

Savitribai Phule Pune University, Pune.

Revised Syllabus for

BACHELOR OF FINE ARTS – APPLIED ARTS

B.F.A. (AA)

Structure and Detailing of Semester V & VI

Choice Based Credit System Syllabus

NEP 2020

To be implemented from 2026-27

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Preamble of the syllabus:

The proposed curriculum is designed to enhance the existing syllabus of Third Year B.F.A. (Applied Art) and make it more contextual, industry-oriented, and aligned with present-day societal and professional needs. It builds upon prior learning and emphasizes conceptual development, research orientation, professional practice, and specialization.

The syllabus has been developed after reviewing existing curricula, identifying gaps, and incorporating inputs from academicians, industry experts, and faculty, ensuring relevance, quality, and multidisciplinary integration.

With globalization increasing opportunities for higher education and employment, the curriculum aims to meet international standards and prepare students for global and industry-ready careers in visual communication.

The revision focuses on practical application, evolving technologies, and current industry trends. A balanced approach between print, digital, and experiential media is maintained, promoting flexibility and effective learning within defined objectives.

A holistic learning approach is encouraged through internships, live projects, industry exposure, and expert interactions, helping bridge the gap between academic learning and professional practice.

In alignment with the National Education Policy (NEP) 2020, the curriculum adopts a multidisciplinary, flexible, and skill-based framework that integrates theory, practice, and research while fostering creativity, innovation, employability, and responsible design practices.

Program Objectives

First Year:

- Build a strong foundation in Applied Arts.
- Develop hand skills and understanding of basic visual principles.
- Understand Drawing, 2D, 3D Design, Calligraphy, Typography, Layouts, and Colour, and their relevance to communication design.
- Explore the history and evolution of Visual Art and Advertising.
- Develop creative thinking and the use of primary tools.
- Practice detailed observation and visual implementation.

Second Year:

- Build conceptual clarity in Communication Design.
- Advance skills in Typography, Visualisation, and Identity Design.
- Gain technical knowledge in Printing Technology and production methods.
- Explore the history and development of Art and Design movements.
- Create environmental awareness through Environment Science.
- Strengthen digital literacy and cyber safety through Cyber Security.
- Enhance hand skills and creativity through Drawing–III.
- Develop a professional approach to media via Media Basics & Design–I and II.
- Learn fundamentals and processes of UI/UX design.
- Acquire creative techniques in Photography.
- Understand principles of Display Design for exhibitions and retail.
- Apply insights in User Experience Studies.
- Build skills in Copywriting, Creative and Applied Writing.
- Strengthen research orientation through Research and Field Projects.
- Expand visualization skills through Illustration–I.

Third Year:

- Deepen conceptual and practical understanding in Communication Design.
- Enhance skills in Advertising Art & Ideas, Copywriting, and advanced Typography.
- Develop proficiency in Illustration, Photography, and Storyboarding.
- Apply knowledge in creating Press/Magazine layouts, Posters, and Hoardings.
- Execute Direct Mail and Point of Purchase (P.O.P.) designs.
- Strengthen competencies in Corporate Identity and branding strategies.
- Integrate Computer Graphics into digital and print design projects.
- Specialize through electives like Lettering Typography, Illustration, or Photography.
- Foster critical thinking and problem-solving in design assignments.

Fourth Year:

- Consolidate learning through projects in Communication Design I & II.
- Execute full-scale Advertising Campaigns in Project Work.
- Refine Copywriting and advanced Advertising Art & Ideas skills.
- Demonstrate mastery in chosen electives.
- Apply advanced Computer Graphics techniques professionally.
- Prepare a comprehensive professional portfolio.
- Engage in research and critical analysis through theory and documentation.
- Develop readiness for industry roles, freelancing, or further studies.

The Second Year aims to strengthen applied and theoretical foundations in Communication Design through:

Course Objectives (Per Subject):

Semester V

Category I Major Core Courses:

Theory of Communication Design V (2 cr.):

To introduce advanced concepts of communication design with emphasis on strategic thinking, concept development, and application in contemporary visual communication.

Campaign for Advertising (3 cr.):

To develop understanding of advertising campaign planning and execution through integrated media strategies and creative communication approaches.

Design for Brands (3 cr.):

To enable students to understand brand development processes and create cohesive brand identities through visual language and communication systems.

Elective (4 cr.): (Illustration / Photography / Typography / Visualisation / User Interface / Display Design)

To develop specialized skills through focused exploration in a chosen discipline and encourage development of individual style and creative expression.

Category II (Minor Courses):

User Experience Study II (2 cr.):

To enhance understanding of user-centered design through research, analysis, and application of user experience principles.

Design for Publication (2 cr.):

To develop skills in designing print and digital publications with emphasis on layout, grid systems, typography, and reader engagement.

Category IV (VSC/SEC Courses):**Presentation Skills / Resume Writing / E-Portfolio Making (2 cr.):**

To equip students with professional skills for effective presentation, portfolio development, and career readiness.

Category VI (OJT/FP/CC/RM/RP Courses):**Community Work (2 cr.):**

To encourage experiential learning through community engagement and socially relevant design interventions.

Workshop (1 cr.):

To provide hands-on learning experiences through practical sessions, enhancing technical and creative skills.

Semester VI**Category I Major Core Courses:****Theory of Communication Design VI (2 cr.):**

To deepen theoretical understanding and critical analysis of communication design in contemporary and professional contexts.

Graphic for Retail & Merchandising (3 cr.):

To develop skills in retail graphics and merchandising design focusing on consumer engagement and spatial communication.

Story Boarding & Visual Scripting (3 cr.):

To train students in visual storytelling techniques through storyboarding and scripting for various media applications.

Elective (4 cr.): (Illustration / Photography / Typography / Visualisation / User Interface / Display Design)

To further strengthen specialization and refine individual creative direction through advanced exploration.

Category II (Minor Courses):

Research Methodology (2 cr.):

To introduce research methods, tools, and processes for problem identification, analysis, and application in design practice.

Design for Social Awareness I (2 cr.):

To develop socially responsible design solutions addressing real-world issues through visual communication.

Category VI (OJT/FP/CC/RM/RP Courses):

Outdoor Study (2 cr.):

To promote observational learning and contextual understanding through field visits and real-world exposure.

Seminar (2 cr.):

To encourage academic and professional discourse through presentations, discussions, and knowledge sharing.

Rule No.1: Eligibility and Admission

First Year (Semester I) Bachelor of Fine Arts (Applied Art)

F.Y.B.F.A – Semester I (Applied Art): Pass H.S.C. Examination or Equivalent Examination from any stream (Arts/Science/Commerce) with minimum 45% aggregate marks (40% for reserved category) and clear MH-AAC-CET Entrance Exam conducted State of Maharashtra. The admissions shall be carried out by merit list prepared on the basis of marks obtained in the Common Entrance Test by Maharashtra Government.

Note : *Eligibility Criteria:* Students seeking admission to First year (Semester I) of Bachelors Degree Course in Fine Art must fulfill the eligibility criteria laid down by Academic Council of SPPU as applicable from time to time.

Rule No.2: Duration and stages of the course (as per UGC)

- The Fine Art course shall be of minimum duration of 4 academic years (8 semesters) of approximately 15 working weeks or 90 days in each semester.
- The course contains practical training and Internship of 2 months between the vacation of VI and VII semesters.

Rule No. 3: Granting of Academic Term

Each semester shall comprise 15 weeks (Minimum 90 working days).

The candidate will be permitted to appear for semester examination only if he/she has,

- 75% attendance in each course that constitutes a head of passing, prescribed by the university.
- Satisfactory completion of the 100% term work prescribed for each course.
- Satisfactory conduct as a bonafide student

The Principal/ Director of the institution shall have the right to withhold the student from appearing for examination of a specific course if the above requirements are not fulfilled.

Rule No. 4: Rules of ATKT

- A student shall be allowed to get admitted to Second Year B.F.A. (AA) course if he/she has a backlog of not more than **Four Subjects** of passing at First year B.F.A. (AA) (semester I and II considered together) which may include theory/practical or both subjects.
- A student shall be allowed to get admitted to Third Year B.F.A. (AA) course if he/she has a backlog of not more than **Three Subjects** of passing at Second year B.F.A. (AA) (semester III and IV considered together). which may include theory/practical or both subject's & cleared all subjects of First year B.F.A.
- A student shall be allowed to get admitted to Fourth Year B.F.A. (AA) course if he/she has a backlog of not more than **Two Subjects** of passing at Third year B.F.A. (AA)(semester V and VI considered together) which may include theory/practical or both subject's & cleared all subjects of First & Second year B.F.A. (AA)
- **Class Improvement** – Make-up exam jury within 2 months (Only for Final Year-VII & VIII Semesters)

Rule No 5: Examinations

5.1. Conduct of Examinations

The university examinations for all the 8 semesters shall be conducted at the end of each semester by the University.

5.2. Pattern of Examination: The evaluation scheme for B.F.A. (AA) comprises of;

University Examination (UE)

Internal Assessment (IA)

5.2.1: *University Examination*

UE will be conducted by the University and will be based on the entire syllabus. UE will be based on two parts 'Academic Class work & Presentation of the same in front of Jury'. Assessment would be undertaken by the panel of internal and external examiner (Jury) jointly in equal weightage. Jury may call for on the spot Studio Test if required.

The nature of assessment will vary depending upon the subject and its delivery and whether it is practical-based studio work or theory based. Refer to detailed syllabus on the format of UE for individual subjects.

50% of total marks are reserved for University examination

50% of total marks are reserved for Internal Assessment

To pass the candidate must obtain at least 40% in individual subjects, in University examination each in all theory and practical subjects.

5.2.2: *Structure of Examination*

A. Compulsory Paper

All papers are compulsory.

B. Optional papers

V, VI, VII, VIII terms have a choice / option in elective subjects as well as in Skill Based Subjects.

C. Question paper

Theory subject: Written Exam

Total five question having equal marks (5 marks each question)
(5 Question X 5 = 25*)

Question 1 – Objectives (Fill in the Blanks/Answer in One sentence/Match the following)

Question 2 – Short Notes (Word Limit: 200-300)

**Question 3 }
Question 4 } Descriptive Questions (Word Limit: 500-700)
Question 5 }**

Practical: Jury Pattern

5.2.3: *Internal Assessment*

IA will be conducted by the Institution imparting B.F.A. (AA) course. IA will be done by the teacher teaching the course through a continuous assessment system that is spread through the duration of course.

50% marks reserved for internal assessment.

To pass the candidate must obtain at least 40% in individual subjects, in internal assessment each in all theory and practical subjects.

In

Abided by all ATKT rules mentioned in rule no. 5, if a student fails in IE at least **two** and a maximum **four** of the below mentioned components of continuous assessment can be used for re-assessment.

Individual faculty member shall have the flexibility to design the continuous assessment in a manner so as to evaluate students' capabilities across knowledge, skills and attitudes. IA may be undertaken through any or combination of the methods stated below:

- Written Test /Open Book
- Essays / Tutorials
- Short answer questions
- Multiple choice questions/Quiz
- Dissertation/Research Project
- Report writings
- Practical Projects/ Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios
- Learning logs/diaries
- Seminar / Workshop / Exhibition
- Reviews / presentation
- Study of best practices

The faculty shall announce in advance the units based on which continuous assessment shall be conducted. This progressive assessment for the IA must be communicated by the Institute to the university as per the schedule declared by the university. Detailed records of final assessment shall be maintained by the Institute. The student does not have facility of grade improvement, if he/she does not pass at IA in a course. (Applicable only for VII and VIII Semester)

5.2.4: Verification / Revaluation

- Verification will be done by panel appointed by University.
Revaluation will be done only for theory papers by panel appointed by University. Revaluation system is not applicable to practical subjects.

5.3: Assessment of Term work

- In respect of term work, "due date" shall be fixed for the completion of each assignment and the same shall be collected on the mentioned date.
- At the end of the semester term work shall be assessed by the internal and external examiners from amongst the panel approved by the University.

- Performance of a candidate in jury shall be assessed on basis of the depth of understanding of the principle involved.
- Students can be allowed to use computer from 4th semester onwards.
- An examiner for any of the subjects of examinations shall have a minimum of 3 years teaching/ professional experience in his/her field of study.

Rule No.6: Criteria for Passing

To pass in every semester examination and earn the assigned credits, a candidate must obtain minimum 40% marks in each head of passing.

- a) For all courses, both UE and IA constitute separate heads of passing. In order to pass in such courses and earn the assigned credits.

The student must obtain minimum grade point of 5.0 (40% marks) at UE and also minimum grade point of 5.0 (40%) marks at IA.

Or

If he/she fails in IA, the student passes in the course provided he/she obtains a minimum of 25% in IA and grade point average (GPA) for course is at least 6.0 (50%in aggregate) the GPA for a course will be calculated only if student passes at UE.

- b) A student who fails at UE in a course has to reappear at UE as a backlog candidate and clear the head of passing. Similarly, a student who fails in a course at IA has to reappear only at IA as a backlog and clear head of passing.
- c) Students with backlog in IA will have to present themselves and their work for progressive marking throughout the semester for which they intend to appear.

Rule No. 7: Completion

Degree of Bachelors in Fine Arts shall be awarded only after successful completion of 4 years/8 semesters.

Earned credits: A candidate who has successfully completed all the Core courses and elective courses, not less than minimum number of credits prescribed shall be eligible to receive the degree.

Rule No. 8: Medium of Instruction & Examination

- Medium of Instruction for the course will be English/Hindi/Marathi
- Medium of Examination for the course will be English/Hindi/Marath

Credit Distribution Structure and Subject Titles

Level/ Difficulty	Semester	Credits Related to Major					SEC	AEC	VEC	IKS	OJT/ FP/ C/ EP/ C/ RP		Total
		Major Core	Major Elective	Minor	OE	VSC							
Vertical [V]		V-1		V-4	V-5	V-6	V-2	V-3	V-4	V-5	V-5	V-6	
		[2T+6P]	[4P]	[4P]		[2P]					Community Work [2P]		
	I	Theory of Communication Design-V [2T] Campaign for Advertising [3P] Design for Brands [3P]		User Experience Study - II [2P] Design for Publication [2P]	Elective [4P]	Presentation Skills /Resume Writing/ E-Portfolio Making [2P]	-	-	-	-	Workshop [2P]		22
		[2T+6P]	[4P]	[4P]		-					[4 P]		20
		Theory of Communication Design-VI [2T] Graphic for retail & Merchandising [3P] Story Boarding & Visual Scripting - II [3P]		Research Methodology [2T] Design for Social awareness [2T]	Elective [4P]		-	-	-		Outdoor Study [2P] Seminar [2T]		
	Total	16	8	8	-	2	-	-	-	-	8		42
Exit Option – Award of UG Certificate in Major with 44 Credits and an additional 4 Credits core NSQF course/Internship or Continue Major & Minor													

Abbreviations -

MJ – Major Subject, MJP - Major Subject Practical, T – Theory

P – Practical, VSC - Vocational Skill Course, IKS – Indian Knowledge System, FP – Field Project,

OJT – On Job Training, CEP – Community Engagement Project, MN – Minor Subject,
 GE/OE – General Elective / Open Elective, SEC - Skill Enhancement Course,
 AEC – Ability Enhancement Course, VEC – Value Education Course, CC - Co-curricular Courses

Credit Distribution Structure and Subject Titles

TYBFA Applied Art – Semester V & VI

Sr. No.	Subject Type	Subject Code & Title	Credits (Hours)		
			Theory (15)	Practical (30)	Total Credits (Hours)
Semester - V					
1	Major Core (MJT)	FA-AA T401 MJC – Theory of Communication Design V (T)	2	-	2 (30)
2	Major Core (MJP)	FA-AA P402 MJC – Campaign for Advertising (P)	-	3	3 (90)
3	Major Core (MJP)	FA-AA 403 MJP – Design for Brands (P)	-	3	3 (90)
4	Minor (MNP)	FA-AA 404 MNP – User Experience Study - II (P)	-	2	2 (60)
5	Minor (MNP)	FA-AA 405 MNP – Design for Publication (P)	-	2	2 (60)
6	Open Elective (OE)	FA-AA 406 OE – Elective (P) (Illustration, Photography, Typography, Visualisation, User interface, Display Design)	-	4	4 (120)
7	Vocational Skill Course (VSC) (SEC)	FA-AA 407 VSC – Presentation Skills /Resume Writing/E-Portfolio Making (P)	-	2	2 (60)
8	Co-Curricular Courses (CC) (OJT) FP RM RP	FA-AA P408 CC – Community Work (P)	-	2	2 (60)
9	Co-Curricular Courses (CC) (OJT) FP RM RP	FA-AA P409 CC – Workshop/Seminar/Exhibition (P)	2	-	2 (60)
TOTAL CR. - 22					

Semester – VI					
1	Major Core (MJT)	FA-AA T501 MJC – Theory of Communication Design VI (T)	2	-	2 (30)
2	Major Core (MJP)	FA-AA P502 MJC – Graphic for retail & Merchandising (P)	-	3	3 (90)
3	Major Core (MJP)	FA-AA P503 MJP – Story Boarding & Visual Scripting - II (P)	-	3	3 (90)
4	Minor (MJP)	FA-AA P504 MINP – Research Methodology (P)	-	2	2 (60)
5	Minor (MJP)	FA-AA P505 OE – Design for Social awareness (P)	-	2	2 (60)
6	Elective (E)	FA-AA P506 OE – Elective (P) (Illustration, Photography, Typography, Visualisation, User interface, Display Design)(P)	-	4	4 (120)
7	Research Project (RP) (OJT) FP RM RP	FA-AA P507 RP – Outdoor Study (P)	-	2	2 (60)
8	Co-Curricular Courses (CC)(FP) (OJT) FP RM RP	FA-AA P508 CC – Workshop/Seminar/Exhibition I (P)	2	-	2 (30)
TOTAL CR. - 20					

Subject Titles and Details
TYBFA Applied Art – Semester V

Course Name -Theory of Communication Design - V (THEORY)		
Course Type - Major Core	Credit – 02	Hours – 30 Marks -50
Course Outcome		
CO1	To understand the fundamentals of marketing, market research, and their role in communication design.	
CO2	To analyze product, competitive, consumer, and user research for informed design decision-making.	
CO3	To apply behavioural and motivational research insights in developing effective communication strategies.	
CO4	To develop an understanding of visualisation, copywriting, and branding as integral components of communication design.	
Course Content		Hours
Unit 1.	Marketing and Market Research Product Research and Competitive Research	7.5
Unit 2.	Consumer and User Research, Behavioural and Motivational Research	7.5
Unit 3.	Visualisation – Understanding the Process, Copywriting	7.5
Unit 4.	Understanding Brands and Branding, Application of Theoretical Inputs in Communication Design	7.5
Learning Outcome		
LO1	Students will understand the role of marketing and different types of research in shaping communication design strategies.	
LO2	Students will learn to analyze consumer behaviour, user insights, and competitive environments for effective design solutions.	
LO3	Students will gain knowledge of visualisation processes and copywriting techniques to enhance communication effectiveness.	
LO4	Students will understand branding concepts and learn how theoretical research informs practical communication design outputs.	

Course Name - Campaign for Advertising (PRACTICAL)		
Course Type - Major Core (M)	Credit – 03	Hours – 90 Marks -75
Course Outcome		
CO1	To understand the fundamentals of promotional campaigns within the broader marketing strategy and their role in communication design.	
CO2	To develop the ability to plan and execute integrated advertising campaigns using multiple media platforms.	
CO3	To apply research, analysis, and strategic thinking in developing effective campaign concepts and communication.	
CO4	To create and execute 360-degree advertising campaigns through visualisation, messaging, and media integration aligned with industry standards.	
	Course Content	Hours
Unit 1.	Introduction to Advertising Campaigns – Understanding promotional campaigns, objectives, target audience, campaign goals, duration, and budgeting	22.5
Unit 2.	Research & Strategy Development – Market research, audience identification, data analysis, defining measurable goals, and strategic planning	22.5
Unit 3.	Concept Development & Communication – Ideation, crafting messages, tone of voice, visualisation, and selecting appropriate media channels (minimum 8 media including conventional and new media)	22.5
Unit4	Campaign Execution – Developing creative outputs, execution styles, integrating multi-platform communication, and presenting a complete 360-degree campaign	22.5
Learning Outcome		
LO1	Students will understand how advertising campaigns function within marketing strategies and how they target specific audiences.	
LO2	Students will learn to conduct research, analyze data, and develop strategic approaches for effective campaign planning.	
LO3	Students will gain skills in ideation, message creation, visualisation, and selecting appropriate media channels for communication.	
LO4	Students will be able to design and execute comprehensive 360-degree advertising campaigns that meet professional and industry standards.	

Course Name - Design for Brands (PRACTICAL)		
Course Type - Major Core (M)	Credit – 03	Hours – 90 Marks -75
Course Outcome		
CO1	To understand the fundamentals of brand design and its role in creating a distinct identity for products, services, or organizations.	
CO2	To develop the ability to conduct research, define target audience, and establish brand positioning and unique selling propositions.	
CO3	To apply creative thinking in developing brand identity through visual language, messaging, and design elements.	
CO4	To design and execute cohesive brand systems across various collaterals aligned with industry standards.	
	Course Content	Hours
Unit 1.	Introduction to Brand Design – Understanding brand identity, uniqueness, audience relevance, and role of branding in recognition and trust building	22.5
Unit 2.	Research & Strategy – Market study, defining target audience, establishing goals, USP/PPD, and competitive analysis	22.5
Unit 3.	Concept Development – Creating mind maps, mood boards, defining tone of voice, messaging, nomenclature, and positioning	22.5
Unit 4.	Brand Execution – Designing logo, visual identity, and applying brand across collaterals; developing business proposal and touchpoints for product/service/event.	22.5
Learning Outcome		
LO1	Students will understand how brands are created and how visual identity contributes to recognition and customer trust.	
LO2	Students will learn to conduct research, analyze markets, and define target audiences for effective brand positioning.	
LO3	Students will develop skills in creating brand concepts using visual tools like mood boards, mind maps, and messaging strategies.	
LO4	Students will be able to design complete brand systems including logo, visual language, and applications across various collaterals.	

Course Name - User Experience Study - II (PRACTICAL)		
Course Type – Minor (MJP) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To understand the concept of usability across physical products, spaces, and digital interfaces.	
CO2	To develop the ability to observe, analyze, and evaluate user interaction through everyday experiences.	
CO3	To identify problems and propose effective design solutions based on user-centered research.	
CO4	To apply innovation through prototyping and visual representation of enhanced user experiences.	
	Course Content	Hours
Unit 1.	Understanding Usability – Study of usability through everyday activities and physical products (e.g., shoes, apparel) and proposing enhancements using standard brands (sketches)	15
Unit 2.	Usability in Spaces – Analysis of usability in physical environments (e.g., bedroom, kitchen, tea stall, restaurant) and proposing improvements through sketches.	15
Unit 3.	Usability in Digital Products – Study of usability in digital interfaces (e.g., mobile, laptop, kiosk) and identifying interaction issues	15
Unit4	Problem Solving & Innovation – Defining problem statements, research-based solutions, and developing prototypes for improved user experience	15
Learning Outcome		
LO1	Students will understand usability concepts through analysis of everyday products, spaces, and digital systems.	
LO2	Students will develop observational and analytical skills to identify usability issues in real-life contexts.	
LO3	Students will learn to define problem statements and propose effective user-centered design solutions.	
LO4	Students will be able to create innovative prototypes that improve user experience based on research insights.	

Course Name - Design for Publication (PRACTICAL)		
Course Type – Minor (MJP)	Credit – 02	Hours – 60 Marks -50
Course Outcome		
CO1	To understand publication design as an effective medium of communication and its role in conveying structured information.	
CO2	To develop the ability to design print publications with emphasis on layout, grid systems, and reader engagement.	
CO3	To apply publication design principles for enhancing user experience, interaction, and brand communication.	
CO4	To adapt print publications into digital formats considering usability, accessibility, and platform-specific requirements.	
	Course Content	Hours
Unit 1.	Introduction to Publication Design – Understanding publication as a communication medium, its attributes, and benefits such as viewer interaction, UX, branding, and engagement	15
Unit 2.	Print Publication Design – Designing book covers, magazines (cover, editorial, article), newspapers, reports, pamphlets, catalogues, brochures, calendars, and directories	15
Unit 3.	Digital Publication Design – Adapting print into digital formats such as e-books, online magazines, newsletters, blogs, digital reports, catalogues, and brochures.	15
Unit 4.	Application & Tools – Understanding layout, grids, readership, and content hierarchy; use of design software for effective publication design	15
Learning Outcome		
LO1	Students will understand how publication design functions as a structured communication medium across print and digital formats.	
LO2	Students will learn to design various print publications using layout principles, grids, and content organization.	
LO3	Students will gain skills in adapting print designs into digital formats while considering usability and platform requirements.	
LO4	Students will be able to create effective publication designs using appropriate tools, enhancing communication and user experience.	

Course Name – Elective (PRACTICAL) Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 04 Hours – 120 Marks -100		
Course Outcome		
CO1	To understand the role of illustration in communication design across advertising and publication media.	
CO2	To develop skills in creating contextual illustrations, characters, and visual narratives.	
CO3	To explore various illustration styles using traditional and digital techniques.	
CO4	To develop an individual illustration style through experimentation and creative expression.	
	Course Content	Hours
Unit 1.	Introduction to Illustration – Understanding illustration in advertising (indoor/outdoor media) and publication contexts	30
Unit 2.	Character & Story Development – Creating story-based illustrations, developing characters, and narrative visualisation	30
Unit 3.	Contextual Illustration – Designing illustrations with varied backgrounds and contextual relevance for communication	30
Unit4	Style Exploration & Digital Application – Experimenting with styles, techniques, and use of digital tools to develop a personal illustration style	30
Learning Outcome		
LO1	Students will understand how illustration is used effectively across different communication media.	
LO2	Students will develop the ability to create characters and visual narratives for storytelling.	
LO3	Students will explore different styles and techniques in illustration using both traditional and digital methods.	
LO4	Students will develop a unique illustration style and apply it in professional design contexts.	

Course Name – Elective (PRACTICAL)		
Illustration, Photography , Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE)		Credit – 04 Hours – 120
Marks -100		
Course Outcome		
CO1	To understand the fundamentals of photography and its application in visual communication.	
CO2	To develop skills in capturing storytelling photographs with contextual and thematic relevance.	
CO3	To explore portrait and product photography using various lighting techniques.	
CO4	To create a professional photography portfolio through thematic, product, and model-based shoots.	
	Course Content	Hours
Unit 1.	Introduction to Photography – Basics of table-top, product, and model photography; understanding camera, composition, and visual framing	30
Unit 2.	Lighting Techniques – Study and application of portrait lighting such as loop lighting, Rembrandt lighting, butterfly lighting, and basic fashion shoot setups	30
Unit 3.	Storytelling & Thematic Photography – Photo feature project (e.g., festival such as Ganesh Festival); capturing environment, mood, and narrative through images	30
Unit4	Portfolio Development – Creating a portfolio including table-top, product, model, and thematic photography for communication purposes	30
Learning Outcome		
LO1	Students will understand how photography functions as a medium of communication and storytelling.	
LO2	Students will develop skills in using lighting techniques for portrait and product photography.	
LO3	Students will learn to capture thematic and narrative-driven photographs in real-world contexts.	
LO4	Students will create a professional photography portfolio showcasing diverse photography skills.	

Course Name – Elective (PRACTICAL)		
Illustration, Photography, Typography , Visualisation, User interface, Display Design		
Course Type – Open Elective (OE)		Credit – 04 Hours – 120 Marks -100
Course Outcome		
CO1	To understand typography as a fundamental tool of communication across print and digital media.	
CO2	To develop skills in analyzing, deconstructing, and experimenting with different type styles and forms.	
CO3	To explore creative and experimental typography through font design and stylisation.	
CO4	To understand the impact of technology on typography and apply digital typographic practices in contemporary design.	
	Course Content	Hours
Unit 1.	Introduction to Typography – Understanding the role, use, and impact of typography in print and digital communication	30
Unit 2.	Type Study & Exploration – Study of type styles, forms, characteristics; deconstruction and analysis of typography	30
Unit 3.	Experimental Typography – Font development, stylisation, and exploration of creative typographic expressions	30
Unit4	Digital Typography & Application – Typography in digital media, impact of technology, emerging trends, and practical applications	30
Learning Outcome		
LO1	Students will understand typography as a communication tool and its application across various media.	
LO2	Students will learn to analyze and experiment with different typefaces and typographic structures.	
LO3	Students will develop skills in creating original fonts and expressive typographic compositions.	
LO4	Students will apply typography effectively in digital contexts while understanding evolving technological trends.	

Course Name – Elective (PRACTICAL) Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 04 Hours – 120 Marks - 100		
Course Outcome		
CO1	To understand visualisation as a process of converting ideas into effective visual communication.	
CO2	To develop conceptual thinking and the ability to generate and articulate ideas visually.	
CO3	To explore multiple approaches to represent a single idea through varied styles and contexts	
CO4	To build a strong and cohesive visual language through experimentation and creative articulation.	
	Course Content	Hours
Unit 1.	Introduction to Visualisation – Converting ideas into visual articulations through direct and indirect contexts	30
Unit 2.	Idea Generation & Exploration – Creating visuals on given/random ideas; developing conceptual thinking and out-of-the-box approaches	30
Unit 3.	Visual Language Development – Recreating and analyzing existing visual languages with valid reasoning; building synergetic visual systems (pictorial/typographic)	30
Unit4	Concept Application – Articulating ideas for a brand/issue/subject through multiple concepts and varied styles of visual representation	30
Learning Outcome		
LO1	Students will understand how to translate ideas into meaningful visual communication.	
LO2	Students will develop the ability to generate creative concepts and explore multiple solutions for a single idea.	
LO3	Students will learn to analyze and reconstruct visual language with contextual understanding.	
LO4	Students will build a strong personal visual language and apply it across different design contexts.	

Course Name – Elective (PRACTICAL) Illustration, Photography, Typography, Visualisation, User interface , Display Design		
Course Type – Open Elective (OE) Credit – 04 Hours – 120 Marks - 100		
Course Outcome		
CO1	To understand the fundamentals of interface design and its role in interactive digital communication.	
CO2	To develop the ability to analyze user needs, goals, and contextual requirements for interface design	
CO3	To explore the complete UI design process through wireframing, prototyping, and usability testing.	
CO4	To design effective and user-centered interfaces for websites and complex interactive applications.	
	Course Content	Hours
Unit 1.	Introduction to User Interface Design – Understanding interface design, digital interfaces, websites, and interactive communication systems	30
Unit 2.	User Study & Interface Planning – Understanding user goals, contextual development, navigation systems, wireframes, and page layouts	30
Unit 3.	UI Design Process – Analysis, paper-based prototype, static and dynamic prototypes, design evaluation, and usability attributes	30
Unit4	Application & Testing – User testing, usability testing, UI evaluation techniques, and designing website/app interfaces	30
Learning Outcome		
LO1	Students will understand the role of interface design in creating effective digital communication experiences.	
LO2	Students will learn to analyze users, define goals, and structure interfaces using navigation and wireframing techniques.	
LO3	Students will develop skills in creating and evaluating prototypes through various stages of the UI process.	
LO4	Students will build a strong personal visual language and apply it across different design contexts.	

Course Name – Elective (PRACTICAL) Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 04 Hours – 120 Marks - 100		
Course Outcome		
CO1	To understand the fundamentals of display design and spatial communication for indoor and outdoor environments..	
CO2	To develop the ability to design displays through space planning, elevation drawing, and model making.	
CO3	To explore display applications such as POP displays, window displays, stalls, stage setups, and mobile display units.	
CO4	To understand execution techniques and material applications through small-scale model making and practical experimentation.	
	Course Content	Hours
Unit 1.	Introduction to Display Design – Understanding space design, planning, elevations, and fundamentals of indoor and outdoor display systems	30
Unit 2.	Display Applications – Designing POP displays, window displays, stall designs, stage designs, mobile vans, and related promotional spaces	30
Unit 3.	Model Making Techniques – Exploring model-making processes using mount board, acrylic sheets, foam sheets, vinyl, POP, fibre, and related materials	30
Unit4	Execution & Presentation – Developing scaled models, practical execution methods, finishing techniques, and presentation of display concepts	30
Learning Outcome		
LO1	Students will understand how display design functions as a medium of spatial and promotional communication.	
LO2	Students will develop skills in planning and visualizing display spaces through drawings and model making	
LO3	Students will explore various display formats and create solutions for real-world promotional environments.	
LO4	Students will gain practical knowledge of materials, construction techniques, and execution methods used in display design.	

Course Name - Presentation Skills /Resume Writing E-Portfolio Making (PRACTICAL)		
Course Type – Vocational Skill Course (VSC) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To understand the fundamentals of effective presentation skills and professional communication.	
CO2	To develop confidence in public speaking, audience interaction, and presentation delivery techniques.	
CO3	To gain practical knowledge of resume writing, professional documentation, and communication etiquette.	
CO4	To create professional e-portfolios showcasing academic, creative, and professional achievements through digital platforms.	
	Course Content	Hours
Unit 1.	Presentation Skills – Understanding effective presentations, audience engagement, body language, confidence building, eye contact, voice modulation, humour, flexibility, and communication techniques	15
Unit 2.	Presentation Planning & Delivery – Structuring presentations, slide preparation, audience-oriented communication, presentation flow, and practical presentation exercises	15
Unit 3.	Resume Writing – Understanding resumes and their purpose; types of resumes; creating headers, summaries, work experience, technical and soft skills, achievements, references, portfolio links, formatting, and proofreading	15
Unit4	E-Portfolio Making – Understanding portfolio content, organizing work samples, creating portfolio pages and layouts, adding text/images/files, controlling access, and using platforms like Behance, Dribbble, and Instagram for professional presentation	15
Learning Outcome		
LO1	Students will understand the importance of presentation skills and professional communication in academic and industry environments.	
LO2	Students will develop confidence in delivering effective presentations through verbal, visual, and interpersonal communication techniques.	
LO3	Students will learn to prepare professional resumes highlighting skills, achievements, and career objectives effectively.	
LO4	Students will be able to create and maintain professional e-portfolios showcasing their creative work, achievements, and professional growth.	

Course Name - Experiential learning -Community Work (Practical)		
Course Type – Co-Curricular (CC) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To understand the concept and importance of experiential learning through community engagement and real-world experiences.	
CO2	To develop skills in observation, participation, reflection, and problem-solving through social interaction and collaborative activities.	
CO3	To encourage students to take initiative, responsibility, and creative approaches in community-oriented activities.	
CO4	To enhance communication skills, emotional awareness, teamwork, and social responsibility through experiential learning practices.	
	Course Content	Hours
Unit 1.	Introduction to Experiential Learning – Understanding experiential learning, its philosophy, methodology, and role in personal and professional development	15
Unit 2.	Learning Through Participation – Activities involving observation, questioning, investigation, experimentation, creativity, and decision-making in community contexts	15
Unit 3.	Reflection & Social Engagement – Reflection, critical analysis, teamwork, emotional and social engagement, and understanding social responsibilities	15
Unit 4.	Community-Based Practice – Field activities, collaborative projects, communication exercises, report writing, presentations, and reflection on learning outcomes	15
Learning Outcome		
LO1	Students will understand the importance of experiential learning and its application in real-life and community situations.	
LO2	Students will develop problem-solving, participation, and decision-making abilities through active engagement in community activities.	
LO3	Students will strengthen interpersonal, emotional, and communication skills through collaborative and reflective practices.	
LO4	Students will develop social awareness, confidence, responsibility, and effective communication abilities through practical experiences.	

Course Name – Workshop/Seminar/Exhibition - (Practical)		
Course Type – Co curricular (CC) Credit – 02 Hours – 30 Marks -50		
Course Outcome		
CO1	To introduce students to contemporary industry practices, techniques, and emerging trends in communication design.	
CO2	To develop practical skills through hands-on workshops and experimental learning experiences.	
CO3	To encourage interaction with industry experts and enhance professional communication and networking abilities.	
CO4	To provide exposure to presentation, exhibition, and interpretation of creative work in professional contexts.	
	Course Content	Hours
Unit 1.	Workshops & Hands-on Training – Illustration techniques, photography techniques, font stylisation, product packaging, UI problem-solving workshops, and 3D model making using POP and related materials	8
Unit 2.	Industry Interaction & Skill Development – Learning from industry experts, understanding workflows, handling various media, materials, and techniques, and developing communication skills	7
Unit 3.	Seminar & Contemporary Design Practices – Seminars on design thinking, website designing, UI/UX research, AR & VR, storyboarding for films and short films	7
Unit 4.	Exhibition & Presentation – Display, interpretation, and presentation of artworks/projects; exposure to advertising and creative industries	8
Learning Outcome		
LO1	Students will understand contemporary design practices, techniques, and industry expectations through workshops and seminars.	
LO2	Students will develop practical and experimental skills using different materials, media, and technologies.	
LO3	Students will enhance communication, networking, and collaborative learning abilities through interaction with professionals and peers.	
LO4	Students will gain confidence in presenting and exhibiting their creative work in academic and professional environments.	

Subject Titles and Details
TYBFA Applied Art – Semester VI

Course Name – Theory of Communication Design - IV (Theory)		
Course Type – Major Core (M) Credit – 02 Hours –30 Marks -50		
Course Outcome		
CO1	To understand the fundamentals of visualisation and its role in communication design.	
CO2	To explore different types of visualisation, creative appeals, and their application in visual communication.	
CO3	To develop understanding of copywriting and its integration with visual communication strategies.	
CO4	To introduce students to new age media platforms including digital and non-digital communication channels.	
Course Content		Hours
Unit 1.	Introduction to Visualisation – Understanding visualisation, types of visualisation, and different creative appeals used in communication design	7.5
Unit 2.	Creativity in Visualisation – Analyzing creativity in visual communication and understanding conceptual approaches in visual articulation	7.5
Unit 3.	Copywriting – Fundamentals of copywriting, relationship between text and visuals, and writing for communication media	7.5
Unit4	New Age Media – Understanding digital and non-digital media platforms and their role in contemporary communication design	7.5
Learning Outcome		
LO1	Students will understand the importance of visualisation and creative appeals in communication design.	
LO2	Students will learn to analyze creativity and conceptual thinking in visual communication outputs.	
LO3	Students will develop an understanding of copywriting and its integration with visual language.	
LO4	Students will gain knowledge of contemporary media platforms and their application in communication strategies.	

Course Name – Graphic for retail & Merchandising (Practical)		
Course Type – Major Core (M) Credit – 03 Hours –90 Marks -75		
Course Outcome		
CO1	To understand the role of graphic design in retail environments and merchandising communication.	
CO2	To develop skills in designing wayfinding systems, signage, and retail communication graphics.	
CO3	To explore packaging design and merchandising collaterals for brand visibility and consumer engagement.	
CO4	To create visually impactful retail communication systems that enhance user experience and brand presence.	
	Course Content	Hours
Unit 1.	Retail Communication & Wayfinding – Understanding retail graphics, space branding, wayfinding systems, signage, and space graphics for functional communication	22.5
Unit 2.	Packaging & Label Design – Designing labels and packaging systems for individual products and product series with reference to branding and usability	22.5
Unit 3.	Merchandising Collaterals – Designing merchandising materials such as POP displays, PPDS, danglers, standees, shelf graphics, and retail promotional elements	22.5
Unit4	Visual Impact & Retail Experience – Understanding clutter-breaking communication, visual hierarchy, consumer engagement, and execution of integrated retail graphics	22.5
Learning Outcome		
LO1	Students will understand the importance of graphic communication in retail and merchandising environments.	
LO2	Students will develop skills in designing signage, wayfinding systems, and retail communication graphics.	
LO3	Students will learn to create effective packaging and merchandising collaterals aligned with brand identity.	
LO4	Students will be able to design visually impactful retail experiences that improve communication and customer engagement.	

Course Name – Story Boarding & Visual Scripting (Practical)		
Course Type – Major Core (M) Credit – 03 Hours –90 Marks -75		
Course Outcome		
CO1	To understand storytelling as a visual communication process through sequential design formats.	
CO2	To develop skills in converting ideas and illustrations into storyboard sequences.	
CO3	To explore visual scripting techniques using camera angles, lighting, framing, and scene progression.	
CO4	To create storyboard-based communication solutions for brands, products, and services in moving image formats.	
	Course Content	Hours
Unit 1.	Introduction to Storyboarding – Understanding storytelling, sequential design, still versus moving images, and basics of visual scripting	22.5
Unit 2.	Story Development & Sequential Visualisation – Converting simple illustrations and concepts into storyboard sequences of 6–8 frames	22.5
Unit 3.	Brand-Based Visual Scripting – Developing a 30-second advertisement storyboard for a selected product or service with communication strategy	22.5
Unit 4.	Camera, Angles & Visual Techniques – Understanding camera angles, lighting, framing, scene transitions, and cinematic visual communication techniques	22.5
Learning Outcome		
LO1	Students will understand the role of storyboarding and sequential design in visual communication.	
LO2	Students will develop skills in transforming concepts and illustrations into structured storyboard narratives..	
LO3	Students will learn to apply visual scripting techniques such as camera angles, lighting, and framing for effective storytelling.	
LO4	Students will be able to create storyboard-based communication solutions for advertising and moving image media.	

Course Name – Research Methodology (Practical)		
Course Type – Minor (M) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the fundamentals of research, research methodology, and different research methods used in design studies.	
CO2	To develop the ability to collect, analyze, and interpret primary and secondary data for design-oriented research.	
CO3	To explore different types of research processes and apply research tools for deriving observations and conclusions.	
CO4	To analyze contemporary design practices, advertising agencies, and media layouts through structured research and presentation methods.	
	Course Content	Hours
Unit 1.	Introduction to Research Methodology – Understanding research, definitions, qualities of good research, methodology, methods, and types of research	15
Unit 2.	Research Process & Data Collection – Seven steps of research process, primary and secondary data, and methods of data collection	15
Unit 3.	Data Analysis & Interpretation – Analyzing collected data, deriving observations, conclusions, and applying findings to design solutions	15
Unit 4.	Applied Research in Communication Design – Study of design houses and advertising agencies; research paper and colloquial presentation analyzing current media, layout,	15
Learning Outcome		
LO1	Students will understand the principles of research methodology and the importance of research in communication design.	
LO2	Students will learn different research methods and techniques for collecting and organizing data..	
LO3	Students will develop analytical skills to interpret research findings and derive meaningful observations and conclusions.	
LO4	Students will be able to apply research methods in analyzing contemporary design practices and presenting findings effectively.	

Course Name – Design for Social awareness I (2 cr.) (Practical)		
Course Type – Minor (M) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the role of design in addressing social issues and creating awareness through visual communication.	
CO2	To develop the ability to conduct research, analyze findings, and identify communication needs for social campaigns.	
CO3	To explore strategy development and media planning for effective social awareness communication.	
CO4	To create socially relevant design solutions using appropriate media and mediums for targeted audiences.	
	Course Content	Hours
Unit 1.	Introduction to Social Awareness Design – Understanding social communication, role of design in society, identifying issues, and understanding audience needs	15
Unit 2.	Research & Analysis – Conducting research, analyzing findings, defining communication problems, and developing strategies for social awareness campaigns	15
Unit 3.	Media Planning & Communication Strategy – Selection of suitable media and mediums, understanding audience behavior, and planning communication approaches	15
Unit 4.	Design Application & Campaign Development – Creating social awareness campaigns using various media formats and presenting communication solutions for selected social issues	15
Learning Outcome		
LO1	Students will understand the significance of design in creating awareness and addressing social concerns.	
LO2	Students will develop research and analytical skills to identify communication gaps and audience needs.	
LO3	Students will learn to plan communication strategies and select suitable media for social campaigns.	
LO4	Students will be able to create effective social awareness design solutions using appropriate visual communication methods.	

Course Name – Elective (Practical)		
Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the role of illustration in entertainment, fashion, and digital communication industries.	
CO2	To develop storytelling and conceptual visualization skills through illustration practices.	
CO3	To explore digital illustration techniques and motion graphics applications.	
CO4	To develop an individual illustration style through experimentation with digital tools and contextual visualisation.	
	Course Content	Hours
Unit 1.	Illustration in Games, Fashion & Film Industries	15
Unit 2.	Storytelling & Contextual Illustration	15
Unit 3.	Motion Graphics & Digital Illustration	15
Unit 4.	Software Exploration & Style Development	15
Learning Outcome		
LO1	Students will understand illustration applications across entertainment and communication industries.	
LO2	Students will develop conceptual storytelling and contextual illustration skills.	
LO3	Students will explore digital illustration and motion graphic techniques.	
LO4	Students will develop a personal illustration style using traditional and digital methods.	

Course Name – Elective (Practical)		
Illustration, Photography , Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks - 50		
Course Outcome		
CO1	To understand advanced thematic and fashion photography techniques..	
CO2	To develop skills in advanced lighting and model arrangement for photography projects.	
CO3	To explore thematic background creation and visual storytelling through photography.	
CO4	To enhance image quality and presentation through advanced editing techniques.	
	Course Content	Hours
Unit 1.	Introduction to Thematic & Fashion Photography	15
Unit 2.	Advanced Lighting Techniques & Model Direction	15
Unit 3.	Thematic Background & Composition Development	15
Unit 4.	Advanced Editing & Portfolio Presentation	15
Learning Outcome		
LO1	Students will understand advanced photography practices in thematic and fashion photography.	
LO2	Students will apply lighting techniques and model direction effectively.	
LO3	Students will create thematic visual narratives with contextual backgrounds	
LO4	Students will develop professional editing and presentation skills for photography outputs.	

Course Name – Elective (Practical)		
Illustration, Photography, Typography , Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks - 50		
Course Outcome		
CO1	To understand typography as a communication tool across print and digital media.	
CO2	To explore digital treatment and experimental approaches in typography.	
CO3	To develop skills in kinetic typography and motion-based typographic communication.	
CO4	To understand the impact of technology on contemporary typographic practices.	
	Course Content	Hours
Unit 1.	• Typography in Print & Digital Media	15
Unit 2.	• Experimental Typography & Type Exploration	15
Unit 3.	• Digital Treatment & Kinetic Typography	15
Unit 4.	• Emerging Trends & Technological Applications	15
Learning Outcome		
LO1	Students will understand typography as an effective communication medium.	
LO2	Students will explore and experiment with different typographic forms and styles.	
LO3	Students will develop motion-based and digital typographic compositions.	
LO4	Students will apply typography effectively in contemporary digital contexts.	

Course Name – Elective (Practical)		
Illustration, Photography, Typography, Visualisation , User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To develop conceptual thinking and idea visualization skills.	
CO2	To explore creative articulation through pictorial and typographic visuals.	
CO3	To understand copywriting integration within visual communication.	
CO4	To generate innovative and out-of-the-box visual communication solutions.	
	Course Content	Hours
Unit 1.	• Concept Development & Idea Generation	15
Unit 2.	• Copywriting & Visual Integration	15
Unit 3.	• Building Synergetic Visual Systems	15
Unit 4.	• Experimental & Innovative Visual Articulation	15
Learning Outcome		
LO1	Students will develop conceptual and creative visualization abilities.	
LO2	Students will integrate copywriting effectively within visual communication.	
LO3	Students will create cohesive pictorial and typographic visual systems.	
LO4	Students will generate innovative visual solutions with strong communication impact.	

Course Name – Elective (Practical)		
Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks - 50		
Course Outcome		
CO1	To understand UX/UI fundamentals and user-centered design principles across platforms.	
CO2	To develop understanding of accessibility, usability, and information hierarchy.	
CO3	To explore heuristic evaluation and competitive analysis methods in UX research.	
CO4	To design UI components aligned with design systems and brand consistency.	
	Course Content	Hours
Unit 1.	Introduction to UX/UI & User Experience Elements	15
Unit 2.	Heuristic Evaluation & User Behaviour Analysis	15
Unit 3.	Competitive Analysis & Platform Comparisons	15
Unit 4.	UI Components, Layouts & Brand Alignment	15
Learning Outcome		
LO1	Students will understand UX/UI principles across digital, physical, and AR/VR platforms.	
LO2	Students will analyze usability and accessibility for better user experiences.	
LO3	Students will conduct comparative UX analysis and identify improvement opportunities.	
LO4	Students will design UI systems aligned with brand and usability standards	

Course Name – Elective (Practical)		
Illustration, Photography, Typography, Visualisation, User interface, Display Design		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks - 50		
Course Outcome		
CO1	To understand material handling and execution processes in display design.	
CO2	To explore practical aspects of market research, site visits, and production planning.	
CO3	To develop skills in execution management, costing, and coordination of display-related services.	
CO4	To apply display design concepts using materials, model-making techniques, and production methods.	
	Course Content	Hours
Unit 1.	Materials & Related Services in Display Design	15
Unit 2.	Market Research & Site Analysis	15
Unit 3.	Execution, Costing & Time Management	15
Unit 4.	Model Making & Practical Display Applications	15
Learning Outcome		
LO1	Students will understand material selection and related services in display design projects.	
LO2	Students will conduct market research and site analysis for display execution.	
LO3	Students will develop execution planning and project management skills.	
LO4	Students will apply model-making and practical display techniques effectively.	

Course Name –Outdoor Study (Practical)		
Course Type – Co curricular (CC) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To understand experiential learning through observation, field visits, and real-world exposure to communication design practices.	
CO2	To develop observation, analytical, and documentation skills by studying design applications in public and commercial spaces.	
CO3	To explore contemporary print and digital media technologies, production processes, and communication systems.	
CO4	To relate classroom learning with industry practices through visits to design studios, retail environments, and production units.	
	Course Content	Hours
Unit 1.	Experiential Learning & Observation Introduction to experiential learning, observation skills, composition studies, visual documentation, and on-field analysis of communication design elements	15
Unit 2.	New Age Media & Retail Environment Study Field visits to malls, retail spaces, and public environments to study digital displays, signage systems, interactive media, and contemporary visual communication	15
Unit 3.	Print Media & Production Study Visits to offset printing presses and print production units to understand printing machinery, print materials, production techniques, and workflow	15
Unit 4.	Documentation & Reflection Preparation of observation reports, visual documentation, presentations, and analysis of learning outcomes from field visits with recommendations and design insights	15
Learning Outcome		
LO1	Students will understand the importance of experiential learning through direct observation and real-world exposure to communication design.	
LO2	Students will develop the ability to observe, document, and analyze design elements in retail, public, and commercial environments.	
LO3	Students will gain practical knowledge of new-age media technologies, print production processes, materials, and industry practices.	
LO4	Students will be able to critically evaluate field experiences and present documented findings that connect academic learning with professional design practice.	

Course Name – Workshop/Seminar/Exhibition 1 - (Practical)		
Course Type – Co curricular (CC) Credit – 02 Hours – 30 Marks -50		
Course Outcome		
CO1	To introduce students to contemporary industry practices, techniques, and emerging trends in communication design.	
CO2	To develop practical skills through hands-on workshops and experimental learning experiences.	
CO3	To encourage interaction with industry experts and enhance professional communication and networking abilities.	
CO4	To provide exposure to presentation, exhibition, and interpretation of creative work in professional contexts.	
	Course Content	Hours
Unit 1.	Workshops & Hands-on Training – Illustration techniques, photography techniques, font stylisation, product packaging, UI problem-solving workshops, and 3D model making using POP and related materials	8
Unit 2.	Industry Interaction & Skill Development – Learning from industry experts, understanding workflows, handling various media, materials, and techniques, and developing communication skills	7
Unit 3.	Seminar & Contemporary Design Practices – Seminars on design thinking, website designing, UI/UX research, AR & VR, storyboarding for films and short films	7
Unit 4.	Exhibition & Presentation – Display, interpretation, and presentation of artworks/projects; exposure to advertising and creative industries	8
Learning Outcome		
LO1	Students will understand contemporary design practices, techniques, and industry expectations through workshops and seminars.	
LO2	Students will develop practical and experimental skills using different materials, media, and technologies.	
LO3	Students will enhance communication, networking, and collaborative learning abilities through interaction with professionals and peers.	
LO4	Students will gain confidence in presenting and exhibiting their creative work in academic and professional environments.	