

Savitribai Phule Pune University, Pune.

Revised Syllabus for

BACHELOR OF FINE ARTS – APPLIED ARTS

B.F.A. (AA)

Structure and Detailing of Semester I & II

Choice Based Credit System Syllabus

NEP 2020

To be implemented from 2024-25

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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 Objectives: The first year will prepare the foundation in Applied Arts.

- This will be a skill base course.
- To develop hand skill and understanding of basics.
- To create an understanding about base of drawing, 2D, 3D, Calligraphy, Typography, Layouts, Colour and to understand their relevance in visual communication design.
- To create understanding about history and evolution of visual art and advertising and to explore various aspects of the same.
- To create a base for creative thinking and learning the ways to utilize the primary tools for the same.
- To put into practice of detail observation and implementation through visual aids.

Course Objectives (Per Subject):

- To introduce the learners to history of visual communication and its basic concepts.
- To introduce the students to history, social and economic aspects of advertising
- To develop the skill and understanding of sketching and drawing from natural and manmade objects and structures in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To develop the sense of observation and capacity to retain and recall images and their co-ordination.
- To understand and develop the skill of sketching and drawing from cast in various medium like pencil, pen, ink, crayon, chalk, colour etc.
- To introduce the basic visual elements of 2D design with emphasis on basic fundamentals of 2 dimensional designs.
- Study of 2 dimensional spaces and its organization.
- To introduce the basic visual elements of 3D design with emphasis on basic fundamentals of 3 dimensional designs.
- To develop the sense of structure, gravitational and mechanical principals.
- To introduce the student the history of writing, development of alphabets, various calligraphic schools and scripts.

- To develop beautiful handwriting, sense of letter form-simultaneous judgment of the composition of the letters spacing organization etc.
- To develop the capacity to use the traditional as well as modern tools.
- To impart to learners the knowledge of various typefaces and their utilization in various designs.
- To introduce the learners the meaning of graphic design, basics and its need in communication design.
- To acquaint the learners with various perspective drawing methods.
- To acquaint the learners with colour theory, its importance, relevance and its use in practical as well as communication design.
- To develop the skill and understanding for designing for a primary layout.
- To develop the skill and understanding for designing of layout in context with communication design.

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 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. 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 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 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

Question 5

} **Descriptive Questions (Word Limit: 500-700)**

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 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.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/Marathi

Credit Distribution Structure and Subject Titles

| Level/ Difficulty | Semester | Credits Related to Major | | | | | SEC | AEC | VEC | IKS | OJT/ FP/C EP/C 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 | |
| | I | [2T+4P] Theory of Communication Design-I [2T] Drawing -I [3P] 2D Design – I [1P] | - | [2P] | [2P+2P] Calligraphy & Typography –I (P) [2P] Layout Design-I [2P] | [2P] Logo & Symbol Design-I [2P] | [2P] Design & Craft (2D and 3D)-I [2P] | [2T] English [2T] | [2T/P] Universal Human Values Professional Ethics - I [2T] | [2T] Indian Aesthetics (T) [2T] | [2P] Experiential Learning -I [2P] | | 24 |
| | | [2T+4P] Theory of Communication Design-II [2T] Drawing -II [3P] 2D Design – II [1P] | - | [2P] Landscape /Print Making/ Photography [2T] | [2P+2P] Calligraphy & Typography –II (P) [2P] Layout Design-II [2P] | [2P] Logo & Symbol Design-II [2P] | [2P] Design & Craft (2D and 3D)-II [2P] | [2T] Presentation Skills [2T] | [2T/P] Universal Human Values Professional Ethics - II [2T] | [2T] Indian Aesthetics (T) [2T] | [2P] Experiential Learning -II [2P] | | 24 |
| | Total | 12 | 0 | 2 | 8 | 4 | 4 | 4 | 4 | 2 | 4 | | 44 |

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

FYBFA Applied Art – Semester I & II

| Sr. No. | Subject Type | Subject Code & Title | Credits (Hours) | | |
|----------------------|-----------------------------------|--|-----------------|----------------|-----------------------|
| | | | Theory (15) | Practical (30) | Total Credits (Hours) |
| Semester - I | | | | | |
| 1 | Major Core (MJT) | FA-AA T101 MJC – Theory of Communication Design-I (T) | 2 | - | 2 (30) |
| 2 | Major Core (MJP) | FA-AA P102 MJC – Drawing -I (P) | - | 3 | 3 (90) |
| 3 | Major Core (MJP) | FA-AA P103 MJP – 2D Design - I (P) | - | 1 | 1 (30) |
| 4 | Open Elective (OE) | FA-AA P104 OE – Calligraphy & Typography –I (P) | - | 2 | 2 (60) |
| 5 | Open Elective (OE) | FA-AA P105 OE – Layout Design-I | - | 2 | 2 (60) |
| 6 | Vocational Skill Course (VSC) | FA-AA P106 VSC – Logo & Symbol Design- I | - | 2 | 2 (60) |
| 7 | Skill Enhancement Course (SEC) | FA-AA P107 SEC – Design & Craft (2D and 3D)-I | - | 2 | 2 (60) |
| 8 | Ability Enhancement Courses (AEC) | FA-AA P108 AEC – English | 2 | - | 2 (30) |
| 9 | Value education Courses (VEC) | FA-AA P109 VEC – Universal Human Values Professional Ethics -I | 2 | - | 2 (30) |
| 10 | Indian Knowledge System (IKS) | FA-AA P1010 IKS – Indian Aesthetics (T) | 2 | - | 2 (30) |
| 11 | Co-curricular Courses (CC) | FA-AA P1011 CC – Experiential Learning -I (P) | - | 2 | 2 (60) |
| Semester - II | | | | | |
| 1 | Major Core | FA-AA T201 MJC – Theory of Communication Design-II (T) | 2 | - | 2 (30) |
| 2 | Major Core | FA-AA P202 MJC – Drawing -II (P) | - | 3 | 3 (90) |
| 3 | Major Core | FA-AA P203 MJP – 2D Design - II (P) | - | 1 | 1 (30) |
| 4 | Minor | FA-AA P204 MINP – Landscape /Print Making/ Photography | - | 2 | 2 (60) |

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|----|--|--|---|---|--------|
| 5 | Open Elective (OE) | FA-AA P205 OE – Calligraphy & Typography-II (P) | - | 2 | 2 (60) |
| 6 | Open Elective (OE) | FA-AA P206 OE – Layout Design-II | - | 2 | 2 (60) |
| 7 | Vocational Skill Course (VSC) | FA-AA P207 VSC – Logo & Symbol Design- II | - | 2 | 2 (60) |
| 8 | Skill Enhancement Course (SEC) | FA-AA P208 SEC – Design & Craft (2D and 3D)-II | - | 2 | 2 (60) |
| 9 | Ability Enhancement Courses (AEC) | FA-AA P209 AEC – Presentation Skills | 2 | - | 2 (30) |
| 10 | Value education Courses (VEC) | FA-AA P2010 VEC – Universal Human Values Professional Ethics -II | 2 | - | 2 (30) |
| 11 | Co-curricular Courses (CC) | FA-AA P2011 CC – Experiential Learning-II (P) | - | 2 | 2 (60) |

Subject Titles and Details

FYBFA Applied Art – Semester I & II

| First Semester | | |
|--|---|--------------|
| V-1 : Theory of Communication Design - I (T) (Major Core) 4.5/ 100 (I) 02 Credit 30 Hours | | |
| Title | FA-AA P102 MJC Theory of Communication Design - I | |
| Course Outcome | | |
| CO1 | To Understand the Basics of Rural Economics. | |
| CO2 | To introduce the effect of advent of machines and role of print media in advertising g and its relevance in today's digital age. To understand the overall era and effect of Post-Industrial Revolution Economy | |
| CO3 | To understand overall evolution and History of Advertising | |
| CO4 | To understand brief history of communication in prehistoric (Era) | |
| Course Content | | Hours |
| Unit 1. | Village Economy | 7.5 |
| Unit 2. | Post-Industrial Revolution Economy | 7.5 |

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|-------------------------|--|-----|
| Unit 3. | History of Advertising | 7.5 |
| Unit4 | Brief history of Communication In Prehistoric (Era) | 7.5 |
| Learning Outcome | | |
| LO1 | Students will be understand how advertising strategies and practices have evolved over time in rural area. | |
| LO2 | Students will be Understand the historical context of print media in advertising and how it has evolved over time. | |
| LO3 | Students will be understand the overall development of advertising over the period, its impact on society, and the practical skills and knowledge of media, communication, and related fields. | |
| LO4 | Students will gain knowledge of the overall development of communication over the period, its impact on society | |

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| First Semester | | |
| V-1 : Drawing - I (Major Core -T) | | |
| | | 4.5/ 100 (I) 03 Credit 90 Hours |
| Title | FA-AA P102 MJC – Drawing - I | |
| Course Outcome | | |
| CO1 | To develop the skill and understanding of sketching and drawing from nature. | |
| CO2 | To develop and improve their fundamental drawing skills, including line quality, proportion, perspective, and shading techniques. | |
| CO3 | This study should facilitate students to understand various perspective drawing methods. | |
| CO4 | This study of outdoor drawing should facilitate students to understand is an activity that typically focuses on teaching individuals how to observe and learn, put that observation to create visual art, such as sketches or drawings, in an outdoor setting. | |
| | Course Content | Hours |
| Unit 1. | Nature Drawing Object | 20 |
| Unit 2. | Manmade Object Drawing | 20 |

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|-------------------------|--|----|
| Unit 3. | Perspective – One point, two point and three point | 20 |
| Unit4 | Outdoor | 30 |
| Learning Outcome | | |
| LO1 | Students will be able to deliver drawing techniques, such as line drawing, shading, and perspective. | |
| LO2 | Students will be able to accurately represent manmade objects, capturing their proportions, details, and textures with precision. | |
| LO3 | Students will demonstrate a strong understanding of the principles of linear perspective, including one-point, two-point, and three-point perspective. | |
| LO4 | Students will develop the ability to keenly observe the natural world, paying attention to details, shapes, and colors in the outdoor environment. | |

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| First Semester | | |
| V-1 : 2D Design - I (Major Core - P) | | |
| | | 4.5/ 100 (I) 01 Credit 30 Hours |
| Title | FA-AA P103 MJP – 2D Design - I | |
| Course Outcome | | |
| CO1 | This study should facilitate students to understand the foundational principles of 2D design, including elements like line, shape, color, and texture. | |
| CO2 | This study should facilitate students to understand the principles of 2D design influence visual perception and communication. | |
| CO3 | This study should facilitate students to understand the colour theory and its use in practical. | |
| Course Content | | Hours |
| Unit 1. | Fundamentals of Art | 10 |
| Unit 2. | Principles of Design (6) | 10 |
| Unit 3. | Colour theory | 10 |

| Learning Outcome | |
|-------------------------|---|
| LO1 | Students will be able to identify and apply the fundamentals of art. |
| LO2 | Students will learn and understand the principles of design is essential creating aesthetically pleasing and functional works. |
| LO3 | Students will be able to identify the color wheel, which is a visual representation of the relationships between colors. They learn about primary colors, secondary colors, and tertiary colors, as well as how these colors interact. |

| First Semester | | | |
|--|---|---------------------|---------------------------|
| V-1 : Calligraphy & Typography –I (Open Elective P) | | 4.5/ 100 (I) | 02 Credit 60 Hours |
| Title | FA-AA P104 OE – Calligraphy & Typography –I | | |
| Course Outcome | | | |
| CO1 | This study should facilitate students the history of writing, development of alphabets, scripts and its formations and Fundamentals of Typography | | |
| CO2 | This study should facilitate students understanding and practical of Technical structuring of alphabets | | |
| CO3 | This study should facilitate students to develop sense of creative typography, sense of letter form simultaneous judgment of the composition of the letters spacing organization etc. | | |
| CO4 | This study should facilitate students to introduce the history of writing, development of alphabets, various calligraphic schools and scripts and its formations. This study should facilitate students to practicing basic strokes helps students develop fine motor skills and the ability to control the thickness and flow. | | |
| CO5 | This study should facilitate students to achieve proficiency in writing both Devanagari and Roman alphabets accurately and legibly. This study should facilitate students to explore the artistic and creative aspects of calligraphy. | | |
| | Course Content | | Hours |
| Unit 1. | Fundamentals of Typography | | 12 |

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|-------------------------|---|----|
| Unit 2. | Construction of letter forms | 12 |
| Unit 3. | Spacing, Typefaces | 12 |
| Unit4 | Fundamentals of Calligraphy, Basic strokes | 12 |
| Unit5 | Alphabets (Devnagari and Roman), Creative expressive calligraphy | 12 |
| Learning Outcome | | |
| LO1 | Students will be able to define and correctly use fundamental typographic terms, such as font, typeface, character, glyph, serifs, sans-serif, tracking, kerning, leading, baseline, and x-height. | |
| LO2 | Students will explore different typography styles, such as serif, sans-serif, script, or decorative typography. Student will learn to create letterforms that align with the styles. | |
| LO3 | Students will be proficient in adjusting letter spacing (kerning) in typefaces to improve readability in various design projects. Students will be able to select appropriate typefaces for specific design projects. Students will be able to identify and differentiate between various typefaces, including serifs, sans serifs, scripts, and display fonts. | |
| LO4 | Students will understand the historical evolution of calligraphy. Students will be able to demonstrate control over their writing instrument (e.g., a calligraphy pen or brush) and produce precise, consistent lines and strokes. | |
| LO5 | Students will be able to do accurately each letter of the Devanagari and Roman alphabets in calligraphy with correct proportions and shapes. Students will be able to create expressive and visually engaging letterforms, exploring different creative styles and techniques to convey emotions. | |

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|--|--|---------------------|---------------------------|
| First Semester | | | |
| V-1 : Layout Design-I (Open Elective P) | | 4.5/ 100 (I) | 02 Credit 60 Hours |
| Title | FA-AA P105 OE – Layout Design-I | | |
| Course Outcome | | | |
| CO1 | This study should facilitate students to understand the concept of layout. | | |

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|-------------------------|--|-------|
| CO2 | This study should facilitate students to develop a creative understanding of balance, symmetry, asymmetry, and proportion in compositions. Students understand and apply the fundamental principles of geometric shapes. | |
| CO3 | This study should facilitate students to gain proficiency in working with fundamental design elements such as line, shape, color, texture, and space. | |
| | Course Content | Hours |
| Unit 1. | Space division and composition | 20 |
| Unit 2. | Use of Basic shapes in a given space for exploring compositions | 20 |
| Unit 3. | Visual Aesthetics, compositions, basic elements only | 20 |
| Learning Outcome | | |
| LO1 | Students will understand and applying key principles and concepts related to graphic design, page layout, or spatial organization in various contexts Students will be proficient in creating and applying grid systems to organize content and maintain consistency in their layouts. | |
| LO2 | Students will demonstrate the ability to apply principles of composition, such as balance, symmetry, and proportion, when arranging basic shapes within a given space. | |
| LO3 | Students will understand of visual aesthetics, identifying and applying principles such as balance, contrast, harmony, and unity in design compositions. Students will be able to analyze and apply composition principles, such as the rule of thirds, focal points, and visual hierarchy, to guide viewer attention and convey messages effectively in their layouts. | |

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|--|--|
| First Semester | |
| V-1 : Logo & Symbol Design- I (Vocational Skill Course P) 4.5/ 100 (I) 02 Credit 60 Hours | |
| Title | FA-AA P106 VSC – Logo & Symbol Design- I |
| Course Outcome | |
| CO1 | This study should facilitate students to Analyze and interpret visual and textual signs in various forms, such as images, text, film, advertising, and other media, using semiotic |

| | | |
|-------------------------|--|--------------|
| CO2 | This study should facilitate students to develop a deep understanding of what symbols are and the various ways they are used in different contexts. | |
| CO3 | This study should facilitate students to provide a holistic and well-rounded understanding of how signs and symbols function and evolve within various cultural and contextual contexts. | |
| CO4 | This study should facilitate students to the study of signs and symbols and their meaning in various contexts. | |
| CO5 | This study should facilitate students to identifying and Designing for contextual purpose. | |
| | Course Content | Hours |
| Unit 1. | Semiotics, semantics and symbols | 12 |
| Unit 2. | Context of Symbology | 12 |
| Unit 3. | Universal, Cultural, Contextual | 12 |
| Unit4 | Types of Symbols | 12 |
| Unit5 | Designing for contextual purpose | 12 |
| Learning Outcome | | |
| LO1 | Students will explore various types of signs, such as icons, symbols, and how these are used in communication while following theory of Semiotics, Semantics. | |
| LO2 | Students will gain a deep understanding of how symbols and signs are used as a form of communication and recognizing their meanings, and conveying messages through them effectively. | |
| LO3 | Students will demonstrate a strong grasp of universal, Cultural, Contextual symbols and signs, understanding their significance and applicability across different cultures and societies. | |
| LO4 | Students will identify and define various types of symbols. | |
| LO5 | Students will able to analyze and understand the symbolism behind signs and symbols in various cultural, historical, and social contexts. | |

| First Semester | | |
|--|---|--------------|
| V-1 : Design & Craft (2D and 3D)-I (Skill Enhancement Course P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P107 SEC – Design & Craft (2D and 3D)-I | |
| Course Outcome | | |
| CO1 | This study should facilitate students to understand of 2 dimensional spaces and its organization. | |
| CO2 | This study should facilitate students to understand the basic structure of visual elements of 3D design with emphasis on basic fundamentals of 3 dimensional designs. | |
| CO3 | This study should facilitate students to develop the sense of structure, and understand how forms achieve their structural unity through adherence to principals of physical nature of the material being observed and studied. | |
| CO4 | This study should facilitate students to gain practical skills in model-making. Students should learn to create basic geometric forms, including cubes, cylinders, cones, spheres, and prisms. | |
| | Course Content | Hours |
| Unit 1. | Compositions and explorations | 15 |
| Unit 2. | Principals of 3D Design | 15 |
| Unit 3. | Material handling | 15 |
| Unit4 | Basic Forms from paper and Cardboard | 15 |
| Learning Outcome | | |
| LO1 | Students will be able to create well-structured and visually compelling 2D compositions, effectively arranging visual elements within a given space. | |
| LO2 | Students will develop a strong understanding of fundamental principles specific to three-dimensional design, such as form, space, volume, depth, scale, and spatial relationships. | |
| LO3 | Students will learn how to choose appropriate materials for their 3D projects based | |

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| | on factors such as the desired aesthetics, structural requirements, |
| LO4 | Students will learn about the characteristics of various materials, such as paper, cardboard and their flexibility, durability, and how these properties affect the design process. |

| First Semester | | |
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| V-1 : English (Ability Enhancement Courses T) 4.5/ 100 (I) 02 Credit 30 Hours | | |
| Title | FA-AA P108 AEC – English | |
| Course Outcome | | |
| CO1 | This study should facilitate students to develop the skill and understanding of language for creating a platform for creative writing. | |
| CO2 | This study should facilitate students to explore the feel of language and exploring word power to create a base for copy writing. | |
| | Course Content | Hours |
| Unit 1. | Technical Writing | 15 |
| Unit 2. | Creative Writing | 15 |
| Learning Outcome | | |
| LO1 | Students will understand develop and refine their writing skills, including grammar, punctuation, and sentence structure. Students will develop ability to write clearly and effectively. | |
| LO2 | Students will develop skills and knowledge that will enable them to effectively communicate creative writing in a clear and concise manner. | |

| First Semester | |
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| V-1 : Universal Human Values Professional Ethics -I (Value education Courses P) 4.5/ 100 (I) 02 Credit 60 Hours | |
| Title | FA-AA P109 VEC – Universal Human Values Professional Ethics -I |

| Course Outcome | | |
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| CO1 | This study should facilitate students Understanding the need, basic guidelines, content and process for Value Education | |
| CO2 | This study should facilitate students to Self Exploration- its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self exploration | |
| CO3 | This study should facilitate students Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority | |
| | Course Content | Hours |
| Unit 1. | Course Introduction - Need, Basic Guidelines, Content and Process for Value Education | 20 |
| Unit 2. | Understanding Harmony in the Human Being - Harmony in Myself | 20 |
| Unit 3. | Understanding Harmony in the Family and Society- Harmony in Human Relationship | 20 |
| Learning Outcome | | |
| LO1 | Students learn to trust their own feelings for true understanding, aim to align their actions with their inner values for balance, and prioritize relationships over material wealth to address family issues.. | |
| LO2 | Students grasp the transient nature of physical possessions compared to the enduring need for authentic feelings. They differentiate activities of the self and body, gaining awareness of their focus and recognizing that external influences often shape desires. | |
| LO3 | Students grasp that genuine respect, rooted in proper evaluation, is crucial for fulfilling relationships, recognizing that societal issues arise from a lack of understanding. The solution involves realizing that despite differences, others share the same potential for a happy and prosperous life. | |

| First Semester | | |
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| V-1 : Indian Aesthetics (T) (Indian Knowledge System T) 4.5/ 100 (I) 02 Credit 30 Hours | | |
| Title | FA-AA P1010 SEC – Indian Aesthetics (T) | |
| Course Outcome | | |
| CO1 | Students should facilitate significance of Rasashastra , its basic concept and to be able to relate it to communication design. | |
| CO2 | Students should facilitate art appreciation and to be able to relate art to communication design. | |
| | Course Content | Hours |
| Unit 1. | Basic concept of Rasashastra | 15 |
| Unit 2. | Art Appreciation | 15 |
| Learning Outcome | | |
| LO1 | Student basically understood the concept students will be able to do of Rasashastra | |
| LO2 | Students will be able to do art Appreciation equips you with the vocabulary to understand and discuss the visual arts, while introducing you to various mediums. Art helps create understanding of the world around us. It is an essential part of cultures across the globe because it allows us to be open to new ideas and experiences. | |

| First Semester | | |
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| V-1 : Experiential Learning -I (P) (Co-curricular Courses P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P1011 CC – Experiential Learning -I (P) | |
| Course Outcome | | |
| CO1 | This study should facilitate students understanding of Material experimentation and handling through variety of materials like handmade paper, clay, paper pulp, POP, flex, PVC etc. | |

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| CO2 | This study should facilitate students to explore outside the classroom for maximum Understanding in context to different subjects. | |
| | Course Content | Hours |
| Unit 1. | Material experimentation | 30 |
| Unit 2. | Visit | 30 |
| Learning Outcome | | |
| LO1 | Student will Explore various kind of materials and for creating a platform for further Communication design subjects. | |
| LO2 | Student will Explore through visit, observation and presentation of the understanding. | |

| Second Semester | | |
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| V-2 : Theory of Communication Design – II (T) (Major Core) 4.5/ 100 (I) 02 Credit | | |
| 30 Hours | | |
| Title | FA-AA P201 MJC Theory of Communication Design - II | |
| Course Outcome | | |
| CO1 | To understand brief history of communication in prehistoric (Era)and overall development of communication over the period including visual communication | |
| CO2 | To Understanding History of communication media and its Development through the ages through media To understand overall idea of advertising and publicity and overall evolution and History of Advertising | |
| CO3 | To Understanding Development of advertising media over the period (Early) | |
| CO4 | To Understanding Development of advertising media over the period (New Age) | |
| Course Content | | Hours |
| Unit 1. | 1. Communication theory development 2. Language and scripts 3. Colour Systems Theory 4. Elements and attributes colour 5. Colour perceptions in the cultural context 6. Colour symbology in the global context | 7.5 |
| Unit 2. | 1. Advertising and Publicity 2. Definition of Advertising 3. Advertising an Art, a science, a Business and a Profession 4. Advertising- to cell ideas to a Nation 5. Significance and development of Advertising as marketing tool | 7.5 |
| Unit 3. | Development of advertising media 1.Print media: Posters, newspapers, magazines ,books 2.Audio Visual Media : Radio, films, television 3.Exhibitions, Retail space 4.Direct marketing | 7.5 |
| Unit4. | Development of advertising media 1. Advertising in the digital era 2. New age media: Interactive media, digital media | 7.5 |

| Learning Outcome | |
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| LO1 | Students will be understand evolution of communication over the period and its effects and context in this era |
| LO2 | Students will be Understand the history of communication media and its development through the ages through media with overall idea of advertising and publicity and overall evolution and History of Advertising. This will enable to students to create a stronger base for practical. |
| LO3 | Students will be understand the overall development of advertising media over the period, its impact on communication, and the practical skills and knowledge of media, communication, and related fields in context to early age medias |
| LO4 | Students will be understand the overall development of advertising media over the period, its impact on communication, and the practical skills and knowledge of media, communication, and related fields in context to new age medias |

| Second Semester | |
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| V-1 : Drawing - II (Major Core -T) | |
| 4.5/ 100 (I) 03 Credit 90 Hours | |
| Title | FA-AA P202 MJC– Drawing - II |
| Course Outcome | |
| CO1 | To introduce the learners to the basics of how to render different basic features of face. |
| CO2 | To introduce the learners to different perspective |
| CO3 | To introduce the learners to the basic visual elements of 2D design with emphasis on basic fundamentals of 2 dimensional designs. - Study of 2 dimensional spaces and its organization. - To introduce the basic visual elements of 3D design with emphasis on basic fundamentals of 3 dimensional designs. |
| CO4 | Students should facilitate the basic visual elements of 2D design with emphasis on basic fundamentals of 2 dimensional designs. - Study of 2 dimensional spaces and its organization. - To introduce the basic visual elements of 3D design with emphasis on basic |

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| | Fundamentals of 3 dimensional designs. | |
| | Course Content | Hours |
| Unit 1. | Cast drawing (Eye, Ear, Nose, Plain Head) etc- | 22.5 |
| Unit 2. | Perspective studies from our environment in indoor and outdoor (objects and spaces) | 22.5 |
| Unit 3. | Basic solid geometry | 22.5 |
| Unit4 | Outdoor (Sketching projects) | 22.5 |
| Learning Outcome | | |
| LO1 | Students will be able to draw basic human anatomy through drawing and observation. | |
| LO2 | Students will be able to study aspects of perspective to be implemented in further studies and its uses | |
| LO3 | Students will be able to do study and understand various angles for compositions | |
| LO4 | Students will be able to draw Basic solid geometry to understand structures | |

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| Second Semester | | |
| V-1 : 2D Design - II (Major Core - P) | | 4.5/ 100 (I) 01 Credit 30 Hours |
| Title | FA-AA P203 MJP – 2D Design - II | |
| Course Outcome | | |
| CO1 | Students should facilitate develop the sense of structure, gravitational and mechanical principals. | |
| CO2 | Students should facilitate the learners to Gestalt Theory Introduction and its implementations | |
| | Course Content | Hours |

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| Unit 1. | Principles of Design (6) | 15 |
| Unit 2. | Gestalt Theory Introduction | 15 |
| Learning Outcome | | |
| LO1 | Students will be able to use Basic Principles of Art and deliver its skillful its implementations | |
| LO2 | Students will be able to create effective arrangements of shape forms, colour, textures to formulate a composition with context to its usability in later stage. | |

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| Second Semester | | |
| V-1 : Landscape Painting (Minor P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P204 MINP – : Landscape /Clay Modeling / Digital Painting | |
| Course Outcome | | |
| CO1 | Students will demonstrate proficiency in landscape painting drawing techniques, showcasing the ability to translate observational skills into detailed and expressive renditions of natural scenes. | |
| CO2 | Students will demonstrate proficiency in landscape painting, specifically in the application of perspective and shade light techniques, showcasing the ability to create visually engaging and spatially accurate depictions of natural scenes. | |
| CO3 | Students will demonstrate proficiency in landscape painting, specifically in color rendering and technique, showcasing the ability to evoke mood and atmosphere through a nuanced application of color. | |
| | Course Content | Hours |
| Unit 1. | Drawing technique | 20 |
| Unit 2. | Perspective and shade light | 20 |
| Unit 3. | Colour rendering and technique | 20 |
| Learning Outcome | | |
| LO1 | Students will develop advanced drawing skills specific to landscape painting, refining techniques such as rendering varied textures, depicting atmospheric perspective, and | |

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| | capturing the nuances of light and shadow in natural landscapes. |
| LO2 | Students will demonstrate proficiency in landscape painting, specifically in the application of perspective and shade light techniques, showcasing the ability to create visually engaging and spatially accurate depictions of natural scenes. |
| LO3 | Students will develop advanced skills in color theory and painting techniques, refining their ability to render landscapes with a harmonious and expressive use of color, contributing to their overall proficiency in creating visually captivating landscape paintings. |

| Second Semester | | |
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| V-1 : Clay Modeling (Minor P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P204 MINP – : Landscape /Clay Modeling / Digital Painting | |
| Course Outcome | | |
| CO1 | Students will demonstrate proficiency in clay modeling, specifically in clay handling techniques, showcasing the ability to manipulate, shape, and sculpt clay with precision and expressiveness. | |
| CO2 | Students will showcase proficiency in clay modeling, specifically in the use of tools and armature, demonstrating the ability to select, manipulate, and incorporate supportive structures to enhance the sculpting process. | |
| CO3 | Students will demonstrate proficiency in clay modeling, specifically in creating both round and relief sculptures, showcasing the ability to sculpt three-dimensional forms and manipulate surface textures. | |
| CO4 | Students will showcase proficiency in clay modeling, specifically in mold making, demonstrating the ability to create reusable molds for replicating intricate sculptures. | |
| | Course Content | Hours |
| Unit 1. | Clay handling technique | 15 |
| Unit 2. | Tools and armature | 15 |
| Unit 3. | Round and relief sculpture | 15 |
| Unit 4 | Mold making | 15 |

| Learning Outcome | |
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| LO1 | Students will develop advanced skills in the handling of clay, refining their techniques to effectively convey details and nuances in their sculptures, contributing to their overall mastery of the medium in clay modeling. |
| LO2 | Students will develop expertise in utilizing various tools and armature techniques, refining their skills to effectively plan, construct, and execute clay sculptures, contributing to their mastery of both technical and conceptual aspects in clay modeling. |
| LO3 | Students will develop a versatile skill set, refining their ability to express artistic ideas through both round and relief sculptures in clay, enhancing their understanding of spatial relationships and surface detailing. |
| LO4 | Students will develop advanced skills in mold making, refining their techniques to reproduce clay models, contributing to their proficiency in producing multiple iterations of complex and detailed sculptures. |

| Second Semester | | |
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| V-1 : Digital Painting (Minor P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P204 MINP – : Landscape /Clay Modeling / Digital Painting | |
| Course Outcome | | |
| CO1 | Students will showcase proficiency in digital tools and basics, acquiring the ability to navigate software interfaces and apply foundational techniques for digital creation. | |
| CO2 | Students will demonstrate proficiency in the foundations of form and light, showcasing the ability to render three-dimensional objects convincingly through shading and illumination techniques. | |
| CO3 | Students will exhibit proficiency in color theory and mixing, showcasing the ability to create harmonious color schemes and effectively manipulate colors in various artistic contexts. | |
| Course Content | | Hours |
| Unit 1. | Digital Tools and Basics Brush Techniques and Customization | 15 |

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| Unit 2. | Foundations of Form and Light Composition and Design Principles | 15 |
| Unit 3. | Color Theory and Mixing Character Design or Environment Painting | 15 |
| Learning Outcome | | |
| LO1 | Students will develop expertise in brush techniques and customization, refining their skills to manipulate digital brushes effectively and customize them to achieve diverse and expressive artistic outcomes. | |
| LO2 | Students will develop a comprehensive understanding of composition and design principles, refining their skills to create visually compelling and well-balanced artworks with a strong emphasis on artistic arrangement and visual hierarchy. | |
| LO3 | Students will develop expertise in either character design or environment painting, refining their skills to convey narrative and mood through compelling characters or immersive visual environments, contributing to their overall proficiency in digital art. | |

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| Second Semester | | |
| V-1 : Calligraphy & Typography –II (Open Elective P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P205 OE – : Calligraphy & Typography –II | |
| Course Outcome | | |
| CO1 | To understand the constructions of letter forms | |
| CO2 | To understand varied use of typefaces and its effect | |
| CO3 | To understand design compositions using types and calligraphy and understanding it's effective use for communication | |
| Course Content | | Hours |
| Unit 1. | Construction of letter forms | 20 |
| Unit 2. | Exercise with words, Sentences | 20 |
| Unit 3. | Expressive typography - Calligraphy Paragraphs | 20 |

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| | - Compositions | |
| Learning Outcome | | |
| LO1 | Students will be able to construct letterforms from basic geometric shapes and understand the underlying grid and proportions that guide the design of letters. | |
| LO2 | Students will be able to understand of typography basics, including type classification, font families, and typographic terminology. | |
| LO3 | Students will be able to have a solid foundation in typography basics, including type classification, font families, and terminology. | |

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| Second Semester | | |
| V-1 : Layout Design-II (Open Elective P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P206 OE – : Layout Design-II | |
| Course Outcome | | |
| CO1 | To introduce the learners to Advertising Media and its basic elements. To introduce the learners to Layout Exercises according to each media as per Content Hierarchy | |
| CO2 | To introduce the learners to hierarchy and establishing the same through layout. | |
| | Course Content | Hours |
| Unit 1. | Introduction to - Content Hierarchy | 30 |
| Unit 2. | Types of posters, indoor, outdoor - Designing of Instructional, Social, Persuasive posters - Types of press advertisements for promotion of product / services - Hoarding Design - Shape & size (2D & relief) location - Understanding in reference to basic elements of each media and Layout | 30 |
| Learning Outcome | | |
| LO1 | Students will have a deep understanding of how content can be structured and organized to convey information logically and efficiently. | |
| LO2 | Students will be able to design effective indoor and outdoor designs using appropriate design principles. Students will be able to describe the characteristics of indoor and outdoor medias. | |

| Second Semester | | |
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| V-1 : Logo & Symbol Design- II (Vocational Skill Course P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P207 VSC – Logo & Symbol Design- II | |
| Course Outcome | | |
| CO1 | To introduce the learners to Semiotics and Visual Language | |
| CO2 | To introduce the learners to concept of Symbology and its different aspects on different strata | |
| CO3 | To introduce the learners to creating a symbol by understanding its contexts (realistic to graphic) - To introduce the learners to types of symbols and its effect - To introduce the learners to process of creating a symbol by understanding its communication purpose and context | |
| | Course Content | Hours |
| Unit 1. | Semiotics and Visual Language | 20 |
| Unit 2. | Symbology in reference to Universal, cultural, contextual | 20 |
| Unit 3. | Types of Symbols - Designing for contextual purpose - Designing an arbitrary symbol - Designing a set of contextual symbols | 20 |
| Learning Outcome | | |
| LO1 | Students will be able to have a deep understanding of the fundamental concepts of semiotics, including signs, signifiers, signified, and sign interpretation. | |
| LO2 | Students will be able to demonstrate a strong grasp of universal, Cultural, Contextual symbols and signs, understanding their significance and applicability across different cultures and societies. | |
| LO3 | Students will be able to identify and define various types of symbols. | |

| Second Semester | | |
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| V-1 : Design & Craft (2D and 3D)-II (Skill Enhancement Course P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P208 SEC – Design & Craft (2D and 3D)-II | |

| Course Outcome | | |
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| CO1 | To introduce the learners to Basic Elements of Design and its implementations | |
| CO2 | To introduce the learners to constructions of 3D forms and its compositions | |
| CO3 | To introduce the learners to effective arrangements of shape forms, colour, textures to formulate a composition in 3D forms and relate it to contextuality and usability in later stage in form of packaging. | |
| CO4 | To introduce the learners to various materials. | |
| | Course Content | Hours |
| Unit 1. | Elements of design: Form, shape, colour in composition and space | 15 |
| Unit 2. | 3D Construction with the help of basic forms & other elements | 15 |
| Unit 3. | Study of Different packaging | 15 |
| Unit4 | Study of Different materials | 15 |
| Learning Outcome | | |
| LO1 | Students will be able to grasp of fundamental design principles such as balance, contrast, alignment, repetition, and proximity. They will be able to apply these principles in their design work. | |
| LO2 | Students will be able to identify and create basic three-dimensional forms, including cubes, spheres, cylinders, cones, and pyramids. | |
| LO3 | Students will be able to will gain knowledge of different packaging, its uses, design and context | |
| LO4 | Students will be able to will gain knowledge of different packaging materials, such as paperboard, plastic, glass, metal, and composite materials, and understand their properties, benefits, and limitations. | |

| Second Semester | |
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| V-1 : Presentation Skills (Ability Enhancement Courses T) 4.5/ 100 (I) 02 Credit 30 Hours | |
| Title | FA-AA P209 AEC – Presentation Skills |
| Course Outcome | |

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| CO1 | To introduce the learners to effective verbal and non-verbal communication skills. | |
| CO2 | To introduce the learners to develop and deliver well-structured and engaging presentations. | |
| CO3 | To introduce the learners to adapt their presentation style to different audiences and contexts. | |
| | Course Content | Hours |
| Unit 1. | Introduction to Presentation Skills | 15 |
| Unit 2. | Effective Communication, Understanding Your Audience: | 15 |
| Unit 3. | Structuring Your Presentation | 15 |
| Learning Outcome | | |
| LO1 | Students will be able to Articulate ideas clearly and concisely. And Demonstrate effective use of verbal and non-verbal communication. | |
| LO2 | Students will be able to identify and respond to the needs of different audience types and tailor presentations to suit diverse audience preferences. | |
| LO3 | Students will be able to create well-organized and structured presentations. Develop a compelling introduction and conclusion. | |

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| Second Semester | |
| V-1 : Universal Human Values Professional Ethics -II (Value education Courses P) 4.5/100 (I) 02 Credit 60 Hours | |
| Title | FA-AA P2010 VEC – Universal Human Values Professional Ethics -II |
| Course Outcome | |
| CO1 | To introduce the learners to understanding the harmony in the Nature Interconnectedness and mutual fulfillment among the four orders of nature recyclability and self-regulation in nature |
| CO2 | To introduce the learners to sustainable solutions to the problems in society and nature. They are also able to see that these solutions are practicable and draw roadmaps to achieve them. |

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| CO3 | To introduce the learners to competence in professional ethics: a) Ability to utilize the professional competence for augmenting universal human order b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems, Ability to identify and develop appropriate technologies and management patterns for above production systems | |
| | Course Content | Hours |
| Unit 1. | Understanding Harmony in the Nature and Existence - Whole existence as Co-existence | 20 |
| Unit 2. | Implications of the above Holistic Understanding of Harmony at all Levels of Existence | 20 |
| Unit 3. | Implications of the above Holistic Understanding of Harmony on Professional Ethics | 20 |
| Learning Outcome | | |
| LO1 | Students will be able to understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive . | |
| LO2 | Students will be able to have holistic perception of harmony at all levels of existence | |
| LO3 | Students will be able to do implications of the above Holistic Understanding of Harmony on Professional Ethics | |

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| Second Semester | | |
| V-1 : Experiential Learning -II (P) (Co-curricular Courses P) 4.5/ 100 (I) 02 Credit 60 Hours | | |
| Title | FA-AA P2011 CC – Experiential Learning -II (P) | |
| Course Outcome | | |
| CO1 | To introduce the learners to application oriented course focusing on report writing, observations, analysis of given contextual content. | |
| CO2 | To introduce the learners to justify its use for communication purpose. | |
| | Course Content | Hours |
| Unit 1. | Collecting various specimens of materials required for future understanding of the subject to explore through handling the same. | 30 |

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| Unit 2. | Implementation of the material through various projects. Understanding the role of these materials in communication. | 30 |
| Learning Outcome | | |
| LO1 | Students will be able to do Finding various kind of materials and its use through different specimen (Eg. Bags, boxes, cards, posters) | |
| LO2 | Students will be able to do learned to make use or how the different elements can be used for communication purpose. | |