objective	1. To get an industry and market exposure. 2. To become industry oriented and learn to work under peer pressure of deadline and quality work. 3. Develop the entrepreneur skills	
6	Course Outcomes	CO1: Be able to fill the gap between concept and final product, so become professional CO2: Think out of the box and execute within given limits and deadline. CO3: become sensible and learn to manage their time and resources effectively. CO4: be aware of the environmental issue and sensitive towards society and nature.	
7	Course Description	This course requires student to do an industry training for at least 3.5 months equivalent to one semester. At the end, students are required to submit an internship report along with a work portfolio.	
8	Outline syllabus		CO Achievement
	Unit 1	Internship	CO1, CO2, CO3, CO4
	Unit 2	Internship	
	Unit 3	Internship	

	Unit 4	Internship			
	Unit 5	Internship report			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	-			
	Other References				

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

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)