School of Architecture and Planning
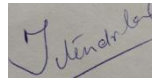**DEPARTMENT OF DESIGN**
B. Design - Digital & Communication Design
SDM code SDM0201
Batch 2020-2024

Jitendra Lal
HOD

Bachelor of Design/ Digital & Communication

Program and Course Structure

1. Standard Structure of the Program at University Level

1.1 Vision, Mission and Core Values of the University

Vision of the University

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

Mission of the University

Transformative educational experience

Enrichment by educational initiatives that encourage global outlook

Develop research, support disruptive innovations and accelerate entrepreneurship

Seeking beyond boundaries

Core Values

Integrity

Leadership

Diversity

Community

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.

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

1.3 Programme Educational Objectives (PEO)

PEO1: The curriculum shall provide the students the flexibility to create their identity and generate in them the instinct to create a niche for themselves when exposed to the industry as professionals.

PEO2: The curriculum shall provide them 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.

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	
PEO2:	2	3	1	
PEO3:	3	1	2	
PEO4:	1	2	3	

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

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

If there is no correlation, put "-"

1.3.2   **Map PEOs with Department Mission Statements:**

PEO Statements	Department Mission-1	Department Mission-2	Department Mission-3

PEO1:	3	2	1
PEO2:	2	3	1
PEO3:	2	3	1
PEO4:	3	1	3

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

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

1.3.3 Program Outcomes (PO's)

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

PO2: Develop community engagement and service-learning to provide students with opportunities to experience problem finding and solving in the 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 hands on approach establishing connection between print, electronic and digital platform.

PSO3: Experimental Design development aligned with future, using 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							
Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
SEM-1							
BDZ 140	History of Art 1	1	3	3	2	3	2
ARP 101	Communicative English 1	3	-	3	3	2	3
BDZ 138	Basic of Design	3	-	3	-	2	3
BDZ 137	Freehand Drawing 1	-	3	3	2	3	2
BDZ 139	Introduction of Digital design & Presentation	1	-	3	-	2	3

	OPE	1	3	3	2	3	2
BDZ 140	History of Art 1	3	2	1	3	3	3
SEM-2							
BDC101	History 1- History of Art-II	3	2	1	-	3	3
ARP 102	Communicative English II	1	3	3	2	3	2
BDC102	Environmental Science	1	-	3	-	2	2
BCD 102	Visual Language	3	2	1	1	3	3
BCD 101	Photography & Cinematography I	3	2	2	3	3	2
BCD 103	Digital 1 - Computer Graphics	3	2	1	-	3	3
	Community Connect	3	2	2	3	3	2
SEM-3							
BCD213	History of Design	1	-	3	3	2	2
BCD209	Visual Language II- (Visual Narratives and Typography)	3	2	1	-	3	3
BCD210	Photography & Cinematography II-	1	-	3	3	2	2
BCD211	Digital 3 (Digital Illustrations)	3	2	1	-	2	3
BCD212	User Interface Design (UID) I (Principles Of Design and Material Design)	3	2	1	2	3	3
	OPE/ MOOC	1	-	3	3	2	2
SEM-4							
BCD218	History of Advertising	3	2	1	-	2	3
BCD216	Visual Language III - (Brand Communications)	1	-	3	3	1	2
BCD215	Photography & Cinematography III (Shot, Sequence and Editing)	3	2	1	2	3	3
BCD217	Digital 4 - (Architecture Modelling)	1	-	3	3	2	2

BCD214	User Interface Design (UID) II (User Experience)	3	2	1	1	3	1
	OPE/ MOOC	1	-	3	3	2	2
SEM-5							
	Writing for Digital Media (Content Writing)	1	-	3	3	-	2
	Visual language -IV (Motion Graphics)	3	2	1	1	2	3
	Digital Video Communication I- (Shoot & Edit)	1	-	3	3	-	2
	Digital 5- (3D Product Modelling)	3	2	1	3	2	3
	User Interface Design (UID) III (Research & Prototyping)	1	3	3	3	2	2
	DSE	3	2	3	3	3	3
SEM-6							
	Research Methodology	1	3	3	2	3	2
	Contemporary Trends in Visual Communication (Game Design)	1	-	3	-	2	3
	Digital Video Communication II- (Ad Film/Documentary)	-	3	3	2	3	2
	Programming I- (HTML, CSS)	3	2	1	-	3	3
	User Interface Design (UID) IV (Designing & Analyzing UI)	1	3	3	2	3	2
	DSE	3	2	1	1	3	3
SEM-7							
	Intellectual Property Rights (Copyright, Trademark, Patents)	3	2	1	1	3	3
	Dissertation /	3	2	2	3	3	2
	Programming II- (Dreamweaver, Bootstrap)	3	2	2	3	3	2
	User Interface Design (UID)V - (Publishing and Testing)	3	2	1	-	3	3

		Portfolio	3	2	1	3	2	3
SEM-8								
		GP Studio- Graduation Project	1	-	3	3	2	2
		Internship	3	2	1		2	3

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

Digital & Communication
Syllabus
2020-24

Sr. No	Course Code*	Course Name	Category ** Note: ***	L	T	P	Credits
Semester I							
1	BDZ 140	History of Art 1	AEC	2	0	0	2
2	ARP 101	Communicative English 1	AEC	1	0	2	2
3	BDZ 138	Basic of Design	AEC	0	2	4	6
4	BDZ 137	Freehand Drawing 1	AEC	0	4	6	10

5	BDZ 139	Introduction of Digital design & Presentation	AEC	0	2	1	3
6	OPE111	Basic Sketching	OPE	0	0	2	2
						Semester I Total Minimum Credits: 25	

Semester II- Proposed in 18th AC

1	BDC101	History 1- History of Art-II	CC	2	0	0	2
2	ARP 102	Communicative English II	AEC	1	0	2	2
3	BDC102	Environmental Science	AEC	2	0	0	2
4	BCD 102	Visual Language I	CC	0	4	4	8
5	BCD 101	Photography & Cinematography I	AEC	0	2	4	6
6	BCD 103	Digital 1 - Computer Graphics	SEC	0	1	2	3
7	BCC 201	Community Connect	OPE	0	0	2	2
						Semester II Total Minimum Credits: 25	

Semester III- Proposed in 18th AC

1	BCD213	History of Design	CC	2	0	0	2
2	BCD209	Visual Language II- (Visual Narratives and Typography)	CC	0	2	4	6
3	BCD210	Photography & Cinematography II-	AEC	0	2	4	6
4	BCD211	Digital 3 (Digital Illustrations)	SEC	0	1	2	3
5	BCD212	User Interface Design (UID) I (Principles of Design and Material Design)	CC	0	2	8	10
6		Elective	OPE/MOOC				2
						Semester III Total Minimum Credits: 29	

Semester IV- Proposed in 18th AC

1	BCD218	History of Advertising	AEC	2	0	0	2

2	BCD216	Visual Language III - (Brand Communications)	CC	0	2	4	6
3	BCD215	Photography & Cinematography III (Shot, Sequence and Editing)	Practical	0	2	4	6
4	BCD217	Digital 4 - (Architecture Modelling)	SEC	0	1	2	3
5	BCD214	User Interface Design (UID) II (User Experience)	CC	0	2	8	10
6		Elective	OPE/MOOC				2
						Semester IV Total Minimum Credits: 29	

Semester V- Proposed in 18th AC							
1		Writing for Digital Media (Content Writing)	AEC	2	0	0	2
2		Visual language -IV (Motion Graphics)	CC	0	2	4	6
3		Digital Video Communication I- (Shoot & Edit)	Practical	0	2	4	6
4		Digital 5- (3D Product Modelling)	SEC	0	1	2	3
5		User Interface Design (UID) III (Research & Prototyping)	CC	0	3	6	9
6		DSE	UI Design	0	1	1	2
						Semester V Total Minimum Credits: 28	

Semester VI- Proposed in 18th AC							
1		Research Methodology	AEC	0	2	2	4
2		Contemporary Trends in Visual Communication (Game Design)	AEC	0	2	3	5
3		Digital Video Communication II- (Ad Film/Documentary)	Practical	0	2	4	6
4		Programming I- (HTML, CSS)	SEC	0	1	2	3
5		User Interface Design (UID) IV (Designing & Analyzing UI)	CC	0	2	8	10

6		DSE	Digital Marketing	0	1	1	2

					Semester VI Total Minimum Credits: 30		
Semester VII- Proposed in 18th AC							
1		Intellectual Property Rights (Copyright, Trademark, Patents)	AEC	2	0	0	2
2		Dissertation /	CC	0	2	4	6
3		Programming II- (Dreamweaver, Bootstrap)	SEC	0	2	2	4
4		User Interface Design (UID)V -(Publishing and Testing) -	CC	0	4	8	12
		Portfolio	CC	0	2	2	4
				Semester VII Total Minimum Credits: 28			
Semester VIII- Proposed in 18th AC							
1		GP Studio- Graduation Project	PROJECT	0	4	12	16
2		Internship	INTERNSHIP				10 (NGPA)
				Semester VIII Total Minimum Credits: 16			
Grand Total Minimum Credits for Programme: 210							

SEMESTER-I

D&C/ FD/ ID/IPD
Combined Foundation

SEMESTER-II

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and communication	Semester:	
1	Course Code	BCD 101	
2	Course Title	Photography & Cinematography - I	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	1. To learn the basic operation of digital camera and be proficient with various attributes like Aperture, ISO, Focal Length etc. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through learner's own work.	
6	Course Outcomes (CO)	Upon successful completion of the course, students should be able to: CO1: Select and use photographic equipment and technologies appropriate to the task. CO2: Apply the principles of lighting and colour theory to a variety of photographic scenarios by	

measuring, evaluating, and adjusting light and colour to create quality images.

CO3: Demonstrate artistry by creating images that evoke an emotional response.

CO4: Apply the mechanics of exposure to control light and influence the final product.

CO5: Apply principles of composition to produce professional images.

7	Course Description	This course is designed from a visualization viewpoint. The motto is to enhance the visualization of the learner through practicing photography. This will be about utilizing the unique and unlimited power of post processing of a digital image.	
8	Outline syllabus		CO Achievement
	Unit 1	**Study of Photography- Key Camera Controls**	
		1a. Aperture, 1b. Shutter Settings 1c. Depth of Field	**CO1**
	Unit 2	**DSLR Camera and Dark Room Techniques**	**CO2, CO3**
		2a. Operation of DSLR Camera 2b History of Photography 2C Outdoor Photography	
	Unit 3	**Digital Photography - Exposure and Contrast**	**CO3**
		3a. Exposure 3b. Contrast 3c. Image Analysis	
	Unit 4	**Capturing Good Photograph**	**CO4**
		4a. Methods of Focusing 4b. Aperture and Working 4c. Seeing Colors.	
	Unit 5	**Composition**	**CO5**
		5a. Principle of Design through photography 5b. Rules of composition.	

		5c. Final presentation.		
	Mode of examination	Jury/Practical/Viva		
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Textbook/s*	-		
	Other References			

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 2	
1	Course Code	BCD 102	
2	Course Title	**Visual Language I**	
3	Credits	8	
4	Contact Hours (L-T-P)	0-4-4	
	Course Status	Compulsory/Elective	
5	Course Objective	- 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	CO1: To gain understanding of visual representation. CO2: To familiarize the students with the idea of visual interest, visual refinement and analysis. CO3: To understand and create spatial relationships, grids and composition and layouts in 2D and 3D space. CO4: To be able to create visual abstractions CO5: To learn digital tools.	
7	Course Description	This course combines study of Visual	

		Language - critical study of visual elements, features and principles. Exploration and Creation of complex and meta patterns. To clearly understand the relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Design Basics.**	**CO1**
		1a. Visual elements 1b. Visual Principles 1c. Signs	
	Unit 2	**Fundamentals of sketching**	**CO1 & CO2**
		2a. Forms for composition 2b seamless shapes 2c. patterns	
	Unit 3	**Colour scheme and visual abstractions**	**CO2**
		3a. Colors in trends 3b. principles if visual dynamics 3c. Visual representations	
	Unit 4	**Syntactic and semantics**	**CO3**
		4a. sign phenomena 4b. visual language 4c. communication of information	
	Unit 5	**Visual representation.**	**CO3 & CO4**
		5a. exploring visual images 5b. grids composition 5c. final presentation	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	-	
	Other References		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO 1	1	1	3	2	2	2	2	3	2	3	2	3	3
CO 2	2	2	2	2	3	2	2	3	1	2	3	2	2
CO 3	1	2	1	3	2	1	1	2	2	2	2	3	3
CO 4	2	1	2	1	1	2	2	1	3	3	2	3	3
CO 5	1	2	3	3	3	3	1	2	1	1	3	2	2

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 2	
1	Course Code	BCD 103	
2	Course Title	Digital I: Computer Graphics	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	- 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 and masking CO3: It will help the students understand and create graphics using brush presets. CO4: It boosts them to execute the design faster with the help of Computer. CO5: To learn digital tools.	
7	Course Description	Course will comprise of raster and vector graphics and design software. Digital Design engages the student more with digital format and help them execute the design faster as compared to the traditional method using software mediums such as Photoshop and CorelDraw.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Interface of vector and raster software**	CO1
		1a. raster designs 1b vector designs	

		1c shapes and forms	
	Unit 2	**Masking**	**CO2, CO3**
		2a. Clip masking, Layer masking 2b. Channel masking and quick masking 2c. Vector masking	
	Unit 3	**Conceptual Patterns and composition**	**CO3**
		3a. gradients 3b. filters 3c. 3d elements	
	Unit 4	**Layouts and presentation**	**CO3**
		4a. grids, columns 4b. texts 4c alignments and appearance	
	Unit 5	**Finalization and execution of Designs**	**CO3, CO4**
		5a. aesthetics 5b. information 5c. Final presentation.	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	-	
	Other References		

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

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

School: SAP	Batch :2020-2024
Program: B Design	Current Academic Year:
Branch: Digital and Communication	Semester: 2
1	Course Code	BDC102

2	Course Title	Environmental Science	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
	Course Type	Compulsory	
5	Course Objective	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. Emphasise 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	
	Unit 4	**Code of Conduct and role of Agencies**	
		A. Introduction to Code of Conduct	
		B. Governing and regulatory bodies for Environment	
	Unit 5	**Sustainable Classroom Project**	
		A. Case study and its new proposal.	CO1, CO2,CO3,CO4
		B. Research – Market and Virtual	
		C. Modelling and documentation	
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/s *		
	Other References		

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

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

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

SEMESTER-III

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 3	
1	Course Code	BCD 210	
2	Course Title	**Photography & Cinematography - II**	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	

5	**Course Objective**	1. To learn how to use light in photography. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through learner's own work.	
6	**Course Outcomes**	Upon successful completion of the course, students should be able to: **CO1**. Select and use photographic equipment and technologies appropriate to the task. **CO2**. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images. **CO3.** Demonstrate artistry by creating images that evoke an emotional response. **CO4**. Apply the mechanics of exposure to control light and influence the final product. **CO 5**. Apply principles of composition to produce professional images.	
7	**Course Description**	The course will practically profound the students in different types of photography, from portrait, to fashion, from nature to street, from architectural to Creative and Experimental photography. It will also help them edit different styles of photographs and also use the photographs in designing, advertising as well as for exhibitions and competitions.	
8	**Outline syllabus**		CO Achievement
	Unit 1	**Human Photography**	**CO1**

		1a. Introduction to Portrait and modeling photography both Male and Female 1b Tips and mistakes to avoid 1c Brief on Fashion Photography	
	Unit 2	**Product Photography**	**CO2,**
		2a. introduction 2b. importance of product photography in magazines and newspapers 2c. Creating table top Product photographs	
	Unit 3	**Architectural Photography**	**CO3**
		3a. Old architectural Photography 3b. New architectural Photography 3c. Play with light and Shade, Color, and Perspective in Architectural Photography	
	Unit 4	**Landscape and Street Photography**	**CO4**
		4a. Photography focusing on Nature, and Landscapes 4b. Photography focusing on Street, people gatherings 4c Photography focusing on flora and fauna	
	Unit 5	**Creative Photography**	**CO5**
		5a. Photo Journalism 5b. Experimental Photography 5c. Creative Photography for exhibitions	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Textbook/s*	-	
	Other References		

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

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and communication	Semester: 3	
1	Course Code	BCD209	
2	Course Title	**Visual language II**	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	● This course combines study of visual elements. ● This course gives the understanding of Explorations in narrative paintings ● To make the students explore and create sequential art.	

		● To learn the narrative of film dynamics and pictorial narrative for visual representations.	
6	Course Outcomes	CO1: To gain understanding of narrative painting CO2: To make the students learn with the idea of sequential art, pictorial narratives. CO3: To understand and create the difference between static, dynamic and interactive visual narratives. CO4: To be able to create visual abstractions CO5: To learn digital tools.	
7	Course Description	This course combines study of Visual narratives-critical study of elements, static, dynamic and interactive narratives. Exploration and creation of simple visual appearance. To clearly understand the relationship between static, dynamics and interactive narratives with respect to story. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Visualization**	**CO1**
		1a. Visual elements 1b. Principles of visual design 1c. Story and visual narration	
	Unit 2	**Fundamentals of Type Basics**	**CO2**
		2a. Types and fonts 2b Font Styles 2c. Fonts based on platforms.	
	Unit 3	**Kerning, Leading and Tracking**	**CO3**
		3a. Understanding difference between kerning and tracking 3b. Leading	

		3c. Typographic Terminologies	
	Unit 4	**Typography Styles**	**CO4**
		4a. Typography trends 4b. Type manipulations. 4c. Type and images vectors	
	Unit 5	**Visual Representation.**	**CO5**
		5a. Exploring visual images 5b. Composition 5c. Final presentation	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	Type-classification-ebook	
	Other References	Bob Gordon, Maggie Gordon - The Complete Guide to …ital Graphic Design-Thames & Hudson Ltd (2002).pdf	

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 3	
1	Course Code	BCD 211	
2	Course Title	Digital 3: Digital Illustrations	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	● To develop the students to understand graphics with respect to digital media & design ● To use the advance software tools related to computer graphics. ● To have an overview of the various processes involved in the development design for various media. ● Learn everything you need to know to work in interface design, motion graphics, and editorial design	

6	Course Outcomes	CO1: Students will Gain the fundamental skills needed to be a graphic designer	
		CO2: Communicate through image-making and typography.	
		CO3: It will help the students understand and create Composition through raster graphic tools.	
		CO4: It boosts them to execute the design faster with the help of advance computer graphic tools.	
		CO5: To learn digital tools.	
7	Course Description	Course will comprise of advance computer graphic tools, both raster and vector graphics. Advance Digital Design engages the student more with digital format and helps them execute the design faster as compared to the traditional method using software medium.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Interface of raster graphics**	**CO1**
		1a. Units and measurements 1b Resolution basics 1c Raster graphic tools & Interface	
	Unit 2	**Advance Digital Composition using Raster tools**	**CO2, CO3**
		2a. Composition fundamentals 2b. Composition techniques 2c. Effects and Composition	
	Unit 3	**Digital Painting**	**CO3**
		3a. Digital painting using gradient techniques 3b. Digital painting using effects and filters 3c. Adding 3d elements for Digital Painting	
	Unit 4	**Matte Painting**	**CO3**
		4a. Matte Painting using Masking Techniques 4b. Visual Effects 4c. Color and enhancements	
	Unit 5	**Digital Output**	**CO3, CO4**
		5a. Aesthetics 5b. Information 5c. Final presentation.	

	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	- Digital Painting in Photoshop: Industry Techniques for Beginners: A comprehensive introduction to techniques and approaches - Photoshop matte painting by Collecti**v**e			
	Other References				

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 3	
1	Course Code	BCD 212	
2	Course Title	**User Interface Design I**	
3	Credits	10	
4	Contact Hours (L-T-P)	0-2-8	
	Course Status	Compulsory/Elective	
5	Course Objective	● Understanding use and importance of interface design. ● Understand how people perceive, Understand, use and experience Interactive Objects and spaces. ● Colluding info graphics for various purposes. ● Process of Prototyping.	
6	Course Outcomes	CO1: To implement UI principle in their interface designs. CO2: Incorporate user's perception, experience and expectation in design CO3: Use and experience Interactive objects and spaces. CO4: Collude info graphics for various purposes. 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. Colors 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	
		CA	MTE	ETE	

	Weightage Distribution	60%	0%	40%	
	Textbook/s*	Textbook : Author- Steve Krug, Title - Don't Make Me Think, Revisited Textbook : Author-Michal Levin, Title - Designing Multi-Device Experiences			
	Other References	Textbook : Author- Don Norman, Title - The Design of Everyday Things			

POs COs	PO 1	PO2	PO3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	2	1	3	2	2	3	2	2	2	2	3	3
CO 2	2	1	2	2	2	3	2	3	1	3	3	2	2
CO 3	2	2	2	2	2	3	2	3	2	1	3	2	3
CO 4	2	3	1	3	2	2	2	2	2	2	3	3	3

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 3	
1	Course Code	BCD 213	
2	Course Title	History of Design	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory/Elective	
5	Course Objective	- To develop the understanding of Design as a Concept in students. - To make them familiar with the history and present relativity of Design. - To have an overview of the various Design Movements, styles and eras. - To enhance their knowledge about the Impact of Vivid Revolutions on Design Attitude leading to its Evolution	

| 6 | Course Outcomes | CO1: Students will get introduced the the concept of Design and To understand the History of Design, in western, Indian and Folk Art. CO2: it will help the students to articulate the history and early design usage. CO3: It will help the students understand that how various revolutions helped in the evolution of Design CO4: It will further focus on different Design movements and their styles and thinking. CO5: It will make them relate to the current scenario by the understanding of Globalization. CO6: briefly understanding the journey of design in India | |

7	Course Description	Course will comprise of thorough knowledge of Design, it will focus on the history as well as the current scenario of the usage of Design in Art. The course will also make them fluent in understanding the fundamentals by deeply focusing on the different movements, era's and revolutions which has further helped in developing Design. Lastly, we will focus on the Indian journey of Design.	
8	Outline syllabus		CO Achievement
	Unit 1	**Early Traces of Design**	**CO1**
		1a. Early traces of Design (Western Art) 1b. Early traces of Design (Indian Art) 1c. Traces of Design in Folk Art	
	Unit 2	**Use of Design in History**	**CO2,**
		2a. Early limb prosthetics, Miniature Furniture 2b. Uses in Weapon Design, Inventions 2c. Early Modernism	
	Unit 3	**Evolution of Design**	**CO3**

		3a. Industrial Revolution 3b. Impact of pop Art on Design 3c. Impact of Art and Crafts Movement] 3d. Globalization and Digital Revolution	
	Unit 4	**Movements of Design**	**CO4**
		4a. Art Nouveau Movement & Bauhaus Movement 4b. 20th Century Design Movements 4c. Design Schools and Theories	
	Unit 5	**Post-Modern Design in India**	**CO5 & CO6**
		5a. History & Evolution of Design in India 5b. Commercial Design 5c. Product / Interface / Visual Design	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA MTE ETE 30% 20% 50%	
	Textbook/s*	-	
	Other References		

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

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

SEMESTER IV

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 4	
1 Course Code	BCD 218	
2 Course Title	HISTORY OF ADVERTISING	
3 Credits	2	
4 Contact Hours (L-T-P)	2-0-0	
Course Status	Compulsory/Elective	
5 Course Objective	To develop the understanding of Advertising as a Concept in students. To make them familiar with history and present relativity of Advertising. To make students relate to evolution of advertising. To give them examples so that they can articulate and understand the advertising styles in different eras.	

| 6 | Course Outcomes | CO1: Students will get introduced the concept of Advertising and to understand the History of Advertising to the changes the industrial revolution got to it.
CO2: It will deepen their roots in the evolution of advertising trends.
CO3: It will help the students understand that how advertising, printing and new inventions has gone hand in hand.
CO4: It will further focus on the history of Advertising in India and also the earlier Ad Agencies.
CO5: It will make them relate to the history of Advertising by studying various brands, advertising examples, campaigns and advertising Guru's. | |

7   Course Description   The objective of this course is to provide students with a fundamental understanding of advertising and its history. It will make the students understand the growth of Advertising by the growth of specialized areas like print media, Radio and Mass commercial communication. It will also focus on the development of Advertising means in different time frames in India. Lastly it will highlight the famous brands, campaigns, print Ads, and Advertisements to understand its trends and Growth.

8   Outline syllabus

CO Achievement

Unit 1	**History of Advertising**	CO1
	1a. Introduction to Advertising	
	1b. Impact of Industrial Revolution on Advertising	
	1c. Bauhaus Design Movement, Design History	
Unit 2	**Advertising in Modern Age**	CO2,
	2a. Golden Age And The 19's advertising trends	
	2b. Growth of Digital Media	
	2c. Evolution of Advertising Agencies	
Unit 3	**Growth of Advertising Agencies**	CO3
	3a. Types of Ad Agencies and Its Functions	
	3b. Organizational Structure and Its Functioning	
	3c. Career Hierarchy of Ad. Agencies	
Unit 4	**Advertising Campaign Planning**	CO4
	4a. Importance of Campaign Planning Cycle, Appeals	
	4b. Marketing Mix, Market Segmentation, DAGMAR	
	4c. Selection Of Media, Factors Affecting Planning	
Unit 5	**Advertising Campaigns and Techniques**	CO5
	5a. Advertising Guru's and Famous Ad. Campaigns	
	5b. Types Of Advertising Appeals	
	5c. Different Printing Techniques	

Mode of examination	Jury/Practical/Viva		
Weight age Distribution	CA	MTE	ETE
	30%	20%	50%
Textbook/s*	-		

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

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

School: SAP	Batch :2020-2024	

Program: B Design	Current Academic Year:	
Branch: Digital and Communication	Semester: 4	
1	Course Code	
2	Course Title	**Photography & Cinematography - III**	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	**Course Objective**	1. To learn the use of commercial photography. 2. To learn cinematography 3. To learn the use of different camera angles, shot and sequence.	
6	**Course Outcomes**	Upon successful completion of the course, students should be able to: **CO1**. Students will be able to do commercial photography. **CO2**. Beyond photography, students will learn shooting video using DSLR cameras **CO3.** Students will able to understand the settings of video camera **CO 4**. Students will able to understand the technical aspect of shot, camera angles and a scene.	

7	**Course Description**	The course instills professional photography skills in students. Students will also learn the basic video shooting skills so as to be able to meet any basic social media and product promotion requirements. This course will develop entrepreneur skills in students and help them picking professional projects from the market.	
8	**Outline syllabus**		CO Achievement
	Unit 1	**Commercial Photography**	**CO1**
		1a Introduction to commercial photography 1b Product Photography 1c Fashion Photography	
	Unit 2	**Introduction to Cinematography**	**CO2,**
		2a. Introduction 2b Underatnding and reviewing good videos 2c. hands on with Video camera	
	Unit 3	**Video Shooting Techniques**	**CO2 & CO3**
		3a. Basic video camera settings 3b. Video footage setting 3c. Practicing with camera	
	Unit 4	**Shot, sequence and scene**	**CO3**
		4a. Understanding Shots and camera angles 4b. Understanding sequence 4c Understanding a scene	
	Unit 5	**Video Production**	**C03 & CO4**
		5a. Understanding video production 5b. Shooting a scene 5c. Basic editing of the footage	
	Mode of examination	Jury/Practical/Viva	
		CA	MTE	ETE	

	Weight age Distribution	60%	0%	40%	
	Textbook/s*	-			
	Other References				

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

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

School: SAP	Batch :2020-2024	

Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 4	
1	Course Code	BCD 214	
2	Course Title	User Interface Design II (UID II)	
3	Credits	10	
4	Contact Hours (L-T-P)	(0-2-8)	
	Course Status	Compulsory/Elective	
5	Course Objective	● Learning as how to start a design research. ● Understanding the user behavior. ● Learning various prototyping methods	
6	Course Outcomes	CO1: Student will learn the research techniques for an Idea CO2: Students will learn to synthesize the research data. CO3: Student will learn to create empathy map of the data. CO4. Students will learn to create user persona and UX journey for a given data. CO5. Student will create a detailed Information Architecture and Minimum Viable Product CO6. Students will learn to create wire-framing and iterate after testing.	
7	Course Description	This course gives deeper understanding of all User experience process in details. It further helps students to practice each steps 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 Achievement
	Unit 1	**Research Design**	**CO1**
		1a. Primary Research - Surveys and Questionnaires	
		1b. Secondary Research - Resources and Competitors	

		1c. Research Design	
	Unit 2	**Synthesizing the information**	**CO2**
		2a. Data Filtration - card Sorting	
		2b. Synthesizing the information with defining conflict and extremes	
		2c. Downloading data- Building Inferences	
	Unit 3	**Empathy Map and User Persona**	**CO3, CO4**
		3a. Building Empathy Maps	
		3b. Building User Persona	
		3c. Building User Journey maps	
	Unit 4	**Minimum Viable Product**	**CO5**
		4a. Information Architecture	
		4b. Paper prototyping	
		4c. Defining Minimum Viable Product	
	Unit 5	**Prototyping**	**CO6**
		5a. Low Fidelity with Paper	
		5b. Peer Review and testing	
		5c. Digital Wire framing	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/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	2	2	-	2	2	2	2	2	3
CO 2	2	2	1	3	2	2	-	2	2	2	2	3	3

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 4	
1	Course Code	BCD217
2	Course Title	Digital 4 (Architectural Modelling)
3	Credits	3
4	Contact Hours	0-1-2

	(L-T-P)		
	Course Status	Compulsory/Elective	
5	Course Objective	● To develop the students to understand 3D Modelling for Architecture visualization. ● To use the software tools related to 3D Architecture Modelling. ● To have an overview of the various processes involved in the design development for 3D Modelling for Architecture visualization. ● Crucial concepts and tips for 3D modelling.	
6	Course Outcomes	CO1: Basis of 3D modelling: Learn basic concept and start modelling CO2: Building Structure: Create columns, walls, beams and slabs. CO3: Create detailed components and Placing components into building model. CO4: Model Assembling and Materials: Complete this building model.	
7	Course Description	Course will comprise of learning 3D Modelling for Architecture Visualization. Students will be able to know how to use the Sketch Up's advanced functions by creating 3D building models. They will be also able to develop a building Model as Designer.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Interface basics of 3D Modelling**	**CO1**
		1a. Units and measurements 1b Basic Interface 1c Line tool and Shape Tools	
	Unit 2	**Building 3D Models using 2D Shapes**	**CO2, CO3**

		2a. Pull and Push 2b. Rotate, Scale and move options 2c. Array	
	Unit 3	**Creating Components for 3D Model**	**CO3**
		3a. Stairs and Railing 3b. Window, Doors and Jali Patterns 3c. Props and other components	
	Unit 4	**Texture, Light and Visual Styles**	**CO3**
		4a. Adding Color, Material and Textures 4b. Light and Shadows 4c. Adding Visual Style for Render	
	Unit 5	**Digital 3D Model Render**	**CO3, CO4**
		5a. Still Render 5b. Basic Animation in Sketch-up 5c. Final presentation.	
	Mode of examination	Jury/Practical/Viva	

	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%

	Textbook/s*	- Learning Sketch Up: A 3D Modelling Guide for Beginners - The Sketch Up Workflow for Architecture: Modelling Buildings, Visualizing Design
	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	2	3	2	2	1	3	3	3
CO 2	2	1	1	3	3	2	2	1	3	2	3	2	2
CO 3	2	1	1	2	3	2	3	2	3	1	3	3	3
CO 4	2	1	1	3	2	1	1	3	3	1	3	3	2

1-Slight (Low)
2-Moderate (Medium)

3-Substantial (High)

School: SAP	Batch :2020-2024	
Program: B Design	**Current Academic Year:**	
Branch: Digital and Communication	**Semester: 4**	
1	Course Code	BDC 216	
2	Course Title	**Visual Language III (Brand Communication Design)**	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	● 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, and 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 to Visual Basics.**	**CO1**
		1a. Visual elements 1b. Visual principles 1c. Story and narration	
	Unit 2	**Fundamentals of Visual Elements**	**CO1 & CO2**
		2a. Visual Identity 2b Logos, Symbols and Mascot 2c. Colors in latest trends	
	Unit 3	**Grammar of Graphic Design**	**CO2**
		3a- Grids 3b- Golden ratio 3c- Mock Ups	
	Unit 4	**Attributes of Branding**	**CO3**
		4a- Strategies for marketing 4b- Outreach for maximum masses 4c- Studying great brands	
	Unit 5	**Presentation and Modification**	**CO3 & CO4**

		5a. Popular brands Case study 5b- Visually appealing presentation 5c- Final Presentation.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Text book/s*	-	
	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	0	2	1	3	2	2	-	2	2	2	2	2	3
CO 2	2	2	1	3	2	2	-	2	2	2	2	3	3
CO 3	1	2		2	2	3	2	3	1	3	3	2	2
CO 4	2	2	2	2	2	3	2	3	2	3	3	2	2

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

SEMESTER-V

School: SAP	Batch :2020-2024	
Program: B Design	**Current Academic Year:**	
Branch: Digital & Communication	**Semester: 5**	
1	Course Code		
2	Course Title	Digital Video Communication I (Shoot & Edit)	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	- To develop the students to understand Digital Video Communication. - To use the software tools related to Video Editing. - To have an overview of the various processes involved in Digital Video Editing and compositing. - Crucial concepts and tips Digital Video Editing and Compositing. - Understanding in depth Production process of Video Advertising.	

6	Course Outcomes	CO1: Basis of Production process of Digital Video Editing.	
		CO2: Fundamentals of non-linear editing software	
		CO3: Learn and create video compositing and effects	
		CO4: Creating an adverting film and better understand techniques editors use to construct stories.	
7	Course Description	Editing is a fundamental component of filmmaking. It is an art of composing space (as totality or fragment, continuous or discontinuous) and time (linear or non-linear) through the arrangement, assembly and interaction of images (static or dynamic) and sounds (on screen or off screen). Editing includes storytelling, rhythm, tempo, and emotion. A good editing sense is absolutely necessary to creatively structure a cinematic work. Creative works on film, video and image-related media all acquire meaning and impact through montage: the juxtaposition of images and sounds. This course will teach students the basic knowledge and concepts of editing and develop their editing sense in practical editing assignments.	
8	Outline syllabus		CO Achievement
	Unit 1	**History of the Motion Picture Industry**	**CO1**
		1a. Introduction to different genres 1b History of movies and equipment 1c History and Structure of the film industries	
	Unit 2	**Introduction to Digital Video Editing and process**	**CO1**
		2a. How to produce a film or video. Understand the key concepts and guidelines 2b. Understanding of the key phase involved during pre-production and production 2c. Understand the basic functions, components and aspects of computers to establish a certain level of	

		computer literacy so that students are able to perform video editing functions	
	Unit 3	**Basics of Adobe Premiere (non-linear editing software)**	**CO2**
		3a. Project Setup with Workflow and workspace 3b. Editing Sequences and clips 3c. Editing Audio	
	Unit 4	**Video compositing and effects**	**CO3**
		4a. Add transitions, titles and effects 4b. Blue/Green Screen Key 4c. Superimposing techniques and effects	
	Unit 5	**Editing for Ad Film (Story Construction and output)**	**CO4**
		5a. Animation and key frame settings 5b. Render Settings 5c. Output formats	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA / MTE / ETE 60% / 0% / 40%	
	Textbook/s*	- Mastering Adobe Premiere Pro cc - Editing Digital Video: The Complete Creative and Technical Guide	
	Other References		

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

1-Slight (Low)
2-Moderate (Medium)

3-Substantial (High)

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and communication	Semester: 5	
1	Course Code	
2	Course Title	**Visual language IV (Motion Graphics)**	
3	Credits	6	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Compulsory/Elective	
5	Course Objective	• This course combines study of visual elements. • This course gives the understanding of Explorations in narrative paintings • To make the students to explore and create sequential art. • To learn the narration of film dynamics and pictorial narrative for visual representations.	
6	Course Outcomes	CO1: To gain understanding of narrative painting CO2: To make the students learn with the idea of sequential art, pictorial narratives. CO3: To understand and create the difference between static, dynamic and interactive visual narratives. CO4: To be able to create visual abstractions CO5: To learn digital tools.	

7	Course Description	This course combines study of Visual narratives-critical study of elements, static, dynamic and interactive narratives. Exploration and creation of simple visual appearance. To clearly understand the relationship between static, dynamics and interactive narratives with respect to story. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Motion Graphics**	**CO1**
		1a. Motion graphics 1b. Principles of motion graphics 1c. Story and narration	
	Unit 2	**Fundamentals of Graphic Elements**	**CO1 & CO2**
		2a. Pictorial narratives 2b Sequential art 2c. Films	
	Unit 3	**Colour scheme and visual abstractions**	**CO2**
		3a. Colors in latest trends 3b. Principles if visual narration 3c. Visual representations	
	Unit 4	**Static, dynamic and interactive narratives**	**CO3**
		4a. Fixed location 4b. Mobile's visuals 4c. Role of a character	
	Unit 5	**Visual representation.**	**CO3 & CO4**
		5a. Exploring visual images 5b. Composition 5c. Final presentation	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/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	1	2	1	1	2	3	2	3	1	2	3	2	2
CO2	3	3	2	2	2	3	2	2	2	2	3	2	2
CO3	1	2	2	1	2	2	1	2	2	2	2	2	3
CO4	3	2	3	1	2	2	3	2	2	2	2	3	2
CO5	3	2	1	2	2	2	1	2	3	2	2	2	3

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 5	
1	Course Code	
2	Course Title	Digital V- 3D Product Modelling
3	Credits	3
4	Contact Hours (L-T-P)	0-1-2
	Course Status	Compulsory/Elective
5	Course Objective	● To develop a sense of appreciation for traditional art and craft ● To use traditional textiles to create clothing and lifestyle products ● To have an overview of the various processes involved in the development of traditional textiles
6	Course Outcomes	CO1: Students will gain basic concepts and understanding of tools related to 3D designing CO2: Become comfortable with basics of modelling, and texturing and rendering. CO3: Understand the fundamentals of Lighting, and camera design CO4: To learn basic Animation and Rendering
7	Course Description	Students will use digital modelling to explore the principles of 3-dimensional design. Projects involving products, character and architectural object will emphasize the aesthetic concepts of spatial proportion (scale, angle and position), balance, light/shadow and texture. Students will emerge with the ability to create well designed 3D models, and be familiar with the basics of polygonal modelling, texturing, lighting and rendering for animation, computer games and broadcast media.

8	Outline syllabus		CO Achievement
	Unit I	**Introduction to Product Modelling**	**CO1**
		Introduction to 3D Production Process	
		Spline Modelling	
		Texturing	
	Unit 2	**Poly Modeling**	**CO 2**
		Introduction to Poly Modelling	
		Product Modeling	
		Advanced Texturing	
	Unit 3	**Lighting**	**Co3 & CO4**
		Basic Lighting	
		Arnold/Mental ray Lighting	
		Setting a Scene with Lighting	
	Unit 4	**Camera and Animation**	CO 4
		Camera and it's settings	
		Camera and animation	
		Animation Settings	
	Unit 5	**Rendering**	CO5
		Introduction to Rendering	
		Render Settings1	
		Rendering a scene	
	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
CO1	1	2	1	2	2	3	2	3	1	2	3	2	3
CO2	3	3	2	2	2	3	2	2	2	3	3	2	2
CO3	1	2	2	3	2	2	1	2	2	2	2	2	3
CO4	3	1	3	3	2	2	3	2	2	2	2	3	1

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	

Branch: Digital & Communication	Semester: 5	
1	Course Code		
2	Course Title	**User Interface Design (UID) III** **(Research & Prototyping)**	
3	Credits	09	
4	Contact Hours (L-T-P)	0-3-6	
	Course Status	Compulsory/Elective	
5	Course Objective	● Learning as how to start a design research. ● Understanding the User Experience (UX). ● Learning various prototyping methods	
6	Course Outcomes	CO1: Students will practice design thinking techniques to define a design challenge CO2: Students will integrate UI design process to achieve this. CO3: How to create Empathy Map, UX Journey Map, User Persona and Site Map 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 will evaluate how User Experience leads the UI for any product. Students will explore to include user persona and journey maps along with the empathy map. The course will develop a critical thinking and problem-solving approach.	
8	Outline syllabus		CO Achievement
	Unit 1	**Defining a Design Challenge**	**CO1**
		1a. Brainstorming an idea from surrounding	
		1b. Defining a design problem in terms of User Interface for App	
		1c. Observation	
	Unit 2	**UI Design Process**	**CO2**
		2a. Research and Literature Review (online + offline)	
		2b. Empathy Perspective with interview and Questionnaire	
		2c. Synthesizing the information with defining conflict and extremes	

	Unit 3	**Ideation**	CO2, CO3
		3a. Flowing with multiple ideas.	
		3b. Brainstorming with manual tools like paper, sticky notes, board, markers etc.	
		3c. Defining the idea	
	Unit 4	**Prototyping the idea**	CO3
		4a. Information Architecture	
		4b. Paper prototyping	
		4c. Digital Prototyping	
	Unit 5	**Wire-framing**	CO4
		5a. Wire framing design with XD	
		5b. Responsive and Interactivity in Design	
		5c. Wireframe Testing with Users.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	-	
	Other References		

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital and communication	Semester: 5	

1	Course Code		
2	Course Title	**Writing for Digital Media**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**2-0-0**	
	Course Status	Compulsory/Elective	
5	Course Objective	• To develop the students to understand Content writing in Digital Media's. • To make the students aware of the importance of Content in Digital World. • Help the students in creating content for different platforms and different aspects. • To make the students aware as well as prepared to create content in order to please the correct audience. • To develop the copy writing skills of the student	
6	Course Outcomes	CO1: Students will understand new digital medias and importance of content in it. CO2: To master the writing skills and its fundamentals of the students in Digital Media CO3: Understanding the key components content and how to target different audiences. CO4: This will make them understand how they can plan and execute content for utmost optimization. CO5: To boost their working skills as a Copywriter in Advertising.	
7	Course Description	The course examines the fundamental principles of writing content interactively for specific audiences. It will also help students cultivate skills in content development using the right methods of planning, structuring and implementing Copy for different media. in digital environments such as social media, video games, web sites, mobile apps, blogs, etc.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Digital Media**	**CO1**

		1a. Introduction to New Digital Era and Different Digital Medias 1b Emerging practice of Content in Digital Media 1c Advantages and Disadvantages of Content on Digital Platform	
	Unit 2	**Writing Standards**	**CO2,**
		2a. Basic rules of Good Writing 2b. Fundamentals of Writing: Grammar, Usage, Style. 2c. similarities and differences in reading styles for Web audiences and print media audiences	
	Unit 3	**Writing for Digital Media**	**CO3**
		3a. Key Components of Digital Writing 3b. Principles of Digital Writing 3c. Digital Writing for Different Agendas: Social, Political, Emotional, Environmental, Cooperate.	
	Unit 4	**Process of Digital Writing**	**CO4**
		4a. Planning, Research and Guidelines 4b. Structure, Strategies and Style 4c Informational Designs, and Micro copy	
	Unit 5	**Copywriting Skills**	**CO5**
		5a. Principles of Copywriting 5b. Importance of copy in Advertising 5c. Types of Copy in Advertising	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Textbook/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	3	2	2	3	2	2	2	2	2	3

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

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

SEMESTER-VI

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 6	
1	Course Code	
2	Course Title	Digital Video Communication II
3	Credits	6
4	Contact Hours (L-T-P)	0-2-4
	Course Status	Compulsory/Elective
5	Course Objective	● To develop and Understand the difference between a visual effect and a special effect ● To use the software tools related to Postproduction and Visual Effects. ● To have an overview of the various processes involved in Digital Video compositing and effects. ● Crucial concepts and tips Visual Effects ● Understanding Motion Graphics and media.

6	Course Outcomes	CO1: Plan and produce at least one visual effect shot under self-direction	
		CO2: Understand the working process of visual effects workflows and node-based compositing.	
		CO3: Demonstrate an awareness of image formats and image integrity	
		CO4: Demonstrate critical and evaluative skills when presenting work in progress to peers and Final Visual Effects Short Film.	
7	Course Description	This course explores various aspects of special effects and compositing multimedia. The course aims to provide a critical vocabulary and historical context of the cutting edge of input and output. Students will learn how to composite robust and immersive experiences by combining the elements of graphics, special effects and visual effects, animation, video, and audio to make a video/film/animation. Students will complete various assignments and create projects that demonstrate their understanding of Special Effects and VFX and compositing. The course will use the process of compositing to demonstrate the following advanced concepts & techniques: digital compositing concepts, motion graphics integration, post production special effects, matte painting/masking, tracking, basic 2D rotoscoping and animation of different composited layers, depth and 2D space composites, 3D generated render passes, lighting and colour correction for image synthesis and rendering with correct frame rate and aspect ratios.	
8	Outline syllabus		CO Achievement
	Unit 1	**Basics of After Effects and Video Capturing**	**CO1**
		1a. Introduction to Adobe After as effects Postproduction tool 1b Motion Graphics	

		1c Video formats and Project settings	
	Unit 2	**Introduction to Layer based compositing techniques.**	**CO2**
		2a. Compositing, alpha channels, and adjusting clip opacity 2b. Using Blending modes Ability to Use transparency tools. 2c. Understand the basic functions, components and aspects of computers to establish a certain level of computer literacy so that students are able to perform VFX functions	
	Unit 3	**Motion Tracking techniques**	**CO2**
		3a. Understanding Motion Tracking 3b. 2D pixel tracking 3c. Planar tracking and camera tracking	
	Unit 4	**VFX filmmaking process**	**CO3**
		4a. Digital Composition 4b. VFX using Third party filters 4c. Superimposing and final composition	
	Unit 5	**Output for Visual Effects film**	**CO4**
		5a. Project Setup 5b. Render Settings 5c. Output formats	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	- Mastering Adobe After Effects cc - Compositing Visual Effects: Essentials for the Aspiring Artist - The Art and Science of Digital Compositing	
	Other References		

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

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

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

School: SAP	Batch :2020-2024	
Program: B Design	**Current Academic Year:**	
Branch: Digital and communication	**Semester: 6**	
1	Course Code		
2	Course Title	Contemporary Trends in Visual Communication	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-3	
	Course Status	Compulsory/Elective	
5	Course Objective	● 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	CO1: To gain understanding of visual representation.	

| 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 color, form and meaning. Explorations in visual abstraction. | |

CO2: To familiarize the students with the idea of visual interest, visual refinement and analysis.

CO3: To understand and create spatial relationship, grids and composition and layouts in 2D and 3D space.

CO4 : To be able to create visual abstractions

8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Contemporary Design Basics.**	**CO1**
		1a. Compositional Forms 1b. Experimenting with Patterns 1c. Signs and Symbols	
	Unit 2	**Contemporary Design Trends I**	**CO1 & CO2**
		2a. Principles of Visual Dynamics 2b. Retro Futurism 2c. Concept Art	
	Unit 3	**Contemporary Design Trends II**	**CO2**
		3a. Colors in Trends 3b. Elements of Nature 3c. Socially Conscious Design	
	Unit 4	**Syntactic and semantics**	**CO3**
		4a. Organic Motion Graphics 4b. Artificial Intelligence 4c. Augmented and Virtual Reality	
	Unit 5	**Visual representation.**	**CO3 & CO4**
		5a. Brand Engagement 5b. Graphic Art Infusion 5c. Final Presentation	

	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/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	2	1	3	2	2	1	2	1	2	2	3	3
CO2	2	2	2	3	2	2	2	3	3	2	2	3	2
CO3	1	3	2	1	1	3	1	2	2	1	3	2	2
CO4	2	3	3	2	2	2	2	2	3	3	1	3	2

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 6	
1	Course Code		
2	Course Title	Programming- I (HTML, CSS)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	- 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
		1a. Introduction to different web technology	
		1b. HTML elements	
		1c. HTML Tags	
	Unit 2	**HTML Extended**	CO1, CO2
		2a. HTML tables	
		2b. HTML Media Tags	
		2c. Exercises on HTML	
	Unit 3	**Introduction to CSS**	CO3
		3a. CSS introduction	
		3b. CSS syntax, ID & Class	
		3c. CSS styling with color, layout and fonts	
	Unit 4	**Reverse engineering and improving an existing website**	CO3, CO4
		4a. Reference study	
		4b. Wire framing an existing website	
		4c. Redeveloping the website	
	Unit 5	**Hands-on experience with word press, bootstrap and other useful platforms to understand navigation and user's interaction behavior.**	CO3, CO4
		5a. Responsive website	
		5b. Bootstrap with Dreamweaver	
		5c. Compiling a website.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA 60% / MTE 0% / ETE 40%	
	Textbook/s*	-	
	Other References		

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

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

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

School: SAP	Batch :2020-2024	
Program: B Design	**Current Academic Year:**	
Branch: Digital & Communication	**Semester: 6**	
1	Course Code	
2	Course Title	Research Methodology
3	Credits	4
4	Contact Hours (L-T-P)	0-2-2
	Course Type	Compulsory
5	Course Objective	The focus of this course is not on mastery of statistics but on the ability to use research in the Design environment.
6	Course Outcomes	The student will be able to learn: CO1: Develop a hypothesis, a research problem and related questions CO2: Frame the problem with the correct research methodology CO3: Collect accurate data to addresses the research problem CO4: Use the data to make decisions CO5: Create 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 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	

Bachelor of Design/ Digital & Communication

Unit 5	DATA ANALYSIS AND INTERPRETATION	CO3, CO4, CO5, CO6
A	Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages	
B	Bivariate Analysis – Cross tabulations and Chi-square test including testing hypothesis of association.	
C	Interpretation of Data and Report Writing – Layout of a Research Paper, Ethical issues related to publishing, Plagiarism and Self-Plagiarism and Effective report writing.	
Mode of examination	Jury	
Weightage Distribution	CA	MTE	ETE	
	30%	20%	40%	
Textbook/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		

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

CO 6	1	2	3	-	2	2	1	-	3	2	3	2	2

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

School: SAP	**Batch :2020-2024**		
Program: B Design	**Current Academic Year:**		
Branch: Digital & Communication	**Semester: 6**		
1	Course Code		
2	Course Title	**UID IV** (Designing, and Analyzing UI)	
3	Credits	10	
4	Contact Hours (L-T-P)	0-2-8	
	Course Status	Compulsory/Elective	
5	Course Objective	● Front end designing a responsive UI. ● Gestalt Principle in UI ● Finalizing the Design	
6	Course Outcomes	CO1: How to create UI Ecosystem with design touchpoints Layout, Grid, Font, icons and color as per the brief and target audience CO2: Students will integrate GESTALT principle in UI CO3: Students will design a working APP with XD/Sketch mockup tools CO4. How to do User Testing and Analyzing feedback and suggestions. CO5. How to iterate designs and create best out of all iterations.	
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**
		1a. Working with Layout and Grid	
		1b. Working with Fonts	
		1c. Working with color	
	Unit 2	**Gestalt Principles in UI**	**CO2**

		2a. Understanding principles like Similarity, Proximity, Emergence, Continuity and Figure in Design	
		2b. Integrating principles like Similarity, Proximity, Emergence, Continuity and Figure in Design	
		2c. Peer Review	
	Unit 3	**With MOCKUP TOOLS**	**CO2, CO3**
		3a. Designing Screens	
		3b. Refining Screens	
		3c. Adding interactions in design	
	Unit 4	**User Testing**	**CO4**
		4a. Peer Review	
		4b. Testing with user	
		4c. Analyzing Feedback	
	Unit 5	**Iteration**	**CO5**
		5a. Iteration I	
		5b. Iteration II	
		5c. Final Iteration	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	-	
	Other References		

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

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

SEMESTER-VII

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	

Branch: Digital & Communication	Semester: 7	
1	Course Code	
2	Course Title	Intellectual Property Rights	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Compulsory/Elective	
5	Course Objective	• To develop the students' knowledge about the Rights of a designer • To make the students aware of the importance of Registering their work and designs. • Help the students in making the best of these rights for the betterment. • To develop the students' knowledge of how to apply for these rights.	
6	Course Outcomes	CO1: Students will get introduced to IPR and Industrial Design CO2: To understand all the rules and regulations of the Design Act in India. CO3: Understanding patents and how they can be used to protect their Designs. CO4: This will make them practically understand how they can preserve their work as a Trademark. CO5: To make the students thorough with all the copyright and related rights with the help of Case Studies.	
7	Course Description	The course will make the students be aware of all the Rights they have as a Designer and how they can protect, preserve as well as market their work, without the fear of Plagiarism or stealing. This course will make them understand how to apply for Patents, Trademarks and Copyrights and also the case studies will help them to relate theoretical knowledge to practicality.	

8	Outline syllabus		CO Achievement
	Unit 1	**Intellectual Property Rights / Design Rights in India**	**CO1**
		1a. Introduction to IPR and Need of IPR in design 1b Amendments in the IPR Act, 2008,2014 1c What is Industrial Design and Hague Agreement	
	Unit 2	**Design Act of 2000**	**CO2,**
		2a. Definition of Design according to the Act. 2b. Vital requirements for registering a Design 2c. Types of Designs which are not registrable under the Act.	
	Unit 3	**Patents**	**CO3**
		3a. Introduction to Patents and Importance and role of Patents in everyday life 3b. Case studies of Existing Indian Patents 3c. How can a Patent be granted and by whom.	
	Unit 4	**Trademarks**	**CO4**
		4a. Definition and importance of Trademarks 4b. What kinds of trademarks can be registered. 4c Process of registering Trademarks	
	Unit 5	**Copyright and related Rights**	**CO5**
		5a. What copyright and related Rights and its importance 5b. what do the copyright and related rights provide 5c. Case studies of existing Trademarks and Copyrights in Design	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	-	
	Other References		

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

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

School: SAP	Batch :2020-2024	
Program: B Design	**Current Academic Year:**	
Branch: Digital & Communication	**Semester: 7**	
1	Course Code		
2	Course Title	Programming- II	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Compulsory/Elective	
5	Course Objective	● To understand web design and app development best practices.	

		● To understand the development process of a website and app. ● To learn the interaction of latest programming language with design ●
6	Course Outcomes	CO1: Students will learn the development process of a website and app CO2: Student will learn how to convert a static design into code CO3: Student will learn the methods to make a responsive website or an app CO4: Students will integrate their design on a working device platform.
7	Course Description	This course will focus on how to create a front-end design beyond graphics and text. They will understand the extensive possibilities and limitation with coding and further enhance their logical skills. This course aims to increase the employability skills of students, making him an asset for any organization.

8	Outline syllabus		CO Achievement
	Unit 1	**Revision of HTML**	CO1
	a	Practicing HTML	
	b	Creating web designs using HTML	
	c	Introduction to HTML5	
	Unit 2	**HTML and CSS Extended**	CO2
	a	Understanding the use of HTML 5	
	b	Understanding the use of Javascript	
	c	Practice Exercises	
	Unit 3	**Static to Dynamic**	CO2 & CO3
	a	Building a static website	
	b	Adding dynamic behavior	
	c	Styling with color, layout and fonts	
	Unit 4	**Responsive Design**	CO3

		a	Understanding Responsive Behavior	
		b	Learning steps and methods	
		c	Practicing Responsive website/app	
	Unit 5		**Hands-on experience with word press, bootstrap and other useful platforms to understand navigation and user's interaction behavior.**	CO3, CO4
		a	Responsive website	
		b	Bootstrap with Dreamweaver	
		c	Compiling a website.	
	Mode of examination		Jury/Practical/Viva	
	Weightage Distribution		CA	MTE	ETE	
			60%	0%	40%	
	Textbook/s*		-	
	Other References			

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 7	
1	Course Code		
2	Course Title	User Interface Design (UID) V	
3	Credits	12	
4	Contact Hours (L-T-P)	0-4-8	
	Course Status	Compulsory/Elective	
5	Course Objective	● To implement all UI Design Skills ● Select a theme between time, change and glance for your Capstone Project ● To develop a professional approach	
6	Course Outcomes	CO1: Student will learn the importance of UI/UX skills and process for a live example. CO2: Students will learn the challenges of a start-up.	

		CO3: Students will be able to work on a new concept for a online based solution CO4. How to practice all learned skills with real issues of feasibility, desirability and viability CO5. Students will be able to design, test and iterate their concept to bring the best possible solution. CO5. How to iterate designs and create best out of all iterations.	
7	Course Description	This course is to test and revise all the skills learned under UI/UX module. The students are asked to create a capstone project and practice all the steps from scratch to finish. This is about giving a real-life experience of dealing with all issues of developing a concept.	
8	Outline syllabus		CO Achievement
	Unit 1	**Defining Capstone Project**	**CO1**
		1a. Understanding and Reviewing a topic	
		1b. Mission and Objective	
		1c. Design Briefs	
	Unit 2	**Need, Finding and Ideation**	**CO2**
		2a. Participant Observation	
		2b. Need Analysis	
		2c. Ideation	
	Unit 3	**Prototyping and Heuristic Evaluation**	**CO2, CO3**
		3a. Paper, Prototyping and Mock-ups	
		3b. Evaluating Design with Heuristic	
		3c. Iterating the prototype	
	Unit 4	**Skeleton and Testing**	**CO4**
		4a. A plan and a skeleton	
		4b. Testing	
		4c. Iteration I	
	Unit 5	**Design and Development**	**CO5**
		5a. Responsive Design	

		5b. Front End Design	
		5c. Final Presentation	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE	
		60%	0%	40%	
	Textbook/s*	-	
	Other References		

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 7	
1	Course Code	
2	Course Title	Dissertation
3	Credits	6
4	Contact Hours (L-T-P)	0-2-4
	Course Status	
5	Course Objective	• Identify the steps in the dissertation process. • Describe the primary components of the dissertation manuscript. • Compile a literature review on a topic related to your dissertation interest. • Write a literature review, demonstrating scholarly writing skills including simplicity, clarity, and conciseness, on a topic of your dissertation. • Develop and write the Dissertation According to the University rules. • Compile the Dissertation with Images, Surveys, Graphs, etc.

6	Course Outcomes	CO1: Students will be understanding about Research Aptitude and Methodology. CO2: Focusing on a systematic way to identify the Research Topic. CO3: To understand all the ways of Data Collection, Image Collection, Surveys needed to write the literature review. CO4: Compiling the Literature Review, images and surveys, and creating the final draft of it. CO5: To make the students thorough with the Presentation techniques for the Dissertation Formatting it accordingly	
7	Course Description	This course serves as a course in the dissertation methodology writing process. The focus of the course is the development of the student's dissertation proposal of the traditional doctoral dissertation and completion. The core objective of this course is to provide guidance and motivation to the student.	
8	Outline syllabus		CO Achievement
	Unit 1	**Understanding Research Aptitude**	**CO1**
		1a. Definition of Research Aptitude 1b Types of Research Methodology 1c Understanding Research Methodology	
	Unit 2	**Primary Dissertation Process**	**CO2,**
		2a. Identify the Topic of Interest of dissertation 2b. Develop Research work based on Individual Thoughts and Interest.	
	Unit 3	**Initial Compilation of Dissertation**	**CO3**
		3a. Collection of different Research Material 3b. Data Collection for Literature Review	

		3c. Collecting Graphs, Images, Surveys, etc to support Literature Review.	
	Unit 4	**Completion of Literature Review**	**CO4**
		4a. Compilation of Data and Images. 4b. Writing a draft of literature Review 4c finalizing Literature Review with related Images	
	Unit 5	**Formatting the Dissertation**	**CO5**
		5a Writing the summary, and Bibliography 5b writing Foot Notes, and End Notes 5c Writing the final Pages (Including Acknowledgement, Certificate, Index, Image Index, Preface, Glossary)	
	Mode of examination	Jury/Practical/Viva	
	Weight age Distribution	CA	MTE	ETE
		60%	0%	40%
	Textbook/s*	-	
	Other References		

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

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

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 7	
1	Course Code	
2	Course Title	Portfolio Development
3	Credits	4
4	Contact Hours (L-T-P)	0-2-2
	Course Status	
5	Course Objective	• Describe and speak articulately and critically about their work and the field of visual communications. • Arrange and refine projects for inclusion in a graphic design portfolio. • Identify industry requirements for employment; identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student. • Create a professional portfolio. • To make the students aware of the importance of Resumes and Portfolio in the Industry. • Help the students in making the best of their Art Works.	

		• To develop the students' knowledge of how to Present their work and create an online presence for them.	
6	Course Outcomes	CO1: Students will be Creating resumes CO2: To understand all the Industry standards for Portfolios and accumulation of Art Works. CO3: Understanding the use of portfolio in the graphic Arts Society and its preparation techniques CO4: This will make them practically understand how they can Compile all their Art works onto a Digital and Printable Portfolio. CO5: To make the students thorough with the Presentation techniques for the portfolio and Creating a web presence for them.	
7	Course Description	Preparation of a portfolio comprised of completed graphic design projects. Evaluation and demonstration of portfolio presentation methods based on the student's specific area of study. This course is designed to help the student gather all previous projects together and prepare a graphic design portfolio consisting of the projects developed in Typography, Design Communication and Photography.	
8	Outline syllabus		CO Achievement
	Unit 1	**Creating A Resume**	**CO1**
		1a. Research of different Resume Styles 1b Requisites of a Professional Resume 1c Discussion and finalizing of Layouts	
	Unit 2	**Initial Compilation and Selection of Potential Work**	**CO2,**

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

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

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

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

SEMESTER VIII

School: SAP	Batch :2020-2024	
Program: B Design	Current Academic Year:	
Branch: Digital & Communication	Semester: 8	
1	Course Code	
2	Course Title	Graduation Project
3	Credits	16
4	Contact Hours (L-T-P)	0-4-12
	Course Status	Compulsory
5	Course Objective	The main objective of this course is to prepare students for the practical tasks of the work place after graduation. This includes building his/her ability to perform a complete project.
6	Course Outcomes	CO1: Present Clear aim and objectives of the graduation project CO2: Present the literature review with relation to the selected topic CO3: Carry out the design (or any topic selected). CO4: Write a technical report.

7	Course Description	This course 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 an design project. Writing a technical report.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to the topic**	
		1a. Pitching the topic.	CO1
		1b. Presentation and peer review	
		1c. Finalizing the topic with suggested changes	
	Unit 2	**Research**	
		2a. Theory	CO2
		2b. Data collected from authentic sources	
		2c. Presentation with mind/giga mapping/ story board	
	Unit 3	**Development**	
		3a. Conceptual design with doodles	CO3
		3b. Grid/ Layout/ Skeleton	
		3c. Mockups (black n white with colored)	
	Unit 4	**Pre final Design**	
		4a. 1st Draft	CO3
		4b. Iteration I	
		4c. Iteration II	
	Unit 5	**Final Design and Project Report**	
		5a. Final colored Design	CO 4
		5b. Documentation and Printing	
		5c. Final Submission with all necessary details.	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	MTE	ETE
		60%	0%	40%
	Textbook/s*	-	
	Other References		

Bachelor of Design/ Digital & Communication

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

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

School: SAP	**Batch :2020-2024**		
Program: B Design	**Current Academic Year:**		
Branch: Digital & Communication	**Semester: 8**		
1	Course Code		
2	Course Title	Internship	
3	Credits		
4	Contact Hours (L-T-P)		
	Course Status	Compulsory	
5	Course Objective	1. To get an industry and market exposure. 2. To become industry oriented and learn to work under peer pressure of deadline and quality work.3. 3. Develop the entrepreneur skills	
6	Course Outcomes	CO1: Be able to fill the gap between concept and final product, so become professional CO2: Think out of the box and execute within given limits and deadlines. 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 students to do 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

Bachelor of Design/ Digital & Communication

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

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