

Savitribai Phule Pune University, Pune.

Revised Syllabus for

BACHELOR OF FINE ARTS – APPLIED ARTS

B.F.A. (AA)

Structure and Detailing of Semester III & IV

Choice Based Credit System Syllabus

NEP 2020

To be implemented from 2025-26

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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.

In alignment with the National Education Policy (NEP) 2020, this syllabus emphasizes a multidisciplinary, skill-based, and flexible approach to art education. It supports creative thinking, research orientation, and self-employment, fostering professionals who can contribute meaningfully to both local culture and global art landscapes.

Program Objectives

First Year:

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

Second Year:

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

Third Year:

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

Fourth Year:

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

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

Course Objectives (Per Subject):

Category I Major Core Courses:

- **Theory of Communication Design III (2 cr.):**
 - To introduce students to intermediate concepts of communication design, focusing on visual problem-solving and strategic thinking.
- **Drawing III (3 cr.):**
 - To develop advanced observational drawing skills using varied media and techniques.
 - To encourage experimentation with styles and expression to support communication design.
- **Media Basics & Design I (3 cr.):**
 - To introduce the principles of media selection and design application for communication.
 - To develop a professional understanding of media formats and visual composition.

Category II (Minor Courses):

- **Typography (2 cr.):**
 - To strengthen understanding of typography principles, type structure, classification, and expressive use in design.
- **Visualisation (2 cr.):**
 - To enhance visualization skills through concept development, storyboarding, and idea expression in visual formats.

Category III (Open Elective):

- **Identity Design (2 cr.):**
 - To introduce students to branding principles, identity creation, and visual representation of organizations/products.

Category IV (VSC/SEC Courses):

- **Printing Technology (2 cr.):**
 - To provide an understanding of printing methods, materials, processes, and production techniques relevant to communication design.

Category V (AEC/IKS/VEC Courses):

- **History of Art & Design - I (2 cr.):**
 - To introduce the evolution of art and design across civilizations, movements, and their influence on visual communication.

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

- **Environment Science (1 cr.):**
 - To create environmental awareness and understand sustainable practices relevant to communication and design industries.
- **Cyber Security (1 cr.):**
 - To introduce digital safety practices, focusing on responsible use of technology and protection of creative digital assets.

Second Semester Subjects

Category I Major Core Courses:

- **Theory of Communication Design IV (2 cr.):**
 - To deepen strategic and theoretical knowledge of communication design, focusing on contemporary applications.

- **Illustration (3 cr.):**
 - To build proficiency in conceptual and applied illustration techniques for various communication contexts.
- **Media Basics & Design II (3 cr.):**
 - To advance skills in designing for different media platforms with an emphasis on integration and innovation.

Category II (Minor Courses):

- **UX/UI (2 cr.):**
 - To introduce user-centered design principles and develop skills in creating intuitive digital interfaces.
- **Photography (2 cr.):**
 - To teach technical and aesthetic aspects of photography for visual communication and storytelling.

Category III (Open Elective):

- **Display Design (2 cr.):**
 - To train students in spatial design and visual merchandising for exhibitions, events, and retail spaces.

Category IV (VSC/SEC Courses):

- **User Experience Study I (2 cr.):**
 - To understand and apply user research methods and analysis to enhance user experience design.

Category V (AEC/IKS/VEC Courses):

- **Copywriting/Creative Writing/Formal & Applied Writing (2 cr.):**
 - To develop skills in crafting effective, creative, and purposeful written communication for design.

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

- **Research Project (1 cr.):**
To introduce basic research methods and project documentation related to communication design issues.
- **Co-Curricular Activity (1 cr.):**
To encourage participation in activities that build teamwork, leadership, and practical exposure to the field.

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

Practical: Jury Pattern

5.2.3: Internal Assessment

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

50% marks reserved for internal assessment.

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

In

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

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

- Written Test /Open Book
- Essays / Tutorials
- Short answer questions
- Multiple choice questions/Quiz
- Dissertation/Research Project
- Report writings
- Practical Projects/ Group projects
- Reflective Practical assignments / Industry work / Field work
- Drawing Portfolios

- Learning logs/diaries
- Seminar / Workshop / Exhibition
- Reviews / presentation
- Study of best practices

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

5.2.4: Verification / Revaluation

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

5.3: Assessment of Term work

- In respect of term work, “due date” shall be fixed for the completion of each assignment and the same shall be collected on the mentioned date.
- At the end of the semester term work shall be assessed by the internal and external examiners from amongst the panel approved by the University.
- Performance of a candidate in jury shall be assessed on basis of the depth of understanding of the principle involved.
- Students can be allowed to use computer from 4th semester onwards.
- An examiner for any of the subjects of examinations shall have a minimum of 3 years teaching/ professional experience in his/her field of study.

Rule No.6: Criteria for Passing

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

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

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

Or

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

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

Rule No. 7: Completion

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

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

Rule No. 8: Medium of Instruction & Examination

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

Credit Distribution Structure and Subject Titles

Level/ Difficulty	Semester	Credits Related to Major					SEC	AEC	VEC	IKS	OJT/ FP/ EP/ C/RP		Total
		Major Core	Major Elective	Minor	OE	VSC							
Vertical [V]		V-1		V-4	V-5	V-6	V-2	V-3	V-4	V-5	V-5	V-6	
	I	[2T+6P] Theory of Communication Design-III [2T] Drawing -III [3P] Media Basics & Design - I [3P]	-	[4P] Typography [2P] Visualisation [2P]	[2P] Identity Design (P) [2P]	[2P] Printing Technology [2T]	[2P] -	[2T] History of Art & Design – I [2T]	[2T/P]	[2T] -	[2P] Environment Science [1T] Cyber Security [1T]		20
		[2T+6P] Theory of Communication Design-IV [2T] Illustration -I [3P] Media Basics & Design - II [3P]	-	[4P] UIUX [2T] Photography [2T]	[2P] Display Design (P) [2P]	[2P] User Experience Study- I [2P]	[2P] -	[2T] Copy Writing/ Creative Writing/ Formal & Applied writing [2T]	[2T/P] -	[2T] -	[4 P] Research Project [2P] Field Project [2T]		22
	Total	16	-	8	4	4	-	4	2	-	4		42
Exit Option – Award of UG Certificate in Major with 44 Credits and an additional 4 Credits core NSQF course/Internship or Continue Major & Minor													

Abbreviations -

MJ – Major Subject, MJP - Major Subject Practical, T – Theory
 P – Practical, VSC - Vocational Skill Course, IKS – Indian Knowledge System, FP – Field Project,
 OJT – On Job Training, CEP – Community Engagement Project, MN – Minor Subject,
 GE/OE – General Elective / Open Elective, SEC - Skill Enhancement Course,
 AEC – Ability Enhancement Course, VEC – Value Education Course, CC - Co-curricular Courses

Credit Distribution Structure and Subject Titles
SYBFA Applied Art – Semester III & IV

Sr. No.	Subject Type	Subject Code & Title	Credits (Hours)		
			Theory (15)	Practical (30)	Total Credits (Hours)
Semester - III					
1	Major Core (MJT)	FA-AA T301 MJC – Theory of Communication Design-III (T)	2	-	2 (30)
2	Major Core (MJP)	FA-AA P302 MJC – Drawing -III (P)	-	3	3 (90)
3	Major Core (MJP)	FA-AA P303 MJP – Media Basic & Design - I (P)	-	3	3 (90)
4	Minor (MNP)	FA-AA P304 MNP – Typography (P)	-	2	2 (60)
5	Minor (MNP)	FA-AA P305 MNP – Visualization (P)	-	2	2 (60)
6	Open Elective (OE)	FA-AA P306 OE – Identity Design-I (P)	-	2	2 (60)
7	Vocational Skill Course (VSC) (SEC)	FA-AA P307 VSC – Printing Technology (P)	-	2	2 (60)
8	Ability Enhancement Courses (AEC) (IKS) (VEC)	FA-AA P308 AEC – History of Art & Design – I (T)	2	-	2 (30)
9	Co-Curricular Courses (CC) (OJT) FP RM RP	FA-AA P309 CC – Environment Science (T)	1	-	1 (15)
10	Co-Curricular Courses (CC) (OJT) FP RM RP	FA-AA P310 CC – Cyber Security (T)	1	-	1 (15)
TOTAL CR. - 20					

Semester – IV					
1	Major Core (MJT)	FA-AA T401 MJC – Theory of Communication Design-IV (T)	2	-	2 (30)
2	Major Core (MJP)	FA-AA P402 MJC – Illustration (P)	-	3	3 (90)
3	Major Core (MJP)	FA-AA P403 MJP – Media Basic & Design - II (P)	-	3	3 (90)
4	Minor (MJP)	FA-AA P404 MINP – UI / UX (P)	-	2	2 (60)
5	Minor (MJP)	FA-AA P405 OE – Photography - II (P)	-	2	2 (60)
6	Open Elective (OE)	FA-AA P406 OE – Display Design (P)	-	2	2 (60)
7	Vocational Skill Course (VSC) (SEC)	FA-AA P407 VSC – User Experience Study- I (P)	-	2	2 (60)
8	Ability Enhancement Courses (AEC) (IKS) (VEC)	FA-AA P408 SEC – Copy Writing / Creative Writing / Formal & Applied Writing (P)	-	2	2 (60)
9	Research Project (RP) (OJT) FP RM RP	FA-AA P409 RP – Research Project (P)	-	2	2 (60)
10	Field Project (FP) (OJT) FP RM RP	FA-AA P410 CC – Field Project (P)	-	2	2 (60)

TOTAL CR. - 22

Subject Titles and Details
SYBFA Applied Art – Semester III

Course Name -Theory of Communication Design - III (THEORY)		
Course Type - Major Core	Credit – 02	Hours – 30 Marks -50
Course Outcome		
CO1	To understand the characteristics, scope, and limitations of various communication media.	
CO2	To analyze major and minor media based on key parameters such as flexibility, scope, and limitations.	
CO3	To apply principles of media selection based on product, market, campaign, and budget.	
CO4	To evaluate factors like competitive spending and market dynamics in influencing media selection.	
Course Content		Hours
Unit 1.	Characteristics and Limitations of Communication Media	7.5
Unit 2.	Analysis of Major and Minor Media	7.5
Unit 3.	Media Selection Process	7.5
Unit 4.	Factors Influencing Media Selection	7.5
Learning Outcome		
LO1	Students will gain an understanding of the different communication media, including their strengths, limitations, and where they're best used.	
LO2	Students will learn how to assess and compare both major and minor media, considering their flexibility, reach, and effectiveness for various communication needs.	
LO3	Students will explore how to choose the right media for a campaign, considering factors like the product, target audience, and goals.	
LO4	Students will discover how things like budget, market trends, and competition influence the choice of media for an advertising campaign.	

Course Name - Drawing – III (PRACTICAL)		
Course Type - Major Core (M)	Credit – 03	Hours – 90 Marks -75
Course Outcome		
CO1	To strengthen observation skills through drawing from life, nature, human figures, and manmade objects.	
CO2	To develop the ability to study and represent light, shade, and proportion through figure drawing and composition.	
CO3	To explore creative and applied drawing practices using both traditional and digital media.	
CO4	To understand and apply drawing techniques for character sketches, product drawings, and environment-based compositions.	
	Course Content	Hours
Unit 1.	Drawing from Observation – Study of life, nature, human figures, and manmade objects.	22.5
Unit 2.	Understanding Light and Proportion – Drawing human figures and actions with focus on light, shade, and accurate proportion.	22.5
Unit 3.	Drawing in Context – Creating compositions in varied environments; outdoor drawing practices and observation-based sketching.	22.5
Unit4	Creative and Digital Drawing – Explorations in character sketching, product rendering, and creative expressions using traditional and digital tools.	22.5
Learning Outcome		
LO1	Students will develop their ability to closely observe and draw from life, nature, and manmade forms with improved accuracy and detail.	
LO2	Students will understand how to depict human figures and actions effectively using proportion, light, and shadow.	
LO3	Students will learn to create engaging compositions based on real-life environments and outdoor settings.	
LO4	Students will explore digital tools and creative techniques to produce character sketches, animations, and product illustrations.	

Course Name - Media Basics and Design – I (PRACTICAL)		
Course Type - Major Core (M)	Credit – 03	Hours – 90 Marks -75
Course Outcome		
CO1	To introduce students to various traditional and digital advertising media and their evolving nature.	
CO2	To develop an understanding of information hierarchy and its role in visual communication.	
CO3	To build foundational skills in layout design across multiple media formats.	
CO4	To encourage students to creatively explore and apply design principles for different types of media outputs.	
	Course Content	Hours
Unit 1.	Evolution of Advertising Media Study of traditional vs. digital media and how media formats have evolved over time.	22.5
Unit 2.	Understanding Information Hierarchy Principles of organizing visual elements based on importance, readability, and user flow.	22.5
Unit 3.	Media-Specific Layout Design Designing layouts for different media: newspaper, magazine, poster, hoarding, leaflet, brochure, direct mail, etc.	22.5
Unit 4.	Design Exploration and Application Hands-on experimentation with media types like labels, stickers, and unconventional formats using traditional and digital tools.	22.5
Learning Outcome		
LO1	Students will understand how advertising media has evolved and why different formats are used for different purposes.	
LO2	Students will learn how to structure visual content effectively using information hierarchy.	
LO3	Students will design layouts for a variety of media formats, focusing on clarity, creativity, and communication.	
LO4	Students will explore and apply design principles using a mix of tools and techniques for different real-world media.	

Course Name - Typography (PRACTICAL)		
Course Type – Minor (MJP) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To deepen understanding of type classifications, categories, and their effective usage in design.	
CO2	To explore typographic spacing, kerning, and grid systems for refined layout design.	
CO3	To analyze and apply typographic expression through 2D, 3D, and experimental typography.	
CO4	To introduce key type designers and case studies to understand the evolution and application of type in different contexts.	
	Course Content	Hours
Unit 1.	Type Classification and Categories Study of serif, sans-serif, script, display, decorative fonts; understanding their uses and impact.	15
Unit 2.	Spacing, Kerning, and Grid Systems Exercises in letter spacing, word spacing, line spacing; introduction to modular and dynamic grids.	15
Unit 3.	Explorations in Typography Use of typography in 2D, 3D, and animated formats; experimental and expressive typography.	15
Unit4	Typographic Research and Application Study of Indian and international type designers; practical selection of typefaces based on topic and context.	15
Learning Outcome		
LO1	Students will be able to identify and choose appropriate typefaces based on their classification and communication purpose.	
LO2	Students will learn to refine typography using proper spacing, kerning, and layout structures like grids.	
LO3	Students will creatively explore and apply typographic elements in various formats including 2D, 3D, and motion.	
LO4	Students will analyze the work of prominent type designers and apply their learning to real-world design problems.	

Course Name - Visualisation (PRACTICAL)		
Course Type – Minor (MJP)	Credit – 02	Hours – 60 Marks -50
Course Outcome		
CO1	To understand the meaning and psychological impact of shapes, colors, and visual elements in design.	
CO2	To develop the ability to express thoughts and ideas visually through simplified imagery and visual metaphors.	
CO3	To introduce design thinking methods as tools to convert concepts into meaningful visual language.	
CO4	To explore how visual language is developed for specific subjects, causes, or brand identities in communication design.	
	Course Content	Hours
Unit 1.	Visual Language & Meaning Understanding the role of shapes, colors, symbols, and elements in visual communication. Introduction to semiotics.	15
Unit 2.	Expression Through Imagery Converting abstract thoughts into simple visuals; using metaphor, context, and storytelling.	15
Unit 3.	Design Thinking & Concept Building Visual problem-solving using empathy, ideation, and prototyping — with exercises.	15
Unit 4.	Applied Visualisation Developing visuals for real-world topics, social issues, brands, and campaigns.	15
Learning Outcome		
LO1	Students will learn how different visual elements convey meaning, emotion, and message in design.	
LO2	Students will develop the skill to simplify and express ideas using visual imagery and symbolism.	
LO3	Students will be able to apply design thinking methods to shape thoughtful visual solutions.	
LO4	Students will explore how to create a consistent visual language for specific causes, themes, or brands.	

Course Name – Identity Design- I (PRACTICAL)		
Course Type – Open Elective (OE)		Credit – 02 Hours – 60 Marks -50
Course Outcome		
CO1	To understand the fundamentals of brand identity and the importance of maintaining consistent visual language.	
CO2	To analyze and redesign existing brand identities through contextual research and visual refinement.	
CO3	To develop new identity designs based on conceptual thinking, visual symbolism, and practical application.	
CO4	To introduce students to the basics of brand guidelines and usage specifications for identity systems.	
	Course Content	Hours
Unit 1.	Brand Identity & Visual Language Introduction to brand identity systems, consistency, tone of voice, and how visuals reflect values.	15
Unit 2.	Contextual Research & Identity Redesign Analyzing existing identities; understanding historical, cultural, and market needs for redesign.	15
Unit 3.	New Identity Creation & Application Designing logos/symbols for individuals or brands; development of stationery and visual extensions under umbrella branding.	15
Unit4	Brand Guidelines & Usage Manual Structuring brand usage rules—logo specifications, typography, color palette, clear space, incorrect usage, and real-world adaptation.	15
Learning Outcome		
LO1	Students will understand the strategic role of visual language in building a cohesive and recognizable brand identity.	
LO2	Students will apply contextual research to evaluate and redesign existing identities with relevance and clarity.	
LO3	Students will develop original identity designs and extend them across brand stationery and sub-brand systems.	
LO4	Students will create a basic brand guideline document to ensure accurate and consistent use of their identity design.	

Course Name - Printing Technology (PRACTICAL)		
Course Type – Vocational Skill Course (VSC) Credit – 02 Hours – 60 Marks -50		
Course Outcome		
CO1	To understand the historical evolution of printing processes and their impact on modern printing technology.	
CO2	To develop knowledge of various printing processes, including offset, flexography, gravure, and screen printing, and their respective applications.	
CO3	To gain hands-on understanding of printing machinery and materials, including paper, ink, and equipment used in different printing processes.	
CO4	To explore the structure of the printing industry and develop an understanding of print production workflows, including color profiles, paper types, and finishing techniques.	
	Course Content	Hours
Unit 1.	Evolution of Printing & Printing Processes A historical overview of printing from manual methods to modern digital processes, with a focus on the impact of technology on print media.	15
Unit 2.	Printing Machinery & Material Classification Study of different types of printing machines (offset, flexography, gravure, and screen printing), along with an understanding of their applications, pros, and cons.	15
Unit 3.	Print Production and Workflow Overview of print production from design to final product, including paper sizes, folds, grids, and sequential design. Practical exploration of print finishing techniques.	15
Unit4	Color Profiles, Quality Control & Sustainability in Printing Understanding of color models (CMYK, Pantone) and their impact on printing, along with sustainability practices in the printing industry. Focus on maintaining quality standards in production.	15
Learning Outcome		
LO1	Students will understand the evolution of printing technology and how different printing methods developed over time.	
LO2	Students will be able to identify and differentiate various printing processes (offset, flexography, gravure, screen printing), and choose the appropriate process for a specific design or product.	
LO3	Students will gain practical knowledge of printing machinery, paper materials, and other essential components of the printing process.	
LO4	Students will be able to comprehend and execute a complete print production workflow, from concept to finished product, with attention to detail on color profiles, paper types, and print finishing techniques.	

Course Name - History of Art and Design – I (Theory)		
Course Type – Ability Enhancement Courses (AEC) Credit – 02 Hours – 30 Marks -50		
Course Outcome		
CO1	To introduce students to the major milestones in the evolution of art, from prehistoric times to modern movements.	
CO2	To explore the influence of religion and culture on the development of artistic expression.	
CO3	To familiarise students with key art movements, their characteristics, and their impact on art and design.	
CO4	To introduce students to prominent artists and designers, emphasizing the connection between their work and societal changes.	
	Course Content	Hours
Unit 1.	Prehistoric and Religious Art Exploration of early human artistic expression through cave paintings, sculptures, and religious motifs in different cultures.	7.5
Unit 2.	Italian Renaissance Study of the rebirth of classical antiquity, key artists like Leonardo da Vinci, Michelangelo, Raphael, and their revolutionary contributions to art.	7.5
Unit 3.	Major Art Movements Overview of key movements like Impressionism, Expressionism, Modernism, Surrealism, and Art Nouveau. Understanding their philosophical and cultural implications.	7.5
Unit 4.	Art Deco and Art Nouveau Delving into the design aesthetics and philosophy behind these movements, with a focus on their influence on architecture, graphic design, and industrial design.	7.5
Learning Outcome		
LO1	Students will understand the fundamental principles and characteristics of prehistoric and religious art.	
LO2	Students will be able to identify key elements of the Italian Renaissance and understand its influence on modern art.	
LO3	Students will gain an understanding of major art movements (Impressionism, Expressionism, Modernism, Surrealism) and how they shaped visual culture.	
LO4	Students will recognize the significance of Art Deco and Art Nouveau in design history, noting their impact on various design fields.	

Course Name - Environment Science (Theory)

Course Type – Co-Curricular (CC) Credit – 01 Hours – 15 Marks -25		
Course Outcome		
CO1	To understand the multidisciplinary nature of environmental studies and the importance of ecological balance.	
CO2	To gain knowledge of natural resources, ecosystems, and biodiversity and their interrelationship.	
CO3	To analyze environmental pollution and explore methods for its control and prevention.	
CO4	To recognize the impact of human population and social issues on the environment and understand sustainable development strategies.	
	Course Content	Hours
Unit 1.	Introduction to Environmental Studies <ul style="list-style-type: none"> • Definition, scope, and importance • Need for public awareness • Multidisciplinary nature of environmental studies 	3
Unit 2.	Natural Resources and Ecosystems <ul style="list-style-type: none"> • Renewable and non-renewable resources • Ecosystem structure, function, and energy flow • Ecological succession and biodiversity conservation 	3
Unit 3.	Environmental Pollution and Biodiversity <ul style="list-style-type: none"> • Types and sources of pollution • Impact of pollution on environment and health • Conservation of biodiversity and environmental ethics 	3
Unit 4.	Social Issues, Population and Field Work <ul style="list-style-type: none"> • Human population and environment • Sustainable development and social responsibilities • Case studies, field visits, and report writing 	6
Learning Outcome		
LO1	Students will understand the scope and significance of environmental studies in relation to daily life and global issues.	
LO2	Students will be able to identify natural resources, ecosystem components, and their role in sustaining life.	
LO3	Students will analyze various types of pollution and explore strategies for biodiversity conservation.	
LO4	Students will reflect on human-environment relationships and propose sustainable solutions to contemporary environmental problems.	

Course Name – Cyber Security (Theory)		
Course Type – Co curricular (CC) Credit – 01 Hours – 15 Marks -25		
Course Outcome		
CO1	To introduce the fundamentals of cyber security and its relevance in the digital age.	
CO2	To understand various forms of cybercrime and the legal framework addressing them.	
CO3	To develop awareness of safe practices on social media and digital platforms.	
CO4	To explore tools, technologies, and best practices for securing digital payments and devices.	
	Course Content	Hours
Unit 1.	Introduction to Cyber Security <ul style="list-style-type: none"> Definition, need and importance Concepts of information security, data privacy, and cyber threats 	4
Unit 2.	Cybercrime and Cyber Law <ul style="list-style-type: none"> Types of cybercrimes (hacking, phishing, identity theft, etc.) Basics of IT Act and cyber law in India 	4
Unit 3.	Social Media and E-Commerce Security <ul style="list-style-type: none"> Responsible use of social media Security concerns in e-commerce and digital payment systems 	3
Unit 4.	Tools and Technologies for Digital Security <ul style="list-style-type: none"> Securing digital devices (phones, computers, tablets) Firewalls, antivirus, two-factor authentication, password management 	4
Learning Outcome		
LO1	Students will understand key concepts of cyber security and the importance of protecting personal data.	
LO2	Students will be able to identify types of cybercrime and understand the legal measures available.	
LO3	Students will apply safe practices while using social media and e-commerce platforms.	
LO4	Students will gain familiarity with basic cyber security tools and methods to secure digital devices and transactions.	

Subject Titles and Details
SYBFA Applied Art – Semester IV

Course Name – Theory of Communication Design - IV (Theory)		
Course Type – Major Core (M) Credit – 02 Hours –30 Marks -50		
Course Outcome		
CO1	To understand the concept and role of media mix in developing effective communication strategies.	
CO2	To explore various factors affecting media mix such as pricing, distribution, seasonality, trends, channels, and competition.	
CO3	To introduce students to the structure and planning of advertising campaigns and their objectives.	
CO4	To enable learners to analyze and apply strategic thinking for campaign development in various media environments.	
Course Content		Hours
Unit 1.	Introduction to Media Mix <ul style="list-style-type: none"> Definition and importance of media mix Components: price, placement, time, seasonality, distribution, competition Traditional and modern channels in media mix 	7.5
Unit 2.	Factors Influencing Media Mix <ul style="list-style-type: none"> Consumer behaviour and market trends Budget allocation and cost-effectiveness Competitive spending and benchmarking 	7.5
Unit 3.	Campaign Planning Structure <ul style="list-style-type: none"> What is a campaign? Campaign goals: branding, awareness, action, social change Principles and stages of planning a campaign 	7.5
Unit4	Strategic Integration of Media Mix in Campaigns <ul style="list-style-type: none"> Combining media for maximum impact Role of creativity and context in campaign success Evaluating campaign effectiveness 	7.5
Learning Outcome		
LO1	Students will understand the components and relevance of a balanced media mix in communication strategies.	
LO2	Students will be able to analyze various factors that influence media planning and selection.	
LO3	Students will learn how to structure and define objectives for communication campaigns.	
LO4	Students will apply their understanding of media mix and planning to propose integrated campaign strategies.	

Course Name – Illustration (Practical)		
Course Type – Major Core (M) Credit – 03 Hours –90 Marks -75		
Course Outcome		
CO1	To explore a wide range of traditional rendering techniques and mediums such as charcoal, watercolor, photo inks, and acrylics.	
CO2	To develop stylistic flexibility by transitioning from basic realistic illustration to expressive and stylized visual forms.	
CO3	To create audience-focused illustration series by understanding narrative structure, visual tone, and communicative purpose.	
CO4	To analyze influential illustrators, explore traditional and digital tools, and enhance critique and presentation skills for professional growth.	
	Course Content	Hours
Unit 1.	Rendering Techniques and Medium Exploration <ul style="list-style-type: none"> Hands-on with charcoal, watercolor, acrylics, photo inks, etc. Observational to expressive rendering approaches 	22.5
Unit 2.	Style Development and Visual Storytelling <ul style="list-style-type: none"> Transitioning from realistic to stylized illustration Basics of narrative flow and emotional expression through sequences 	22.5
Unit 3.	Audience and Context in Illustration <ul style="list-style-type: none"> Identifying themes and target groups (age, culture, context) Developing a visual tone for different platforms (books, editorials, posters, etc.) 	22.5
Unit4	Professional Practice and Digital Integration <ul style="list-style-type: none"> Overview of renowned illustrators and their styles Introduction to digital illustration tools Presentation techniques and peer critique sessions 	22.5
Learning Outcome		
LO1	Students will confidently apply various traditional mediums and techniques in their illustrations.	
LO2	Students will be able to stylize their work while maintaining conceptual clarity and visual appeal.	
LO3	Students will create a coherent and audience-appropriate illustration series with clear narrative flow.	
LO4	Students will gain exposure to professional practices, digital tools, and constructive critique methods.	

Course Name – Media Basics and Design – II (Practical)		
Course Type – Major Core (M) Credit – 03 Hours –90 Marks -75		
Course Outcome		
CO1	To understand the characteristics, challenges, and opportunities of designing for 3D and digital media formats.	
CO2	To develop skills for adapting a single design across various traditional and digital media platforms.	
CO3	To analyze the constraints of different media (size, medium, platform, usage context) and adapt design solutions accordingly.	
CO4	To explore design continuity and visual coherence while transitioning across multiple media touch points, both physical and digital.	
	Course Content	Hours
Unit 1.	Introduction to 3D Media Formats <ul style="list-style-type: none"> Overview and design approach for 3D promotional materials: packaging, carry bags, PoP media Understanding functionality, form, and aesthetics 	22.5
Unit 2.	Digital Media Analysis and Design <ul style="list-style-type: none"> Characteristics of digital platforms: screen size, resolution, user behavior Visual consistency across devices and social platforms 	22.5
Unit 3.	Cross-Media Adaptation <ul style="list-style-type: none"> Layout transition: newspaper to Instagram, Instagram to website banner, poster to emailer Responsive and adaptive design concepts 	22.5
Unit 4.	Design Continuity Across Platforms <ul style="list-style-type: none"> Translating one design idea into multiple formats (newspaper, hoarding, magazine, digital ad) Maintaining brand language and hierarchy across formats 	22.5
Learning Outcome		
LO1	Students will be able to conceptualize and design for 3D formats considering form, function, and brand context.	
LO2	Students will gain clarity on how digital platforms influence design decisions and how to adapt content accordingly.	
LO3	Students will understand how a single layout can be modified for various media while maintaining design intent.	
LO4	Students will apply their knowledge of media behaviour to ensure visual consistency and communication impact across formats.	

Course Name – UIUX (Practical)		
Course Type – Minor (M) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the core principles of User Experience (UX) and User Interface (UI) design and how they function across different platforms (digital, physical, AR/VR).	
CO2	To apply design principles such as accessibility , usability , and information hierarchy to create intuitive and user-friendly interfaces.	
CO3	To conduct competitive analysis , compare platforms , and propose improvements in the user experience.	
CO4	To design UI components such as buttons, icons, widgets, and text layouts while aligning them with a consistent design system and brand identity .	
	Course Content	Hours
Unit 1.	Introduction to UX/UI Design <ul style="list-style-type: none"> Core concepts of User Experience (UX) and User Interface (UI) Understanding the user experience across digital, physical, and AR/VR platforms Key UX elements: Accessibility, usability, consistency, and information hierarchy 	15
Unit 2.	UX Methodologies & Heuristic Evaluation <ul style="list-style-type: none"> Introduction to heuristic evaluation and its role in UX design User behavior analysis for different platforms (digital, physical, AR/VR) Accessibility testing and methodology to ensure usability across diverse platforms 	15
Unit 3.	Competitive Analysis and Platform Comparisons <ul style="list-style-type: none"> Performing competitive analysis on multiple platforms Understanding design flaws and opportunities for improvement in user experience Comparing two platforms and analyzing the usability gaps to propose enhancements 	15
Unit 4.	UI Elements and Brand Alignment <ul style="list-style-type: none"> UI components: Asset creation, layout, icons, buttons, widgets, text construction Design systems and reusable components Ensuring brand alignment with UI design principles and creating consistent user experiences 	15
Learning Outcome		
LO1	Students will be able to explain the principles of UX/UI design and understand how they apply across different platforms (digital, physical, AR/VR).	

LO2	Students will apply usability , accessibility , and information hierarchy to create intuitive and engaging interfaces for diverse user needs.
LO3	Students will conduct competitive analysis of different platforms, compare usability features, and suggest design improvements.
LO4	Students will design UI components (buttons, icons, layouts) and align them with consistent design systems that maintain brand identity across platforms.

Course Name – Photography II (Practical)		
Course Type – Minor (M) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the history and evolution of photography, from the pinhole camera to modern DSLR technology.	
CO2	To explore the different types of photography , including product photography , fashion photography , food photography , etc., and understand their unique techniques.	
CO3	To develop proficiency in camera handling , mastering manual mode , and applying the principles of shutter speed , aperture , and ISO to control exposure and light.	
CO4	To apply photographic techniques for capturing texture , compositions , and thematic concepts through practical exercises, focusing on light and environment .	
	Course Content	Hours
Unit 1.	History and Evolution of Photography <ul style="list-style-type: none"> • Introduction to the history of photography: From the pinhole camera to DSLR • Impact of photographers and their contributions to the development of the art (ex: famous photographers and their iconic works) • Understanding the evolution of photographic techniques through different eras 	15
Unit 2.	Types of Photography and Scope <ul style="list-style-type: none"> • Exploring various photography types: Tabletop, Fashion, Industrial, Product, Food, Interior, and more • Practical demonstration and slideshows to understand the scope 	15

	<p>of photography in various fields</p> <ul style="list-style-type: none"> • Technical and creative approaches for each type of photography 	
Unit 3.	<p>Camera Basics and Manual Mode</p> <ul style="list-style-type: none"> • Understanding the different camera modes and their functionalities (auto, manual, aperture priority, etc.) • Mastering the manual mode for full creative control over shutter speed, aperture, and ISO • Indoor and outdoor lighting techniques to control exposure • Practical exercises: Using shutter speed, aperture, and ISO to adjust light and capture movement 	15
Unit 4.	<p>Composition and Advanced Photography Techniques</p> <ul style="list-style-type: none"> • Focus on composition: Frame, texture, and thematic elements • Exploring the impact of light on composition and mood • Creating photographs with thematic depth and cultural context • Practical assignments: Photo features on culture and glamour, capturing essence through photography 	15
Learning Outcome		
LO1	Students will gain a strong understanding of the history and evolution of photography, from its origins to the modern digital age.	
LO2	Students will develop the ability to apply photographic techniques for various types of photography, such as fashion, product, and food photography .	
LO3	Students will be able to handle and operate a camera in manual mode , adjusting shutter speed, aperture, and ISO for different lighting environments.	
LO4	Students will practice advanced composition techniques to create thematic photographs , focusing on texture, light, and cultural context .	

Course Name – Display Design (Practical)		
Course Type – Open Elective (OE) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the principles of space design (plan and elevation) and merchandising , and how to apply them effectively for creating engaging and functional displays.	
CO2	To explore the design and execution of both indoor and outdoor displays , with a focus on POP (Point of Purchase) displays, window displays , stall design , and stage design .	
CO3	To develop an understanding of material handling and related services involved in the creation of displays, and the importance of choosing the right materials for the right context.	
CO4	To gain skills in time management and the execution process for display design projects, ensuring efficient planning and timely delivery of displays.	
	Course Content	Hours
Unit 1.	Space Design and Merchandising <ul style="list-style-type: none"> Understanding the concepts of space design, focusing on plan and elevation techniques for creating visually balanced displays Exploring merchandising principles: How to plan and organize displays for effective customer engagement and product presentation Understanding the relationship between space utilization and visual merchandising in both retail and event spaces 	15
Unit 2.	Indoor and Outdoor Displays <ul style="list-style-type: none"> Introduction to indoor displays: Understanding different display types like window displays, stall designs, and stage designs Overview of outdoor displays: Focus on creating displays for mobile vans, billboards, and large-scale outdoor events Differences between indoor vs. outdoor display considerations, such as weather conditions, lighting, and audience interaction 	15
Unit 3.	Point of Purchase (POP) and Display Elements <ul style="list-style-type: none"> In-depth study of POP displays and their role in customer 	15

	<p>decision-making</p> <ul style="list-style-type: none"> Exploring design techniques for specific display types: window displays, stall designs, and stage designs Understanding the importance of creating displays that effectively communicate the brand and engage the audience in a retail or exhibition context 	
Unit 4.	<p>Materials, Execution, and Time Management</p> <ul style="list-style-type: none"> Handling and understanding various materials used in display design (e.g., wood, acrylic, fabric, metal) and how to choose the right material for each display type Practical insights into the execution process: Creating a display from concept to realization, including materials sourcing, assembly, and installation Emphasizing the importance of time management and project planning to ensure efficient execution and timely delivery of displays 	15
Learning Outcome		
LO1	Students will be able to understand and apply space design principles , including plan and elevation , for creating engaging and effective displays in various settings.	
LO2	Students will gain the skills to design and execute indoor and outdoor displays , including POP displays, window displays, stall designs, and stage designs , taking into account specific context requirements.	
LO3	Students will develop an understanding of the importance of material selection and the appropriate use of materials in different types of displays, ensuring durability and aesthetic appeal.	
LO4	Students will acquire practical skills in time management and project execution , from concept to completion, ensuring effective and timely delivery of display projects.	

Course Name – User Experience Study - I (Practical)		
Course Type – Vocational Skill Course (VSC) Credit – 02 Hours –60 Marks -50		
Course Outcome		
CO1	To understand the concept of usability across different domains, including physical products, spaces, and digital platforms.	
CO2	To assess and identify the usability strengths and weaknesses of a physical product (e.g., shoes or apparel), with a focus on improving user experience.	
CO3	To evaluate the usability of spaces , considering how their design affects user experience, and suggest improvements for better functionality.	
CO4	To assess the usability of a digital product (e.g., website or mobile app), understanding user interaction, and propose enhancements to improve user experience.	
	Course Content	Hours
Unit 1.	Introduction to Usability and Everyday Products <ul style="list-style-type: none"> Understanding usability in daily life, focusing on physical products, spaces, and digital products. Exploring how usability affects user satisfaction, accessibility, and functionality in various contexts. Hands-on analysis of common products and environments, identifying usability challenges and strengths. 	15
Unit 2.	Usability of Physical Products <ul style="list-style-type: none"> Studying the usability of physical products (e.g., shoes, apparel, furniture), considering aspects like ergonomics, comfort, and ease of use. Evaluating user habits and interaction with physical products to understand their functionality. Identifying the pros and cons of a product's usability and suggesting potential improvements. 	15
Unit 3.	Usability of Spaces <ul style="list-style-type: none"> Analyzing the usability of different physical spaces (e.g., offices, public spaces, retail stores) and how design influences user behavior. Observing and evaluating space design in terms of 	15

	<p>accessibility, comfort, and functionality.</p> <ul style="list-style-type: none"> Proposing enhancements to improve usability, considering factors like traffic flow, accessibility, and ease of use. 	
Unit4	<p>Usability of Digital Products</p> <ul style="list-style-type: none"> Evaluating the usability of digital products (e.g., websites, mobile apps) by studying user interaction and satisfaction. Identifying usability flaws in digital products, such as navigation issues, lack of responsiveness, or poor user feedback mechanisms. Proposing enhancements to improve user experience, focusing on accessibility, ease of use, and functionality. 	15
Learning Outcome		
LO1	Students will be able to understand and apply the principles of usability in everyday products (physical, space, and digital).	
LO2	Students will be able to analyze the usability of physical products and identify opportunities for improvement, focusing on ergonomics and user interaction.	
LO3	Students will learn to evaluate and improve the usability of spaces , suggesting practical solutions for better functionality and user experience.	
LO4	Students will acquire the ability to evaluate digital products for usability, identifying flaws and proposing improvements to enhance the user experience.	

Course Name – Copy writing/ Creative writing/ Formal and applied writing (Practical)	
Course Type – Ability Enhancement Courses (AEC) Credit – 02 Hours –60 Marks -50	
Course Outcome	
CO1	To understand the importance of copy in communication design and its role in shaping visual and verbal narratives.
CO2	To explore various types of copywriting and creative writing through an understanding of tone, style, and structure.
CO3	To develop the ability to write creatively and professionally across diverse platforms and formats.
CO4	To enhance writing clarity, effectiveness, and adaptability for academic, journalistic,

	and professional contexts.	
	Course Content	Hours
Unit 1.	Copywriting in Communication Design <ul style="list-style-type: none"> • Importance of copy in visual communication • Components of copy: headline, body, CTA, tagline • Types of copywriting: advertising, digital, print, outdoor • Tone of voice and articulation 	15
Unit 2.	Foundations of Creative Writing <ul style="list-style-type: none"> • Definition and purpose of creative writing • Elements: characterization, setting, tone, mood, theme • Structure and plot development • Point of view and resolution techniques 	15
Unit 3.	Creative Writing Methods <ul style="list-style-type: none"> • Segmentation and outlining techniques • Observation-based writing and idea generation • Identifying message and determining writing style • Rewriting and finalizing the narrative 	15
Unit 4.	Formal & Applied Writing <ul style="list-style-type: none"> • Academic and assignment writing basics • Blog writing and article writing for media • Writing emails, formal requests, and outreach • Professional tone and etiquette in public communication 	15
Learning Outcome		
LO1	Students will understand how copy contributes to visual communication and how to adapt it for different media and audiences.	
LO2	Students will explore and apply creative writing techniques to develop imaginative and meaningful written pieces.	
LO3	Students will learn to structure and revise their writing to effectively express ideas across genres.	
LO4	Students will gain confidence in writing for academic, blog, press, and professional purposes with clarity and appropriateness.	

Course Name – Research Project (Practical)		
Course Type – Research Project (RP) Credit – 02 Hours –60 Marks -25		
Course Outcome		
CO1	To introduce students to the fundamentals of research in design and visual art.	
CO2	To encourage critical thinking, observation, and inquiry through practical and theoretical research.	
CO3	To guide students in developing and presenting a small-scale research project.	
CO4	To promote awareness of cultural, social, and technological contexts in design practice.	
	Course Content	Hours
Unit 1.	Unit 1: Introduction to Design Research <ul style="list-style-type: none"> Definition, purpose, and scope of design research Importance of research in creative practices Unit 2: Identifying and Framing a Research Problem <ul style="list-style-type: none"> How to identify a research area/topic Formulating research questions, aims, and objectives Scope, significance, and feasibility Observation and inquiry-based learning Unit 3: Research tools <ul style="list-style-type: none"> Research tools: surveys, interviews, case studies, observation Unit 5: Data Collection and Analysis <ul style="list-style-type: none"> Designing and conducting field research Photography, note-taking, sketching, interviews Drawing insights and making connections 	5
Unit 2.	Unit 6: Documentation and Design Application <ul style="list-style-type: none"> Translating research into a design brief Developing design interventions: posters, publications, prototypes Visualizing insights through info graphics, mind maps, etc. Unit 7: Report Writing and Presentation <ul style="list-style-type: none"> Report structure: Abstract, Methodology, Analysis, Conclusion Presentation formats: oral, visual, digital Submission of research report and visual documentation 	5
Unit 3.	Research project can be on the basis of various visits as follows Visit 1:	25

	<p><i>Design Studio or Art Department Archive</i> Objective: Understand how professionals document and research design problems. Activity: Interaction with faculty/designers on how they approach research.</p> <p>Visit 2: <i>Public Spaces or Museums/Galleries</i> Objective: Observe and document visual communication, signage systems, or user interaction. Activity: Field observation and documentation practice</p>	
Unit 4.	<p>Visit 3: <i>Local Market / Handicraft Cluster / Urban Space</i> Objective: Contextual research based on students’ chosen topics Activity: Interview local vendors/artisans, photo-document visuals, sketch environment</p> <p>Visit 4: <i>Design Fair / Advertising Agency / NGO / Startup</i> Objective: Learn how research informs branding, advertising, or service design Activity: Interaction with professionals on design thinking process</p>	25
	<ul style="list-style-type: none"> • Each visit will include a pre-visit briefing and post-visit reflection/assignment. • Visits should be tailored to align with students' research topics and local availability. 	
<p>Learning Outcome</p>		
LO1	<p>Students will be able to Understand the role of research in design practice. Identify and define research problems and questions.</p>	
LO2	<p>Students will be able to Analyze and interpret data for design insights. Develop design concepts based on research findings.</p>	
LO3	<p>Students will be able to Document and present research through reports and visuals. Strengthen observation, critical thinking, and inquiry skills.</p>	
LO4	<p>Students will be able to Prepare for advanced research or final year projects.</p>	

Course Name – Field Project (Practical)		
Course Type – Field Project (FP) Credit – 02 Hours –60 Marks -25		
Course Outcome		
CO1	To introduce students to the fundamentals of research in design and visual art through field-based exploration.	
CO2	To encourage critical thinking, observation, and inquiry through practical engagement and field study.	
CO3	To guide students in developing and presenting a small-scale research project.	
CO4	To promote awareness of cultural, social, and technological contexts in design practice through real-world exposure.	
	Course Content	Hours
Unit 1.	<p>Introduction to Field Projects</p> <ul style="list-style-type: none"> - Definition, purpose, and scope of field projects - Importance of field projects in creative practices <p>Identifying and Framing a Field Project Problem</p> <ul style="list-style-type: none"> - Identifying a field project area/topic - Formulating project questions, aims, and objectives - Scope, significance, and feasibility - Observation and inquiry-based learning 	5
Unit 2.	<p>Field Project Tools</p> <ul style="list-style-type: none"> - Methods: surveys, interviews, case studies, observation <p>Data Collection and Analysis</p> <ul style="list-style-type: none"> - Designing and conducting fieldwork - Photography, note-taking, sketching, interviews - Drawing insights and making connections 	5
Unit 3.	<p>Visit 1: Design Studio/Art Department Archive</p> <ul style="list-style-type: none"> - Objective: Understand documentation and project practices - Activity: Interaction with faculty/designers <p>Visit 2: Public Spaces or Museums/Galleries</p> <ul style="list-style-type: none"> - Objective: Observe and document visual communication and user interaction - Activity: Field observation and documentation practice 	25
Unit 4.	<p>Field Visits (Part II)</p> <p>Visit 3: Local Market/Handicraft Cluster/Urban Space</p>	25

	<ul style="list-style-type: none"> - Objective: Conduct contextual fieldwork - Activity: Interviews, photography, sketching <p>Visit 4: Design Fair/Advertising Agency/NGO/Startup</p> <ul style="list-style-type: none"> - Objective: Learn about field projects informing branding, advertising, service design - Activity: Interaction with professionals 	
	<p>Documentation and Application</p> <ul style="list-style-type: none"> - Translating fieldwork into a design brief - Developing design interventions: posters, publications, prototypes etc - Visualizing insights through info graphics, mind maps <p>Report Writing and Presentation</p> <ul style="list-style-type: none"> - Structure: Abstract, Methodology, Analysis, Conclusion - Presentation: Oral, visual, digital formats - Submission of field project report and visual documentation 	Integrated across project duration
Learning Outcome		
LO1	Students will be able to Identify and formulate project questions relevant to design and visual art. Apply appropriate tools and field techniques to gather and document data.	
LO2	Students will be able to Analyze field data and translate insights into visual or written formats.	
LO3	Students will be able to Create small-scale design interventions informed by real-world fieldwork.	
LO4	Students will be able to Communicate project findings through professional presentations and reports. Reflect critically on the design process considering cultural, social, and technological contexts.	