Savitribai Phule Pune University, Pune.

Rules, Structure and Content of Syllabus

For

BACHELOR OF FINE ARTS – APPLIED ARTS
B.F.A. (AA)
CBCS PATTERN

Detailing of Forth Year (Semester VII & VIII)
Structure of Eight Semesters

To be implemented from 2024-25

Table of Content

Preamble of the syllabus:

The proposed curriculum is with the view to enhance the existing syllabus and make it more contextual, industry affable and suitable to cater the needs of society and nation in present day context. The committee examined the drawbacks of the existing syllabus and after analyzing other curricula of existing universities in respective subjects in terms of content, relevance, quality and pattern of teaching and examination has synthesized the present proposal. After guidance from industry professionals and senior academicians, feedbacks from the core faculty and intensive discussions the syllabus was suitably finalized.

Globalization has reduced distances. Many of our students aspire to seek admissions and jobs overseas, or even in India in multinational corporations. Thus there is an urgent need to

elevate the syllabus to International levels, to facilitate easier transitions for Post Graduate Courses and Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. The number of assignments also requires re-consideration with reference to learning objects for every subject and the time available. Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to uplift to meet global standards and align seamlessly to changing trends.

The modern world seems to be growing exponentially in the digital domain, and yet the print is also evolving like never before. Thus the syllabus needs to be structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.

A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units. Regular expertise interaction will help to build a bridge between students and their future mentors from industry.

Program Outcome: The Forth year (VII and VIII Semester) will induce the conceptual development at large with implementation in Applied Arts.

- This will be further step in conceptual development at large with implementation.
- To develop overall understanding of conceptual development for various subjects applicable in various subjects and how to elevate them for further understanding.
- To create an elevated understanding about brands, branding, advertising campaign, and non-advertising communication and to understand their relevance in visual communication design.
- To develop understanding about research in advertising and research methodology and to create base for practical application in further years.
- To further study and specialize in selected elective with numerous explorations.
- To create a base for creative thinking and learning the ways to utilize the digital tools as well as hands skills for the same.
- To put into practice of detail observation and implementation through visual aids for enhanced communication.

- To be able to observe and demonstrate the design skills that are in practice in the industry.
- Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- To be able to demonstrate Critical Thinking Take informed actions after identifying the assumptions that frame our thinking and actions.
- To be able to engage in independent and contextually-informed artistic practice.
- Students will Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
- To be able to understand the issues of environmental contexts and sustainable development.
- Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
- To be able to understand the function of presentation skills and/or the exhibition process of personal works in public gallery or other cultural venue.
- To be able to apply basic managerial and entrepreneurial skills in Applied Arts field.
- Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.
- Students will demonstrate a proficiency of techniques, knowledge of vocabulary, and an exploration of various media.
- To be able to acquire a practical understanding of the processes of rehearsing, performing, in live and filmed/recorded media.
- Interpret & illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.
- An understanding of professional and ethical values.
- Student will be able to understand computer technology used in the area of art. They will be able to operate computers and use them for their artistic purpose. They will learn the different types of basic and advance software and graphic software, which are widely used for the graphical representation.
- Ability to communicate effectively in diverse groups and exhibit leadership qualities.
- To develop an understanding of global environment and its protection.
- Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead

The Forth year (VII and VIII Semester) will prepare the students for application oriented design with theoretical understanding and make industry ready.

Course Objectives (Per Subject):

- To introduce the learners to theory of communication design with detailed understanding advertising research and research methodology
- To introduce the students to theory of User Experience.
- For final year communication design students, research methodologies and techniques are essential for informing their creative processes, conceptual development, and strategic decision-making.
- This dissertation will provides final year students with the opportunity to conduct in-depth research on a relevant design subject.
- This elective research course offers final year students the opportunity to delve into advanced research topics and methodologies within their chosen specialization in communication design.
- Understand the principles and importance of user-centric design in the creation of UI/UX experiences, and how it drives demand for specialists in the field.
- To develop a comprehensive understanding of branding theories such as identity, image, equity, and positioning, and analyze their impact on perception, loyalty, and competitiveness.
- To acquire skills in brand architecture theories and portfolio management strategies to develop cohesive brand strategies for synergy and alignment with target audiences.
- Develop proficiency in utilizing Adobe Photoshop and Procreate software for creating illustrations, incorporating a range of drawing and painting techniques for expressive and thematic artwork.
- Gain hands-on experience in creating visually compelling ads using design principles, including color, typography, imagery, and layout to enhance ad effectiveness.

Pattern: Semester Pattern Credit System

Structure & Examination Pattern of Forth Year (Semester VII & VIII) B.F.A.(AA)

BFA – AA Forth Year

Semester – VII
- **Theory of Communication Design - V**
- **Dissertation**

- **Research for Campaign for Advertising**
- **Research for Elective**
- **Live Project / Internship**
- **Campaign for Advertising**
- **Design for Social Awareness**

Semester – VIII

- **Theory of Communication Design - VI**
- **Dissertation**
- **User Experience Study - III**
- **Research for Brand**
- **Elective (Illustration, Photography, Typography, Visualization, User interface, Display Design)**
- **Design for Brands**

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 Bachelor's 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: Scheme of Assessment

A candidate to be eligible for the degree of Bachelor of Fine Art (AA) will be required to appear for and pass all examinations as under:

- Semester I Examination in Fine Arts (First Year Sem I)
- Semester II Examination in Fine Arts (First Year Sem II)
- Semester III Examination in Fine Arts (Second Year Sem III)
- Semester IV Examination in Fine Arts (Second Year Sem IV)
- Semester V Examination in Fine Arts (Third Year Sem V)
- Semester VI Examination in Fine Arts (Third Year Sem VI)
- Semester VII Examination in Fine Arts (Fourth Year Sem VII)
- Semester VIII Examination in Fine Arts (Fourth Year Sem VIII)

Rule No. 4: Granting of Academic Term

Each semester shall comprise of 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 constitute 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. 5: 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 subject's.

- 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 –Next exam cycle **(Only for Final Year-VII & VIII Semesters)**

Rule No 6: Examinations

6.1. Conduct of Examinations

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

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

University Examination (UE)

Internal Assessment (IA)

6.2.1: *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.

6.2.2: 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

6.2.3: *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)

6.2.4: 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.

6.3: 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 principles 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. 7: Credits

- The credits are defined in terms of the student-time spent in hours which are divided into two parts such as face to face instruction and Notional (lectures and studio).
- The total credits to be earned by the student to achieve B.F.A.(AA)degree will be 240 credits.

Semester	I	II	III	IV	V	VI	VII	VIII
Credits	30	30	30	30	30	30	30	30

- Where, one credit is equal to 15 hour of Lectures or Studio (Practical)

Rule No.8: 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.

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.9: Grading system

9.1: Conversion of Marks to Grade points and Grades.

The marks shall be converted to grade points and grades as given in table below.

Range of marks (out of 100)	Grade Point	Grade
80≤Marks ≤100	10	O
70≤Marks <80	9	A+
60≤ $Marks$ < 70	8	A
55≤Marks <60	7	B+
50 ≤Marks <55	6	B
40≤Marks <50	5	C
Marks <40	0	D

9.2: Performance

The performance of a student will be evaluated in terms of two indices, viz

a) Semester Grade Point average (SGPA) which is grade point average for all the semester

b) Cumulative Grade point average (CGPA) which is the grade point average for all the completed semesters at any point.

9.3: Semester Grade point average (SGPA)

SGPA measures the cumulative performance of a learner in all courses in a particular semester. SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

Where C_k is the credit-value assigned to a course and GP_K is a GPA obtained by the learner in the course.

The SGPA shall be calculated up to two decimal place accuracy.

9.4: *Cumulative Grade point average (CGPA)*

CGPA measures the cumulative performance of a learner in all courses since his/her enrolment. CGPA is calculated by the formula

$$CGPA = \frac{\sum C_k \times GP_K}{\sum C_k}$$

Where C_k is the credit-value assigned to a course and GP_K is a GPA obtained by the learner in the course.
The CGPA shall be calculated up to two decimal place accuracy.

The CGPA calculated after the minimum credits specified for the program are earned will be the final result.

9.5: Award of Honours

A student who has completed the minimum credits specified for the program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are as given in table below

Range of CGPA	Final Grade	Letter Grade
9.50≤CGPA ≤10.00	O	Outstanding
9.00≤CGPA ≤9.49	A+	Excellent
8.00≤CGPA ≤8.99	A	Very Good
7.00≤CGPA ≤7.99	B+	Good
6.00≤CGPA ≤6.99	B	Average
5.00≤CGPA ≤5.99	C	Satisfactory
CGPA Below 5.00	F	Fail

Rule No.10: Introduction of this Curriculum

The new curriculum for the degree course in Fine Arts B.F.A. (Applied Art) will be introduced from Academic Session 2021 -2022
- First year B.F.A.(AA) Course from June 2021
- Second year B.F.A. (AA) Course from June 2022

- Third year B.F.A. (AA) Course from June 2023
- Fourth year B.F.A. (AA) Course from June 2024

Rule No 11: 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.12: 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/Marathi

Structure and Contents

For

Bachelor of Fine Arts – Applied Arts
CBCS PATTERN
(Structure of 8 semesters)

Detailing of
B.F.A (AA)- Semester V & B.F.A (AA)- Semester VI

Structure & Examination Pattern of First Year, Semester-I
Bachelor Fine Art (Applied Art)

Semester-1			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
								Total Credits - 30			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T101	History of Advertising - I	2		2	2	30	4	25	25	50
	FA-AA-T102	Visual Communication - I	2		2	2	30	4	25	25	50
Skill Development	FA-AA-T103	Experiential Learning - I	2		2	2	30	6	25	25	50
Ability Enhancement	FA-AA-T104	English	2		2	2	30	4	25	25	50
Core Practical	FA-AA-P101	Drawing - I		6	6	6	90	12	75	75	150
	FA-AA-P102	2D Design - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P103	3D Design - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P104	Calligraphy & Typography - I		3	3	3	45	6	37.5	37.5	75
	FA-AA-P105	Signs and Symbols - I		4	4	4	60	6	50	50	100
	FA-AA-P106	Fundamentals of Layout - I		3	3	3	45	6	37.5	37.5	75
	Total		8	22	30	30	450	60	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of First Year, Semester -II
Bachelor Fine Art (Applied Art)

Semester-1I			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
								Total Credits - 30			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T201	History of Advertising - II	2		2	2	30	4	25	25	50
	FA-AA-T202	Visual Communication - II	2		2	2	30	4	25	25	50
Skill Development	FA-AA-T203	Experiential Learning -II	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T204	Visual Aesthetics	2		2	2	30	4	25	25	50
Core Practical	FA-AA-P201	Drawing - II		3	3	3	45	8	37.5	37.5	75
	FA-AA-P202	2D Design - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P203	3D Design - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P204	Calligraphy & Typography - II		3	3	3	45	6	37.5	37.5	75
	FA-AA-P205	Signs and Symbols - II		6	6	6	90	6	75	75	150
	FA-AA-P206	Fundamentals of Layout - II		4	4	4	60	6	50	50	100
	Total		8	22	30	30	450	54	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Second Year, Semester -III
Bachelor of Fine Art (Applied Art)

Semester-III			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days 36hrs / week Total Credits - 30			
Subject Type	Subject code	Subject	L	S	Total			No. of Assignments	Examination Scheme (marks)		
									I.A	U.E (Jury)	Total
Core Theory	FA-AA-T301	Theory of Communication Design - I	2		2	2	30	5	25	25	50
	FA-AA-T302	History of Art & Design - I	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T303	Printing Technology / Print Making / Clay Modeling	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T304	Environment Science	1		1	1	15	1	12.5	12.5	25
	FA-AA-T305	Cyber Security	1		1	1	15	1	12.5	12.5	25
Core Practical	FA-AA-P301	Drawing - III		4	4	4	60	7	50	50	100
	FA-AA-P302	Typography		4	4	4	60	7	50	50	100
	FA-AA-P303	Visualisation		4	4	4	60	7	50	50	100
	FA-AA-P304	Identity Design		5	5	5	75	7	62.5	62.5	125
	FA-AA-P305	Media Basics & Design - I		5	5	5	75	3	62.5	62.5	125
	Total		8	22	30	30	450	50	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
        IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Second Year, Semester -IV
Bachelor of Fine Art (Applied Art)

Semester-IV			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days 36hrs / week Total Credits - 30			
Subject Type	**Subject code**	**Subject**						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T401	Theory of Communication Design - II	2		2	2	30	5	25	25	50
	FA-AA-T402	History of Art & Design - II	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T403	Copy Writing/ Creative Writing/ Formal & Applied writing	2		2	2	30	4	25	25	50
Ability Enhancement	FA-AA-T404	User Experience Study - I	2		2	2	30	5	25	25	50
Core Practical	FA-AA-P401	Illustration		4	4	4	60	7	50	50	100
	FA-AA-P402	UX/UI		4	4	4	60	7	50	50	100
	FA-AA-P403	Photography		4	4	4	60	7	50	50	100
	FA-AA-P404	Display Design		4	4	4	60	7	50	50	100
	FA-AA-P405	Media Basics & Design - II		6	6	6	90	3	75	75	150
	Total		8	22	30	30	450	50	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
         IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Third Year, Semester -V
Bachelor of Fine Art (Applied Art)

Semester-V			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days 36hrs / week Total Credits - 30			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T501	Theory of Communication Design - III	2		2	2	30	5	25	25	50
Skill Development (Choice Based)	FA-AA-T502	User Experience Study - II	2		2	2	30	3	25	25	50
	FA-AA-T503	Presentation Skills /Resume Writing/E-Portfolio Making	2		2	2	30	5	25	25	50
Ability Enhancement	FA-AA-T504	Experiential learning - Community Work	1		1	1	15	1	12.5	12.5	25
	FA-AA-T505	Human Rights	1		1	1	15	1	12.5	12.5	25
Core Practical	FA-AA-P501	Design for Brands		6	6	6	90	6	75	75	150
	FA-AA-P502	Campaign for Advertising		6	6	6	90	6	75	75	150
	FA-AA-P503	Design for Publication		4	4	4	60	5	50	50	100
Elective Practical	FA-AA-P504	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		6	6	6	90	5	75	75	150
	Total		8	22	30	30	450	40	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
            IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Third Year, Semester -VI
Bachelor of Fine Art (Applied Art)

Semester-VI			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days				
								36hrs / week				
								Total Credits - 30				
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)			
			L	S	Total				I.A	U.E (Jury)	Total	
Core Theory	FA-AA-T601	Theory of Communication Design - IV	2		2	2	30	5	25	25	50	
	FA-AA-T602	Research Methodology	2		2	2	30	2	25	25	50	
Skill Development (Choice Based)	FA-AA-T603	Workshop/Seminar/Exhibition	2		2	2	30	5	25	25	50	
Ability Enhancement	FA-AA-T604	Experiential learning – Outdoor Study	1		1	1	15	1	12.5	12.5	25	
	FA-AA-T605	Physical Education	1		1	1	15	1	12.5	12.5	25	
Core Practical	FA-AA-P601	Design for Social awareness		4	4	4	60	5	50	50	100	
	FA-AA-P602	Graphic for retail & Merchandising		6	6	6	90	6	75	75	150	
	FA-AA-P603	Story Boarding & Visual Scripting		6	6	6	90	6	75	75	150	
Elective Practical	FA-AA-P604	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		6	6	6	90	5	75	75	150	
	Total		8	22	30	30	450	32	375	375	750	

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
        IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Fourth Year, Semester -VII
Bachelor of Fine Art (Applied Art)

Semester-VII			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
								Total Credits - 30			
Subject Type	Subject code	Subject						No. of Assignments	Examination Scheme (marks)		
			L	S	Total				I.A	U.E (Jury)	Total
Core Theory	FA-AA-T701	Theory of Communication Design - V	2		2	2	30	5	25	25	50
	FA-AA-T702	Dissertation	2		2	2	30	1	25	25	50
	FA-AA-T703	Research for Campaign for Advertising	2		2	2	30	2	25	25	50
Elective Practical	FA-AA-T704	Research for Elective	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P701	Live Project / Internship		4	4	4	60	-	50	50	100
	FA-AA-P702	Campaign for Advertising		8	8	8	120	6	100	100	200
	FA-AA-P703	Design for Social awareness		10	10	10	150	3	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
IA: Internal Assessment; UE: University Examination

Structure & Examination Pattern of Fourth Year, Semester -VIII
Bachelor of Fine Art (Applied Art)

Semester-VIII			Teaching Scheme (in hours/week)			Total Credits /sem	Total Hours /sem	Total Duration - 15 weeks / 90 days			
								36hrs / week			
								Total Credits - 30			
Subject Type	Subject code	Subject	L	S	Total			No. of Assignments	Examination Scheme (marks)		
									I.A	U.E (Jury)	Total
Core Theory	FA-AA-T801	Theory of Communication Design -VI	2		2	2	30	5	25	25	50
	FA-AA-T802	Dissertation	2		2	2	30	1	25	25	50
	FA-AA-T803	User Experience Study – III (In reference to all electives)	2		2	2	30	2	25	25	50
	FA-AA-T704	Research for Brand	2		2	2	30	2	25	25	50
Core Practical	FA-AA-P802	Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design)		12	12	12	180	3	150	150	300
Elective Practical	FA-AA-P804	Design for Brands		10	10	10	150	6	125	125	250
	Total		8	22	30	30	450	19	375	375	750

- Exploration hours – Each term has extra 90 hours which should be used to enhance students' understanding for core practical subjects.
- These hours can be utilized through group activities, presentations, discussions, observational studies, research based activities to improve the core subject outputs.

Notations: L-Lectures, S-Studio Work
        IA: Internal Assessment; UE: University Examination

Final Year Bachelor of Fine Arts – Applied Arts
Semester - VII

Subject Name	Content & Details	Course Outcome (CO)
Theory of Communication Design V	• **Research Methodologies** **Qualitative Research Methodologies:** 1. User Interviews and Focus Groups 2. Ethnographic Studies 3. Visual Analysis and Semiotics 4. Case Studies and Best Practices **Quantitative Research Techniques** 1. Surveys and Questionnaires 2. Usability Testing and User Experience (UX) Research 3. Analytics and Data Visualization **Creative Research Practices** 1. Design Thinking and Iterative Prototyping 2. Cross-disciplinary Collaboration 3. Ethical Considerations and Social Responsibility	Students will be able to • Develop a strong foundation in qualitative and quantitative research methodologies, including diverse research designs, methods, and techniques. • Acquire practical skills in conducting and analyzing qualitative and quantitative research, emphasizing data collection and analysis techniques for informed decision-making.
Dissertation	• **Introduction to Research-Based Thesis in Communication Design** 1. Topic Selection 2. Literature Review 3. Research Question 4. Methodology 5. Data Collection Assessment through the process of completing a research-based thesis in communication design, emphasizing the acquisition of research skills, critical thinking abilities, and academic writing proficiency.	Students will be able to • Acquire a foundational understanding of research principles and concepts. • Explore various research designs, methods, and techniques, developing a comprehensive information base. • Cultivate skills in conducting and analyzing research, focusing on proficient data collection and analysis. • Learn to select and apply appropriate research methods and tools based on hypotheses and contextual factors. • Develop expertise in dissertation research, encompassing structural processes, literature review, chapter outlining, bibliography creation, endnote usage, and technical considerations, leading to

		effective drafting, formatting, and citation referencing.
Research for Campaign for Advertising	• **Campaign Planning** 1. Campaign Planning Frameworks 2. Target Audience Analysis 3. Brand Strategy and Positioning 4. Message Development and Creative Briefing 5. Media Planning and Channel Strategy 6. Creative Strategy and Execution 7. Campaign Evaluation and Measurement 8. Ethical and Social Responsibility Considerations	Students will be able to • Develop a thorough understanding of fundamental principles in campaign development, including market analysis to identify brands in need of advertising campaigns. • Understand the importance of various research methods in advertising campaign design, including competitor analysis and identifying competitive advantages. • Acquire comprehensive knowledge of target audience (TA) analysis and segmentation strategies for effective campaign planning. • Explore various positioning strategies for brands and understand the suitability of different media channels in diverse advertising campaigns.
Research for Elective	• Introduction to Research in Elective • Selection of topics and formulation of research design • Research of Targeted audience, market, market positioning etc • Identifying key concepts • Developing a conceptual framework • Choosing appropriate data collection methods, such as surveys, interviews, observations, or experiments • Data Analysis and Interpretation through visual aids • Interpreting research findings in relation to the conceptual framework • Drawing conclusions and implications for complete design solution design solution • Execution	• This elective course offers final year students the opportunity to delve into advanced research topics and methodologies within their chosen specialization in communication design. • Students will explore relevant literature, develop research proposals, and conduct empirical investigations to deepen their understanding of key concepts and emerging trends in Specialization. • Emphasis will be placed on critical analysis, creative inquiry, and the application of research findings to design practice.
Live Project / Internship	During the internship, students will undertake a project under the supervision of an industry mentor. Two reports and attendance record sheets are required: one mid-internship report to be submitted at the beginning of the fourth year, and the second upon completion of the internship.	• As part of their graduation requirements, students are encouraged to engage in experiential learning beyond the academic curriculum, which fosters a broader perspective essential for the design industry. • The primary objective of this project is to actively participate in design

		implementation processes, contribute insights, and glean valuable lessons from real-world scenarios. • Designed to align with the student's area of interest, the project aims to immerse them in practical design practices. Ultimately, the experience is expected to inspire students to explore career opportunities within their chosen field.
Campaign for Advertising	The advertising campaign for brand promotion aims to create awareness and generate interest in the product or service offered by the brand. It will focus on highlighting the unique selling points, benefits, and values associated with the brand to attract the target audience. Key Components: • Promotional Strategy: • Media Channels: • Overall Goal • Campaign Duration • Budget Allocation • Identify the Audience • Choose Effective Communication • Channels • Outline Measurable Goals • Develop Strategies • Craft the Message • Ideation • Tone of Voice Execution Style • Execute the Campaign	• On the basis of prior research students shall attain practical skills in creating compelling campaign proposals, utilizing ideation techniques, executing ideas through visual representation, applying copywriting techniques, and fostering effective communication for advertising communication.
Design for Social awareness	The campaign focuses on promoting social impact initiatives undertaken by the brand through designing for Social awareness. It aims to raise awareness, inspire action, and create positive change in society. **Key Components:**	• Main aim of the Design for Social awareness is to help design for social needs • Students will understand the relevance of design in social context, targeted audience and their needs and will create a design to fulfil the communication aim.

	- Working with stakeholders, NGOs, and community organizations to enhance social initiatives. - Raising public awareness about social issues and promoting responsible behaviors. - Offering resources and opportunities to marginalized communities and individuals. - Tracking and reporting on the tangible outcomes and societal benefits of designing for Social awareness.	Students can explore any media and medium to achieve the goal.

Recommended Books :

- Fundamentals of Advertising, John Wilmshuxt, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Basic Principal of UX, Don Norman
- Design of everyday things, Don Norman
- Milton Glaser Graphic Design, Milton Glaser
- Inspiration & Process in Design, Milton Glaser
- Emotional Design: Why We Love (or Hate) Everyday Things
- Ogilvy on Advertising - Book by David Ogilvy
- Advertising Media Planning: A Brand Management Approach
- Book by Donald W Jugenheimer, Kim Bartel Sheehan, and Larry D. Kelley
- Advertising Media Planning, Seventh Edition - Book by Jack Zanville Sissors and Roger Baron
- Advertising Media Planning - Book by Jack Zanville Sissors
- A Stakeholder Framework for Designing and Directing Effective Marketing Internships, Sean Goffnett, Jeff Hoyle
- Intercultural Design Basics: Advancing Cultural and Social Awareness Through Design, Author: Susanne Radtke
- The Typography Idea Book: Inspiration from 50 Masters, Author: Gail Anderson Steven Heller
- Design Thinking for Social Innovation, By Tim Brown & Jocelyn Wyatt
- Design for Need, The Social Contribution of Design
- Marketing to Mindstates: The Practical Guide to Applying Behavior Design to Research and Marketing, By Will Leach
- Brands and Brand Management, Contemporary Research Perspectives, Edited By Barbara Loken, Rohini Ahluwalia
- Handbook of Online and Social, By Ray Poynter
- Consumerology, By Philip Graves
- Brands Laid Bare, By Kevin Ford

Final Year Bachelor of Fine Arts – Applied Arts
Semester - VIII

Subject Name	Content & Details	Course Outcome (CO)
Theory of Communication Design VI	• **Study of New & emerging Media** 1. Media Ecology 2. Technological Determinism 3. Digital Culture 4. Convergence Culture 5. Datafication and Surveillance 6. Virtual Reality and Augmented Reality 7. Impact of current trends and technologies on media and communication design like Artificial Intelligence and Machine Learning 8. Media Futures and Speculative Design	Students will be able to • Explore the evolution of media, including traditional and new-age forms such as print, broadcast, digital, social media, AR, VR, and others. • Understanding Media Dynamics: Comprehend the impact of emerging media platforms on communication and society. • Technological Proficiency: Acquire skills in using and analyzing new media technologies like VR, AR, AI. • Strategic Application: Develop strategies for integrating new media into communication designs to enhance user engagement. • Ethical Awareness: Understand the ethical considerations and social responsibilities associated with new media usage. • Innovative Thinking: Foster innovative thinking through speculative design exercises to envision future media scenarios.
Dissertation	• **Introduction to Research-Based Thesis in Communication Design** 6. Data Analysis: 7. Discussion: 8. Conclusion: 9. APA Formatting: 10. Editing and Proofreading: Assessment through the process of completing a research-based thesis in communication design, emphasizing the acquisition of research skills, critical thinking abilities, and academic writing proficiency.	• This course provides final year students with the opportunity to conduct in-depth research on a relevant design subject of their choice, selected in consultation with faculty. • Students will learn the process of conceptualizing, planning, and executing a research-based thesis, approximately 5000-7000 words in length, following the guidelines of the American Psychological Association (APA) format. • Emphasis will be placed on developing critical thinking,

		research, and academic writing skills within the context of communication design
User Experience Study – III (In reference to all electives)	• Usability Understanding of Digital devices (Kiosk, iPad/TABS) • Understanding various resolutions & asset parameters • Research methodology & Deep dive to Subject • UX research (report generation) • VOM, VOB. VOC – Market & User alignment to Business • Basics of Accessibility (A,AA) • Subject Selection • Project • Research Report • Persona Creation • Information Arch. • User-flow • Sketches • High Fidelity WF (min. 12 screens) • Visual Design (min. 12 screens)	Students will be able to attain the following • User-Centric Design: To stand out in a crowded market, businesses are giving priority to user-centric design, which is driving up demand for UI/UX specialists. • To develop an in-depth understanding of UI/UX (User Interface/User Experience) design, you need to research some important areas and themes. Because there isn't a set curriculum for UI/UX design, we can present you with a list of key topics and reading lists to get you started. • For Designers/Solution provided it is very important to understand the Voices of different platforms. Divided into 3 different parameters, and are key components of the Eco System. (Eco-System brief) • To help with design decisions, user research entails obtaining information about the intended audience • New Technologies: To build user-friendly and captivating experiences, UI/UX designers will be required when new technologies such as voice interfaces, AR/VR, and AI become more common. • Accessibility and Inclusive Design: UI/UX specialists with experience in inclusive design • Exploring more opportunities as there is an increasing demand to create products which are usable by all users, including those with disabilities. • Developing user scenarios and personas facilitates empathy and visualization of target users. Organization and structure of content are key components of information

		architecture, which improves search and navigation.
Research for Brand	• **Research for Brands** 1. Branding Fundamentals 2. Brand archetypes 3. Brand prisms 4. Brand Architecture and Portfolio Strategy 5. Brand Equity and Brand Valuation 6. Consumer Behaviour and Brand Perception 7. Market Research Methodologies 8. Brand Positioning and Differentiation 9. Brand Communication and Integrated Marketing Communications (IMC) 10. Brand Measurement and Performance Metrics 11. Brand Innovation and Brand Experience	• • Develop a profound comprehension of research's essential role in branding projects, including evaluating existing market brands for branding requirements. • Obtain inclusive skills in problem-solving within the branding process, with a focus on identifying and diagnosing branding issues. • Develop ability in employing the Golden Circle framework to define a brand's "why," "how," and "what," alongside SWOT analysis and competitor evaluation. • Excel in identifying target audience characteristics and needs, comprehending brand elements including personality traits, values, and culture. • Broadly understand the branding project scope, ideation process, and creative development, emphasizing effective collaboration, communication, and feedback.
Elective (Illustration, Photography, Typography, Visualisation, User interface, Display Design	**1. Illustration** Illustration exploration in various advertising medias like Illustration, as a potent tool in modern advertising, has reshaped the way brands communicate with their audience. In an era where visual content reigns supreme, the use of illustrations has become increasingly significant in creating engaging, memorable, and effective advertising campaigns. Unlike traditional photography or text-based ads, illustrations offer a unique blend of creativity and flexibility, allowing advertisers to convey complex messages in an easily digestible and visually appealing manner. • Illustration exploration in games industry, fashion, movie • Motion graphics	Students will be able to • Advanced Technical Skills: Master advanced illustration techniques and digital tools to create professional-level artwork. • Concept Development: Develop strong conceptual thinking skills to create original and compelling visual narratives. • Style and Expression: Cultivate a unique artistic style and voice, capable of effectively conveying messages and emotions. • Market Relevance: Understand market trends and apply illustration skills in various industries, including publishing, advertising, and entertainment. • Professional Practices: Gain

• Digital Illustration • Exploring digital software for illustrations and getting hold of it. • Advanced Book Illustration • Illustrating for Surface Design • Advanced Sequential Art • New Media for Illustrators • Animated Figure • Digital Painting • (Non advertising project) • Story books/Series of illustration • event/space graphics • Graphic novels • Advertising Illustration Indoor Outdoor Media • Publication Illustration • Developing Story Characters • Variety of Backgrounds in ref to continuality	proficiency in the business aspects of illustration, including client communication, project management, and portfolio development.
2. Photography: - Applied photography is a field that covers a broad range of our visual communication and aesthetic culture. This means that the current conditions for image production and dissemination require having a specific visual identity, one that can assert itself confidently and critically. **Theme based project** in a particular subject (exp.-Ganesh Festival) Capture story telling photograph which can fill the environment of festival **Projects** Photojournalism Creative Photography Photo Story Fashion Photography, Wildlife Photography, Macro Photography, Landscape Photography,	Students will be able to • Utilize photography in communication: Proficiency in various photographic practices and software utilization. • Develop critical and technical skills applicable across media industry job roles. • **Technical Mastery:** Achieve advanced proficiency in photography techniques, including lighting, composition, and post-processing. • **Creative Vision**: Develop a unique photographic style and vision, capable of producing compelling and original visual content. • **Conceptual Skills**: Enhance the ability to conceptualize and execute photography projects that effectively communicate specific messages or themes. • **Professional Practices:** Gain knowledge of professional practices, including client relations, project management, and portfolio development.

		• **Market Application:** Understand the application of photography in various industries such as fashion, advertising, editorial, and fine art, and adapt skills to meet industry standards.
	3. Typography Understanding the overall use and impact of typography in relevance to all print, New age media, and digital platforms. • Develop a new font with some inspiration • Font stylisation • Use of Typographic Principles and typographic elements in design. • Experimental typographical Poster • • Video Game Typography Part I: Effectiveness • Video Game Typography Part II: Art Direction • Video Game Typography Part III: Branding • Video Game Typography Part Four: Creating a font • Kinetic Typography the what, why and how • Use of typography in creating infographics • Responsive Typography used in Web • Typography in the Publication sector. • Use of typography in branding a product or service.	• • Diverse Type Styles: Master various type styles, forms, and characteristics through deconstruction and experimentation with new typefaces. • Technological Impact: Understand the impact of technology on experimental typography and how trends evolve with technological advancements. • Analytical Skills: Analyze techniques, examples, and trends in experimental typography, fostering critical evaluation skills. • Creative Exploration: Develop proficiency in mixing and layering typefaces, illustrated lettering, and exploring new directions in digital and kinetic typography. • Professional Application: Gain comprehensive knowledge of typography's role in art direction and establish proficiency in typographic communication, emphasizing the importance of experimentation in project conception and execution.
	4. Visualisation • Deconstructing communication design solutions: visual analysis techniques • Identifying target audience appeal and messaging strategies. • Adapting visual content for different advertising mediums (print, digital, social media) • Understanding the unique considerations of each platform. • Ethical considerations in visual advertising • Cultural and societal implications of visual messaging	Students will be able to • Understand the significance of visualization in communication design. • Analyse visual elements in communication design to decode messaging and appeal to target audiences. • Develop skills in crafting visually compelling ads using design principles. • Explore the impact of color, typography, imagery, and layout on communication effectiveness. • Investigate visualization techniques across various mediums. • Critically evaluate communication

		design for cultural, social, and ethical implications.
		• Apply acquired skills to create and present original communication design solutions.
		• Establish proficiency in conceptualization and visual expression through the developmental process.

	5 User Interface Design
	
	• What is User Interface / User? Experience?
	• Positions in User Interface/ User Experience
	• Visual Design (Figma/XD)
	• Future Needs and Scope
	
	• UI/UX Syllabus
	  o Overview of UI/UX
	  o In-Depth Research Methodology
	  o Eco-System Brief (VOM,VOC.VOB)
	  o Type of Interactions
	  o Defining Usability & Process
	  o User Personas
	  o Accessibility
	  o Requirement/Subject Understanding
	  o UI Tools (Figma/XD)
	  o High Fidelity Wireframes
	  o Design System
	  o A/B Testing/UI Testing
	  o Case studies creation
	  o FAQ (If Any)
		• Students will develop empathy and understanding of psychology to create user-centric designs.
		• They will collaborate with UX students to work on design projects.
		• Students will learn user research techniques, including conducting interviews and analysing user behaviour data.
		• They will gain skills in prototyping, wire framing, and creating interactive designs.
		• Students will explore new technologies such as voice interfaces, AR/VR, and AI to enhance user experiences.
		• They will understand the principles of information architecture, including organization, structure, sitemaps, and user flows.
		• Accessibility and inclusive design principles will be emphasized to create products usable by all users.
		• Students will learn visual design principles, typography, color theory, and layout composition.
		• They will conduct usability testing and evaluate designs using heuristic evaluation and A/B testing.
		• Responsive and mobile design principles will be taught to optimize designs for various screen sizes and devices.
		• Accessibility guidelines and UI/UX design tools like Adobe XD and Figma will be introduced.
		• Students will stay updated on industrial trends and analyze successful case studies for efficient

		design techniques.

	6 Display Design: -
	
	a. Understanding Space design plan and elevation – Model making
	• Outdoor Display and Indoor Display in reference to different topics
	• (POP-Point of Purchase) Design, Window Display, Stall Designing, Exhibition Stall Design, Film set Design, Stage designing, Mobile Vans and related services model making - Types of Display Design
	• Impact of Display on Consumer's
	
	• **Different types of display**
	
	    1. Exhibit Design
	    2. Exhibition Design
	    3. Visual Merchandising
	    4. Retail Design
	    5. Kiosk Design
	    6. Booth Design
	    7. Point of Sale Design
	    8. Point of Purchase Design
	    9. Window Displays-Importance
	Basically. Window displays are the first point of visual contact a customer has with a store so it is a direct way to attract said customers.
		A display design is a way of representation of information about objects, events, situations to people through their eyes. Sometimes the visual display is used in addition to information gained by observing the event or situation directly.
		An effective display and design can help attract customers to your business and improve sales. Effective visual merchandising involves optimising the display of products and services to highlight their features and appeal to customers
		
		Students will be able to
		• Understand colour, mannequins, and accessories for effective display use.
		• Demonstrate creativity from concept to realized displays.
		• Integrate artistry and practicality in styling.
		• Express design visions effectively.
		• Execute designs through model making with various materials.
		• Analyse display structures comprehensively.
		• Source diverse resources for idea development.
		• Evaluate retail promotion strategies and trend sourcing methods.
		• Discuss environmental and ethical considerations in visual displays and fashion marketing.

Design for Brands	• The course covers various aspects of branding design, including key elements like logos, color schemes, and typography that define a brand's identity.	Students will be able to • Understand the significance of brand design, analyse brands, and apply brand strategy to create brand identity.

• Students explore brand strategy, vision, and mission, as well as brand personality and consumer needs. They learn about the brand development process, including research, positioning, naming, and identity design. Visual aspects of branding, such as style direction, logo design, and color psychology, are also examined. • The course outlines a step-by-step process for creating a brand identity, emphasizing core values, market research, and emotional appeal. • Throughout, students are guided to ensure their brand designs align with clear goals and resonate with target audiences, culminating in the establishment of a strong online presence.	• Study the importance of brand designing and strategy of well-known brands, and develop a process to create a brand with identity. • Develop a business proposal backed by research of targeted audience and market study. • Understand what a brand is and learn how to build successful ones, while segmenting consumers appropriately. • Explore positioning and its importance to successful brands, using perceptual maps and the iceberg model. Develop real brand houses applicable to the working world, emphasizing the importance of selecting the right name, colours, and logo for a brand's success. • Learn the entire brand development process, including identifying the audience, choosing a brand name, and creating brand identity. • Gain knowledge of creating brand visuals and the entire logo design process.

Recommended Books :

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- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Basic Principal of UX, Don Norman
- Design of everyday things, Don Norman
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- Consumerology, By Philip Graves
- Brands Laid Bare, By Kevin Ford