



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Fine Arts- Syllabus of B.Des (Graphics & Communication Design) Programme under CBCSS UG Regulations 2019 with effect from 2023 Admission onwards - Implemented subject to ratification by the Academic council- approved-Orders Issued.

G & A - IV - B

U.O.No. 15064/2023/Admn

Dated, Calicut University.P.O, 29.09.2023

- Read:-*1.U.O.No. 4368/2019/Admn Dated 23.03.2019
2 U.O.No. 6270/2023/Admn Dated 05.04.2023
3. Minutes of the online meeting of the Board of Studies in Fine Arts held on 15.09.2023 (Item No.1)
4.Remarks of the Dean, Faculty of Fine Arts dated 27.09.2023
5. Orders of Vice Chancellor in the file of even No. dated 27.09.2023

ORDER

1. The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS -Regular and SDE/Private Registration with effect from 2019 Admission was implemented vide paper read first above and the same has been modified vide paper read second above.
2. The Board of Studies in Fine Arts, vide paper read (3) above, has resolved to approve the syllabus of B.Des (Graphics & Communication Design) programme, as per CBCSS UG regulation 2019, with effect from 2023 admission onwards.
3. The Dean, Faculty of Fine Arts, vide paper read (4) above, has approved the recommendation of the Board of Studies in Fine Arts held on 15.09.2023.
4. Considering the urgency, the Vice Chancellor has approved the Scheme and Syllabus of B.Des (Graphics & Communication Design)) programme in accordance with CBCSS UG Regulations 2019, in the University with effect from 2023 Admission onwards,Subject to ratification by the Academic Council.
5. The Scheme and Syllabus of B.Des (Graphics & Communication Design) Programme in accordance with CBCSS UG Regulations 2019 is therefore implemented in the University with effect from 2023 Admission onwards, subject to ratification by the Academic Council.
6. Orders are issued accordingly. (Syllabus appended)

Ajayakumar T.K

Assistant Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/DoA/EX and EG Sections/GA I F/CHMK Library/Digital Wing/SF/DF/FC/CDC

Forwarded / By Order

Section Officer

B.Des

(GRAPHICS AND COMMUNICATION DESIGN)

(with effect from 2023 admission onwards)

**(UNDER THE FACULTY OF
FINE ARTS)**



PREPARED BY
BOARD OF STUDIES IN FINE ARTS(SB)
(UNIVERSITY OF CALICUT)

B. DES (GRAPHICS AND COMMUNICATION DESIGN) REGULATION AND SYLLABI

**(CBCSS UG, Regulation 2019)
(BA LRP Pattern)**

The Graphics and Communication Design program is designed to develop an understanding of all areas of communication and Graphics, be it print or interactive displays, creating animation to enhance a message to producing videos or films. We have a problem-solving approach to communication, enabling students to learn how best to communicate clearly and effectively with the media of their choice. At the core of this stream lies the ability to find interesting ways to tell stories. Graphics and Communication Design is a professional program for students who want to explore the new skills in Graphics and communication and the creative potential in the interchange between words and images in both traditional and new age media. The goal is to prepare students for professional employment as communication planners and designers.

This is a process of creating print/visual solutions, using image and text to create design that is comprehensible, differentiated, relevant, meaningful as well as appropriate for the intended purpose. Students explore basic principles in the fields of typography, photography, image making, and design skills that are used to create brand identity, type design, print and publication design, way finding, through a variety of structured exercises that build their design potential through a rigorous training process.

1.1 Programme Outcome

On completion of B. Des (Graphics and Communication Design) Programme, the students will be able to

- 1: To explore the fundamentals and underlying theories of Graphic Design and Communication.
- 2: To inculcate the best practices for media and communication concepts.
- 3: Gain proficiency in identified technical skills, understand the process of creating, analyzing, evaluating creative drawing and design solutions.
- 4: Design/ development of solutions: Justify the choice of appropriate tools according to type of drawing art work.
- 5: Modern Tools, Experimentation and Testing: Select advanced tools to visualize and demonstrate an idea and express it through visual design.
- 6: Design Management: Demonstrate the knowledge of design and colors and apply them effectively to various assignments.
- 7: Life-long learning: Pursue lifelong learning as a means of enhancing knowledge and skills. Recognize the professional and personal responsibility of Designers to the community.

8: Identify and analyze the constant change and new trends in design and having virtual collaborating ability.

9: Apply logical thinking gained from knowledge acquired through communication and design.

10: Develop a comprehensive integrated marketing plan and comprehend sustainability in their design aesthetic and design sustainability

1.2 Programme Specific Outcome

1: Understand the nature and basic concepts of graphic designing and visual communication for industry and business.

2: Gain intellectual understanding of visual media.

3: Understand the difference between real world and virtual world parameters for previsualization.

4: Employ research processes and practices employed in the graphic design, media and communication industry.

5: Research through enquiry, exploration and investigation using multiple design, commercial and cultural resources.

6: Developing creative work to showcase in a portfolio.

7: Having a clear understanding of professional and ethical responsibility with professional internship.

8: Gain experience and confidence in the dissemination of project/research outputs and the program will lead a student to produce innovative and aesthetic designs as well as form an understanding of the critical, conceptual and historical background of art, design and visual culture.

2. Objective

The restructured undergraduate programme called as B. Des (GRAPHICS AND COMMUNICATION DESIGN) is designed to equip students in the art and craft of Graphics and Communication production so as to enable them to emerge as thoroughbred professionals matching the manpower needs of the fast growing Design industry. Towards this end, the Programme besides providing for a good grounding in the theory of the core as well as complementary areas, enhances the scope for practical training in the core areas of Graphics and Communication productions.

3. Course Duration

The Programmes shall be of six semesters spread across three years.

4. Eligibility for Admission

Candidates who have passed Pre-degree/ Plus two course with not less than 45% marks in aggregate shall be eligible to apply for admission to the **B. DES (GRAPHICS AND COMMUNICATION DESIGN)** programme. Relaxation of 5% marks will be allowed to candidates belonging to socially and educationally backward communities as referred to by Govt. of Kerala. SC/ST candidates need have only a pass in their qualifying degree examinations. Those awaiting results of their qualifying examinations also can apply. But such candidates will be admitted provided they produce the marks sheets of the qualifying examination on or before the date prescribed for admission.

4.1 Admission Criteria

Admission to the Programme shall be based on the marks secured by candidates in the qualifying examinations. Candidates who have diploma/certificate courses in multimedia/fine arts will be given weightage as indicated below provided they produce relevant certificates.

1. Diploma in Creative Media/Design/Fine arts subjects of 10 months duration or more 5 marks (UGC/Kerala State approved only)
2. Certificate in Design/Fine arts subjects 3 marks (UGC/Kerala State approved only)

Candidates will be given weightage in only one of the categories, whichever is highest. To earn weightage candidates should produce relevant certificates.

4.2 Course Requirements

Students should attend the prescribed lecture and practical sessions without fail and should submit their assignments, practical work and projects in the prescribed mode within the deadlines. Those who fail to put in 75% attendance in both the lecture and practical sessions will not be permitted to appear for the semester-end examinations. The University can however condone the shortage of attendance as per the rules and procedures framed by it from time to time.

4.3 Assessment and Examination

Students shall be assessed continuously through theory/practical assignments by their faculty. There shall also be semester-end examinations as notified by the University. The duration of semester-end examination shall be of 3 hours for both theory and practical components. While theory component evaluation will be carried out by external examiners, the practical and projects will be evaluated by two examiners – one external and one internal as nominated by the University. Practical examinations shall be conducted by the University at the end of Second, fourth and sixth semester (except for music). In other matters of external evaluation, the clauses 8, 9 and 10 of the Regulations of the CBCSS (UG) approved by the University will be applicable.

General Course I, II, III & IV shall be designed by the concerned group of Boards.

The subjects under Language Reduced Pattern (BA LRP) / [Alternative pattern] are grouped into Five:

- 1. BA Multimedia, BA Film and Television, BA Visual Communication, BA Graphic Designing and Animation, B. A Graphics and Communication Design, B. Des (Graphics and Communication Design)**

4.4 Grading of Successful Candidates

The Regulations of the CBCSS (UG) shall be followed in grading students in continuous internal evaluation and in the semester-end examinations. Based on their performance in the internal and external examinations put together, the students will be graded from Grade A to F as stipulated in Clause 10 of the University approved Regulations of the CBCSS (UG). The candidates failing to secure the minimum grade for a course in the semester-end examinations will be permitted to reappear along with the next batch. There shall not be any chance for improvement for internal assessment grade. 20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

4.5 Other Regulations

In all other matters regarding the regulations of the B. DES (GRAPHICS AND COMMUNICATION DESIGN) programme which are not specified in the above or in the succeeding sections, the Regulations of the Calicut University CBCSS (UG) will be applicable.

5. Courses of Study and Scheme of Examinations

The B. DES (GRAPHICS AND COMMUNICATION DESIGN) Programme is structured to provide a sound grounding in theoretical and practical areas of Graphics and Communication. The courses and the scheme of assessment are as follows.

PART- I

B. DES (GRAPHICS AND COMMUNICATION DESIGN) SYLLABUS

PART- II

**COMPLEMENTARY COURSES OFFERD BY B. DES
(GRAPHICS AND COMMUNICATION DESIGN)
FOR VARIOUS OTHER UG PROGRAMMES**

PART- I SYLLABUS (CORE AND OPEN COURSE)

**A sample subject list of complementary courses for B. DES (GRAPHICS
AND COMMUNICATION DESIGN) are given below.**

1. Visual Communication (BA Visual Communication)
2. Film and Television (BA Film & Television)
3. BA Graphic Designing and Animation
4. BA Multimedia
5. Media Practices (Journalism and Mass Communication)
6. Fine Arts

There will be the examinations of the Complementary courses will be conducted at the end of each semester. (Applicable for BA LRP- I, II, III & IV)

Semester I Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Semester End Examination (External)			
		Theory	Lab /P	Total		Internal	Theory	Practical	Total
A01 Common Course	Common English Course I								
A02 Common Course	Common English Course II								
A07 Common Course	Additional Language Course I A07(3)								
BDS1B01 Core Course 1	History of Art and Design	3	-	3	2	15	60	-	75
BDS1B02 Core Course 2	Graphic Design and Communication (Practical)	-	2	2	2	15	-	60 (50 Practical + 10Record)	75
Complementary Course 1	Complementary I*	3	-	3	3	15	60	-	75

Complementary Course 2	Complementary II*	3	-	3	3	15	60	-	75
	Total	25			20				

* Detailed syllabi and objectives are to be provided by the concerned boards

Semester II Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
A03 Common Course	Common English Course III								
A04 Common Course	Common English Course IV								
A08 Common Course	Additional Language Course II A08 (3)								
BDS2B03 Core Course 3	Art and Design Fundamentals 2D & 3D	3	-	3	2	15	60	-	75
BDS2B04 Core Course 4	Drawing for Designers (Practical)	-	2	2	2	15	-	60 (50 Practical + 10 Record)	75
Complementary Course 3	Complementary III*	3	-	3	3	15	60	-	75
Complementary Course 4	Complementary IV*	3	-	3	3	15	60	-	75
	Total	25			22				

*Detailed syllabi and objectives are to be provided by the concerned boards

Semester III Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Semester End Examination (External)			
		Theory	Lab/P	Total		Internal	Semester End Examination (External)		Total
							Theory	Practical	
A11 General Course 1	General Course I	4	-	4	4	20	80	-	100
A12 General Course 2	General Course II	4	-	4	4	20	80	-	100
BDS3B05 Core Course 5	Advanced Digital Media	2	-	2	3	15	60	-	75
BDS3B06 Core Course 6	Graphic Design for gaming (Practical)	-	2	2	2	15	-	60 (50 Practical + 10 Record)	75
BDS3B07 Core Course 7	Information and Production Design (Practical)	-	3	3	2	15	-	60 (50 Practical + 10 Record)	75
BDS3B08 Core Course 8	Graphic Design for Print & Web Media (Practical)	-	2	2	2	15	-	60 (50 Practical + 10 Record)	75
Complementary Course 5	Complementary V*	4	-	4	3	15	60	-	75
Complementary Course 6	Complementary VI*	4	-	4	3	15	60	-	75
	Total	25			23	650 MARKS			

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester IV Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Semester End Examination (External)		
		Theory	Lab/P	Total		Internal	Semester End Examination (External)	
							Theory	Practical

							Theor y	Practical	Total
A13 General Course 3	General Course III	4	-	4	4	20	80	-	100
A14 General Course 4	General Course IV	4	-	4	4	20	80	-	100
BDS4B09 Core Course 9	Theory of Advertising, Visual communication & Media	2	-	2	2	15	60	-	75
BDS4B10 Core Course 10	Packaging Design and Printing Technology (Practical)	-	2	2	2	15	-	60 (50 Practical + 10 Record)	75
BDS4B11 Core Course 11	Introduction to UI/ UX Design (Practical)	-	2	2	2	15	-	60 (50 Practical + 10 Record)	75
BDS4B12 Core Course 12	Introduction to 3D Modeling & Texturing (Practical)	-	3	3	2	15	-	60 (50 Practical + 10 Record)	75
Complementary Course 7	Complementary VII*	4	-	4	3	15	60	-	75
Complementary Course 8	Complementary VIII*	4	-	4	3	15	60	-	75
	Total		25		22		650 MARKS		

**Detailed syllabi and objectives are to be provided by the concerned boards*

Semester V Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week			Credit	Semester End Examination(External)			
		Theory	Lab/P	Total		Internal	Semester End Examination(External)		
							Theory	Practical	Total
BDS5B13 Core Course 13	Design Management	4	-	4	2	15	60	-	75
BDS5B14 Core Course 14	Design Office & Project Management	3	-	3	2	15	60	-	75
BDS5B15 Core Course 15	Animation Film Making 3D (Practical)	3	-	3	2	15	-	60 (50 Practical + 10 Record)	75
BDS5B16 Core Course 16	Techniques of Post Production- Visual Editing & Sound Design (Practical)	-	3	3	3	15	-	60 (50 Practical + 10 Record)	75
BDS5B17 Core Course 17	Environment Graphics or Signage Design (Practical)	-	4	4	2	15	-	60 (50 Practical + 10 Record)	75
BDS5B18 Core Course 18	Advance Web Designing (Practical)	-	3	3	2	15	-	60 (50 Practical + 10 Record)	75
BDS5B19 Core Course 19	Industrial Visit & Report	-	2	2	2	15	-	60	75
BDS5D01 Open Course 01	Introduction to Design	3	-	3	3	15	60	-	75
Total		25			18	600 Marks			

Semester VI Course of Study and Scheme of Examinations

Code and Course	Course Title	Hours Per Week	Credit	Semester End Examination (External)	
				Internal	Semester End Examination (External)

		Theory	Lab/P	Total			Theory	Practical	Total
BDS6B20 Core Course 20	Introduction to Motion Graphics Design (Practical)	-	5	5	3	15	-	60 (50 Practical + 10Record)	75
BDS6B21 Core Course 21	Digital Marketing	3	2	5	3	15	60	-	75
Electives: The Department Should offer electives for the students to choose									
BDS6B22 Core Course 22 (Elective)	Graphics and Communication Research Project (Practical)	-	5	5	4	20	-	80	100
BDS6B23 Core Course 23 (Elective)	Portfolio Presentation								
BDS6B24 Core Course 24	Industrial Internship & Presentation (1 Month)	-	5	5	3	15	60 (Internship Report 30 +Record 10 + Viva Voce 20)		75
BDS6B25 Core Course 25	Project	-	5	5	2	15	60 (Project Evaluation 30 +Record 10 + Viva Voce 20)		75
	Total		25		15		Total Marks- 400		

PART- II

COMPLEMENTARY COURSES OFFERED FOR VARIOUS OTHER UG PROGRAMMES

B. (BA LRP Programmes)

Code and Course	Course Title	Hours Per Week			Credit	Internal	Semester End Examination (External)		
		Theory	Lab/P	Total			Theory	Practical	Total
BDS1 C01	Theory of Graphic Design and Communication	3	0	3	3	15	60	-	75
BDS2 C01	Drawing for Designers	2	1	3	3	15	60	-	75
BDS3 C01	Basic Typography	2	1	3	3	15	60	-	75
BDS4 C01	Packaging Design and Printing Technology	2	1	3	3	15	60	-	75
Total					12	300 MARKS			

EVALUATION PATTERN OF CORE AND COMPLEMENTARY COURSES

THEORY COURSES

20 marks (internal) + 80 marks (external) (4 and above Credit Courses)

15 marks (internal) + 60 marks (external) (Credit below 4)

PRACTICAL COURSES

60 Marks (external) + 15 marks internal for the practical courses

PROJECT EVALUATION, INTERNSHIP, PORTFOLIO, INDUSTRIAL VISIT

15marks (internal) + 60 marks (external)

Practical examinations shall be conducted in the even semester (II, IV, and VI) (Ref: University Regulation for CBCSS 8.2)

3.1. 'Programme' means the entire course of study and examinations for the award of B. Des (GRAPHICS AND COMMUNICATION DESIGN) degree.

3.2. 'Duration of programme' means the time period required for the conduct of the programme. The duration of B. Des (GRAPHICS AND COMMUNICATION DESIGN) programme shall be six semesters distributed in a period of 3 years.

3.3. 'Academic Week' is a unit of five working days in which distribution of work is organized from day one to day five, with five contact hours of one hour duration on each day. A sequence of 18 such academic weeks constitutes a semester.

3.4. 'Semester' means a term consisting of 18 weeks (16 instructional weeks and two weeks for examination).

3.5. 'Course' means a segment of subject matter to be covered in a semester.

3.6. 'Common course' means a course that comes under the category of courses, including compulsory English and additional language courses and a set of general courses applicable for Language Reduced Pattern (LRP) programmes, the selection of which is compulsory for all students undergoing UG programmes.

3.7. 'Core course' means a compulsory course in a subject related to a B. Des (GRAPHICS AND COMMUNICATION DESIGN) degree programme.

3.8. 'Open course' means a course which can be opted by a student at his/her choice.

3.9. 'Complementary course' means a course which is generally related to the core course.

3.10. 'Improvement course' is a course registered by a student for improving his/her performance in that particular course.

3.11. 'Ability Enhancement course/Audit course' is a course which is mandatory as per the directions from the Regulatory authorities like UGC, Supreme Court etc.

3.12. 'Department' means any Teaching Department in a college offering a course of study approved by the University as per the Statutes and Act of the University.

3.13. 'Department Co-ordinator' is a teacher nominated by a Dept. Council to co-ordinate all the works related to CBCSS UG undertaken in that department including continuous evaluation.

3.14. 'Department Council' means the body of all teachers of a department in a college.

3.15. 'Parent Department' means the Department which offers a particular degree programme.

3.16. 'College Co-ordinator' is a teacher nominated by the college council to co-ordinate the effective running of the process of CBCSS including internal evaluation undertaken by various departments within the college. She/he shall be the convener for the College level monitoring committee.

3.17. College level monitoring committee. A monitoring Committee is to be constituted for CBCSSUG at the college level with Principal as Chairperson, college co-ordinator as convenor and department co-ordinators as members. The elected College union chairperson shall be a member of this committee.

3.18. 'Faculty Adviser' means a teacher from the parent department nominated by the Department Council, who will advise the student in the academic matters and in the choice of open courses.

3.19. 'Credit' (C) is a unit of academic input measured in terms of weekly contact hours/course contents assigned to a course.

3.20. 'Extra Credit' is the additional credit awarded to a student over and above the minimum credits required in a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not be considered.

3.21. 'Letter Grade' or simply 'Grade' is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. The Letter grade that corresponds to a range of CGPA is given in Annexure-I.

3.22. Each letter grade is assigned a '**Grade point**' (**G**) which is an integer indicating the numerical equivalent of the broad level of performance of a student in a course. **Grade Point** means point given to a letter grade on 10 point scale.

3.23. 'Semester Grade Point Average' (SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to three decimal places. SGPA determines the overall performance of a student at the end of a semester.

3.24. 'Credit Point' (P) of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$

3.25. 'Cumulative Grade Point Average' (CGPA) is the value obtained by dividing the sum of credit points in all the semesters taken by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to three decimal places.

3.26. Grade Card means the printed record of students' performance, awarded to him/her.

3.27. Course teacher: A teacher nominated by the Head of the Department shall be in charge of a particular course.

3.28. 'Strike off the roll': A student who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll.

3.29. Words and expressions used and not defined in this regulation, but defined in the Calicut University Act and Statutes shall have the meaning assigned to them in the Act and Statutes.

4. PROGRAMME STRUCTURE

4.1. Duration: The duration of a B. Des (GRAPHICS AND COMMUNICATION DESIGN) programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March.

4.2. Courses: The B. Des (GRAPHICS AND COMMUNICATION DESIGN) programme shall include five types of courses, viz; Common Courses(Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (Code E).

4.3. Course code : Each course shall have a unique alphanumeric code number, which includes abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course (A to E) and the serial number of the course (01,02). The course code will be centrally generated by the university.

4.4. Common Courses: A B. Des (GRAPHICS AND COMMUNICATION DESIGN) student shall undergo 10 common courses (total 38credits) as follows:

<i>A01. Common English Course</i>	Semester I
<i>02. Common English Course II</i>	Semester I
<i>A03. Common English Course III</i>	Semester II
<i>A04. Common English Course IV</i>	Semester II
<i>A07. Additional Language Course I</i>	Semester I

<i>A08. Additional Language Course II</i>	Semester II
<i>A11. General Course I</i>	Semester III
<i>A12. General Course II</i>	Semester III
<i>A13. General Course III</i>	Semester IV
<i>A14. General Course IV</i>	Semester IV

Common courses A01-A04 shall be taught by English teachers and A07-A08 by teachers of additional languages respectively. General courses A11-A14 shall be taught by teachers of the mother department

4.5. Core courses: Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the mother department.

4.6. Complementary courses: Complementary courses cover disciplines that are related to the core subject and are distributed in the first four semesters.

4.7. Open courses: There shall be one open course in core subjects in the fifth semester. The open course shall be open to all the students from other departments except the students from the parent department. The students can opt that course from any other department in the institution. Total credit allotted for open course is 3 and the hours allotted is 3. If there is only one programme in a college, they can choose either language courses or physical education as open course.

4.8. Common and open courses under SDE/Private Registration: Existing pattern (as in CBCSSUG 2014) shall be followed under SDE/Private Registration.

4.9. Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below.

Course with credit	Semester
Environment Studies – 4	1
Disaster Management – 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3

*Gender Studies/Gerontology- 4	4
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* Colleges can opt any one of the courses.

4.10. Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

4.11. Credits: A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 38 (14 for common (English) courses +8 for common languages other than English and 16 credits for General courses) credits shall be from common courses, 2 credits for project/corresponding paper and 3 credits for the open course.

The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA.

4.12. Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University remitting the required fee. Benefits of attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme) . If a student fails to get the required attendance within condonable limit, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a provisional registration is needed. Such students can appear for supplementary examination for such semesters after the completion of the programme. Less than 50% attendance requires Readmission. Readmission is permitted only once during the entire programme.

4.13. Grace Marks: Grace Marks may be awarded to a student for meritorious achievements inco-curricular activities (in Sports/Arts/NSS/NCC/Student Entrepreneurship) carried out besides the regular hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE).

5. BOARD OF STUDIES AND COURSES

5.1. The Fine Arts (Single) Boards of Studies shall design all the courses offered in the B. Des (GRAPHICS AND COMMUNICATION DESIGN) programmes. The Board shall design and introduce new courses, modify or re-design existing courses and replace any existing courses with new/modified/re-designed courses to facilitate better exposure and training for the students.

5.2. The Syllabus of a course shall include the title of the course, the number of credits, maximum marks for external and internal evaluation, duration of examination hours, distribution of internal marks and reference materials.

5.3. The Syllabus for Common Courses, even though prepared by different Boards of Studies, maybe put under a separate head as Syllabus for Common Courses.

5.4. Each course has an alpha numeric code, the number of credits and title of the course. The code gives information on the subject, the semester number and the serial number of the course. Each module/chapter may mention the total marks of questions to be asked from each module/section in the Question paper.

5.5. The syllabus of each course shall be prepared module wise. The course outcomes are to be clearly stated in the syllabus of all subjects including laboratory subjects, the number of instructional hours and reference materials are also to be mentioned against each module. Since a semester contains 16 instructional weeks, the same may be considered in the preparation of the syllabi.

5.6. The scheme of examination and model question papers are to be prepared by the Board of Studies. The total marks of questions from each module may be given along with the syllabus.

5.7. A Question Bank system shall be introduced. Boards of Studies shall prepare a Question Bank, section wise, at least 8 times to that required for a Question paper.

5.8. Each Course should have a Preamble which clearly signifies the importance of that course.

5.9. Boards of Studies have to be constantly in touch with renowned Indian Universities and atleast a few foreign universities. Subject experts have to be identified in all major fields of study and endeavour, and consulted frequently.

6. ADMISSION

6.1. The admission to B. Des (GRAPHICS AND COMMUNICATION DESIGN) programme will be as per Rules and Regulations of the University.

6.2. The eligibility criteria for admission shall be as announced by the University from time to time.

6.3. Separate rank lists shall be drawn up for reserved seats as per the existing rules.

6.4. The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the University for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfill all such conditions as prescribed by the University from time to time.

6.5. The college shall make available to all students admitted a **prospectus** providing details of the programme. The information so provided shall contain title of the courses, the semester in which it is offered and credits for the courses. Detailed syllabi shall be made available in the University/college websites.

6.6. There shall be a uniform **calendar** prepared by the University for the registration, conduct/schedule of the courses, examinations and publication of results. The University shall ensure that the calendar is strictly followed. Admission notification and the academic calendar for SDE/ Private Registration will be prepared and issued by SDE.

6.7. There shall be provision for **Inter Collegiate and Inter University Transfer** in third and fifth semester within a period of two weeks from the date of commencement of the semester. College transfer may be permitted in Second and Fourth semester also without change in complementary course within a period of two weeks from the date of commencement of the semester concerned.

6.8. Complementary change at the time of college transfer is permitted in the third semester if all conditions are fulfilled.

6.8.1. Core/Complementary change under SDE/Private Registration: Existing rule (as in CBCSS UG 2014) shall be followed in Core/Complementary Change.

6.9. CBCSS regular students can join distance education stream/Private Registration in any semester in the same programme or different one. If core and complementary

courses are different, they have to undergo them in the new stream. The marks/grace obtained for common courses will be retained.

6.10. A student registered under distance education stream/Private Registration in the CBCSS pattern may be permitted to join the regular college (if there is a vacancy within the sanctioned strength) in the third and fifth semester with the same programme only. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses along with the subsequent batch. iii) An undertaking to the effect that “the internal evaluation for the previous semesters of the new complementary courses will be conducted”, is to be obtained from the Principal of the college in which the student intends to join.

6.11. Provision for **credit transfer** is subject to common guidelines prepared by the faculty concerned.

6.12. There shall be provision for **Readmission** of students in CBCSS UG 2019.

6.12.1. The principal can grant readmission to the student, subject to the conditions detailed below and inform the matter of readmission to the Controller of Examinations within one month of such readmission.

6.12.2. This readmission is not to be treated as college transfer.

6.12.3. There should be a gap of at least one semester for readmission.

6.12.4. The candidate seeking readmission to a particular semester should have registered for the previous semester examination.

6.12.5. Readmission shall be taken within two weeks from the date of commencement of the semester concerned.

6.12.6. For readmission, the vacancy should be within the sanctioned strength in the parent college. If there is no vacancy in the junior batch of the parent college, readmission can be taken in another college with the junior batch if there is vacancy within the sanctioned strength in the concerned college.

6.12.7. If there is a change in complementary courses, it can be done with following conditions: i) the external and internal marks/grade obtained in the previous semesters for the earlier complementary courses will be cancelled. ii) the students have to write the external examinations for the previous semester for the new complementary courses

along with the subsequent batch iii) An undertaking to the effect that “the internal evaluation for the previous semesters of the new complementary courses will be conducted”, is to be obtained from the principal of the college in which the student intends to take readmission.

6.12.8. If change in scheme occurs while readmission, provision for credit transfer is subject to common guidelines prepared by Board of Studies/ Faculty concerned. For readmission to CBCSS UG 2019 involving scheme change, the principal concerned shall report the matter of readmission to Controller of Examinations with the details of previous semesters and course undergone with credits within two weeks in order to fix the deficiency/excess papers.

7. REGISTRATION

7.1. Each student shall make an online registration for the courses he/she proposes to take, in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each semester giving the details of courses registered, including repeat courses, to the University in the prescribed form within 45 days from the commencement of the semester.

It is mandatory that the students who got admission under CBCSS UG 2019 in SDE/Private shall register for the examinations of the concerned semesters in the same year itself.

7.2. A student shall be normally permitted to register for the examination if he/she has required minimum attendance. If the student has a shortage of attendance below 65% in a semester, the student shall be permitted to move to the next semester (if the attendance is more than 50% - Provisional registration) and can write the examination for the entire courses of the semester in which shortage of attendance occurs as supplementary examination only after the completion of the entire programme. In such cases, a request from the student may be forwarded through the Principal of the college to the Controller of Examinations within two weeks of the commencement of the semester. If the attendance is less than 50%, the student is not eligible to continue the programme and has to seek readmission. **There will not be any Repeat semester in CBCSSUG2019.**

7.3. A student who registered for the course shall successfully complete the programme within 6years from the year of first registration. If not, such candidate has to cancel the existing registration and join afresh as a new candidate.

7.4. For open courses there shall be a minimum of 10 and maximum of 75 students per batch. For other courses existing pattern will be followed.

7.5. Those students who have followed the UG Programmes in annual pattern or Choice based Credit & Semester System pattern can cancel their earlier registration and register afresh for CBCSSUG 2019 scheme in the same discipline or a different one.

7.6. The students who have attendance within the limit prescribed, but could not register for the examination have to apply for **Token registration**, within two weeks of the commencement of the next semester.

8. EXAMINATION

8.1. There shall be University examinations at the end of each semester.

8.2. Practical examinations, if any shall be conducted by the University as prescribed by the Board of Studies.

8.3. **The medium of instruction and examination shall be English**

8.4. External viva-voce shall be conducted along with the practical examination/project evaluation.

8.5. The model of question papers may be prepared by the concerned Board of Studies. Each question should aim at – (1) assessment of the knowledge acquired (2) standard application of knowledge (3) application of knowledge in new situations.

8.6. Different types of questions shall possess different marks to quantify their range. A general scheme for the question paper is given in Annexure III.

8.7. Project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internal assessment.

8.8. Audit courses: The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions set by the University. The students can also attain the credits through online courses like SWAYAM, MOOC etc. The College shall send the list of passed students to the University at least before the commencement of fifth semester examination.

8.9. **Improvement course:** Improvement of a particular semester can be done only once. The student shall avail of the improvement chance in the succeeding year after the successful completion of the semester concerned. The students can improve a maximum of two courses in a particular semester (for SDE/Private registration students also). The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination (for regular students). If the candidate fails to appear for the improvement examination after registration, or if there is no change in

the results of the improved examination, the mark/grade obtained in the first appearance will be retained. Improvement and supplementary examinations cannot be done simultaneously.

8.10. Moderation: Moderation is eligible as per the existing rules of the Academic Council.

9. EVALUATION AND GRADING

9.1. Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given in Annexure-1

9.2. Course Evaluation

The evaluation scheme for each course shall contain two parts:

- 1) Internal assessment and
- 2) External examination

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

9.2.1. Internal Assessment

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, assignment, seminar and class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- **Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.**

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken) For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one shall be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board

at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1
75% ≤CRP <85%	2	2
85 % and above	4	3

9.2.2. Internal Assessment for SDE/Private Registration: Regarding internal component, the student will have to attend a fill in the blank type/multiple choice type examination of 20 marks along with the external examination in SDE mode. The attendance component of internal marks is not mandatory for such students.

9.2.3. External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80/60 marks (The pattern is given in the Annexure III). The courses with 2/3 credits will have an

external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva can be conducted either internal or external which may be decided by the Board of Studies concerned. (Guidelines are given in the Annexure II).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

9.2.4. Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

10. INDIRECT GRADING SYSTEM

10.1. Indirect grading System based on a 10-point scale is used to evaluate the performance of students.

10.2. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading (Annexure I).

10.3. An aggregate of P grade (after external and internal put together) is required in each course, where there is an external evaluation, for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course). But no separate pass minimum is needed for internal evaluation. No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external are not displayed in the grade card. The above conditions are applicable to the practical courses also and Improvement/Supplementary chances shall be given to the practical courses.

10.4. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

10.5. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the

successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula:

$$\text{SGPA} = \frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total credits in that semester}}$$

10.6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Total credit points obtained in six semesters}}{\text{Total credits acquired (120)}}$$

10.7. SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (Annexure-I)

11. GRADE CARD

11.1. The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

1. Name of University
2. Name of College
3. Title of UG Programme
4. Semester concerned
5. Name and Register Number of student
6. Code number, Title and Credits of each Course opted in the semester
7. Letter grade in each course in the semester
8. The total credits, total credit points and SGPA in the Semester (corrected to three decimal places)

11.2. The final Grade card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show CGPA (corrected to three decimal places), percentage of marks (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade card shall also include the CGPA and percentage of marks of common courses, core courses, complementary courses and open courses separately. This is to be done in a 10-

point indirect scale. The final Grade card also contains the list of Audit courses passed and the details of Extra credits.

- **Evaluation of Audit courses:** The examination shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3 hour duration. For SDE/Private students it may be of MCQ/ fill in the blank type questions or online question paper may be introduced.

12. CALICUT UNIVERSITY SOCIAL SERVICE PROGRAMME (CUSSP)

In this programme, a student has to complete 12 days of social service. This has to be completed in the first four semesters; 3 days in each semester. For the regular programme the student has to work in a Panchayath or a Local body or in a hospital/ poor home or old age home or in a Pain & palliative centre or any social work assigned by the College authorities. Students who engage in College Union activities and participate in sports and cultural activities in Zonal level need to undergo only 6 days of CUSSP during the entire programme. The whole documents regarding the student should be kept in the college and the Principal should give a Certificate for the same. The list of students (successfully completed the programme) must be sent to the University before the commencement of the fifth semester examinations. A College level Co-ordinator and a Department level Co-ordinator shall be appointed for the smooth conduct of the programme.

12.1. CUSSP for SDE/Private students: For SDE/Private students, out of the 12 days, the student has to undergo 6 days in a Panchayath or a Local body and the remaining 6 days in a Hospital/ Old age home or in a Pain and palliative care centre. The respective certificate should be uploaded to the University (before the commencement of fifth semester examinations) in respective student portal and the University should provide an Online Certificate for the same.

13. AWARD OF DEGREE

The successful completion of all the courses (common, core, complementary and open courses) prescribed for the degree programme with 'P' grade shall be the minimum requirement for the award of degree.

13.1. Degree for Oriental Title courses: *Those students who have passed Oriental Title courses earlier have to appear for the common courses. A 01 to A 06 in order to get POT degree. This can be done through SDE/Private Registration (SDE/Private registration along with the First semester students).*

13.2. For obtaining Additional Degree: Those students who have passed UG programme under CCSS/CBCSS 2014 have to appear for only Core, Complementary and Open courses for acquiring additional degree. The registration for additional degree shall be done through SDE/ Private registration in the third semester as per existing rules.

14. GRIEVANCE REDRESSAL COMMITTEE

14.1. Department level: The College shall form a Grievance Redressal Committee in each department comprising of course teacher, one senior teacher and elected representative of students (Association Secretary) as members and the Head of the Department as Chairman. This committee shall address all grievances relating to the internal assessment grades of the students.

14.2. College level: There shall be a college level grievance redressal committee comprising of student adviser, two senior teachers, two staff council members (one shall be elected member) and elected representative of students (College Union Chairperson) as members and Principal as Chairman.

14.3. University level: The University shall form a Grievance Redressal Committee as per the existing norms.

16. TRANSITORY PROVISION

Notwithstanding anything contained in these Regulations, the Vice-Chancellor shall, for a period of three years from the date of coming into force of these Regulations, have the power to provide by order that these regulations shall be applied to any programme with such modifications as may be necessary.

17. REPEAL

The regulations now in force in so far as they are applicable to programmes offered by the University and to the extent they are inconsistent with these regulations are hereby repealed. In the case of any inconsistency between the existing Regulations and these Regulations relating the Choice-Based Credit Semester System in their application to any course offered in a College, the latter shall prevail.

Method of Indirect Grading

Evaluation (both internal and external) is carried out using Mark system. The Grade on the basis of total internal and external marks will be indicated for each course, for each semester and for the entire programme.

Indirect Grading System in 10 -point scale is as below:

Ten Point Indirect Grading System

Percentage of Marks (Both Internal & External put together)	Grade	Interpretation	Grade point Average (G)	Range of grade points	Class
95 and above	O	Outstanding	10	9.5 -10	First Class with Distinction
85 to below 95	A+	Excellent	9	8.5 -9.49	
75 to below 85	A	Very good	8	7.5 -8.49	
65 to below 75	B+	Good	7	6.5 -7.49	First Class
55 to below 65	B	Satisfactory	6	5.5 -6.49	
45 to below 55	C	Average	5	4.5 -5.49	Second Class
35% to below 45% aggregate(external and internal put together) with a minimum of 20% in external	P	Pass	4	3.5 -4.49	Third Class
Below an aggregate of 35% or below 20% in external evaluation	F	Failure	0	0	Fail
Incomplete	I	Incomplete	0	0	Fail
Absent	Ab	Absent	0	0	Fail

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION-Regular

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages:
 - a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
 - b) External evaluation (external examiner appointed by the University)
 - c) Marks secured for the Project will be awarded to candidates, combining the internal and external Marks
2. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Table-4

<i>Internal (20% of total)</i>		<i>External (80% of Total)</i>	
<i>Components</i>	<i>% of Marks</i>	<i>Components</i>	<i>%of Marks</i>
Punctuality	20	Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography)	20
Use of Data	20	Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	50
Scheme/Organization of Report	30	Viva-Voce	30
Viva-Voce	30		

4. External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board.
5. The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
6. Internal Assessment should be completed 2 weeks before the last working day of VIth semester.
7. Internal Assessment marks should be published in the department.
8. In the case of courses with practical examination, project evaluation shall be done along with practical examinations.
9. Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

2. PASS CONDITIONS-

1. Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Project Report for external evaluation.

2. **The student should get a minimum P Grade in aggregate of External and internal.**
3. There shall be no improvement chance for the Marks obtained in the Project Report.
4. In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new Internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

DETAILED SYLLABUS OF B. DES (GRAPHICS AND COMMUNICATION DESIGN)

1. The Colleges should arrange for continuous assessment of students through the prescribed number of class tests/take-home assignments and seminar/practical in each course as prescribed in the succeeding sections. The Class tests take-home assignments should be of theoretical nature to assess students' understanding of the concepts dealt under various topics of the course. And the practical should gauge student's ability to carry out tasks involved in the creation of Graphics and Communication products. Every student should submit the take-home assignments of each course in a record book within the prescribed deadline. The practical assignments should be submitted in DVDs. The faculty should evaluate the assignments and practical work of students in each course continuously.

2. Semester V and VI projects should be approved by the faculty concerned by the mid of the semesters. And, students should submit the projects in CD/DVD within the deadline set by the college/faculty.

7. SYLLABI

The syllabus of the core, complementary and open courses is detailed hereunder. The syllabi of the common courses shall be as prescribed by the University for the restructured UG Programmes.

SEMESTER 1 SYLLABI

1. Common Course -A01

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course –A02

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course –A07

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 1 – BDS1B01 – History of Art and Design

Learning Outcome:

- *After completing this course students will be able to;*
- *Understand and interpret the Design*
- *Explain about different stages of Design development*
- *Define and explain the importance of Symbols, signage*
- *Explain the basic principles of Layout design and theory of Typography*

MODULE1: Prehistoric visual representations -Paleolithic to the Neolithic Period- Lascaux, Altamira, Indian evidences. The earliest writing-Mesopotamian visual identification, Egyptian hieroglyphs, Chinese calligraphy, Pictographs to Alphabets

MODULE2: An image-rich introduction to the history of two-dimensional drawing. The cave drawings, Pottery drawings, Petroglyphs, Egyptian and Mesopotamian stele, evolution of script, calligraphy, Asian landscape paintings, scrolls, manuscript illuminations, three-dimensional illusionism of naturalist paintings on walls and canvases.

MODULE3: Development of the art of printing – the invention of paper and discovery of printing, the invention of movable type. Early European block printing, Copperplate engraving. Graphic design of the Rococo Era Development of art from imaginative to ideological – Romanticism, Impressionism, Expressionism and Cubism

MODULE4: Twentieth Century graphic design- Industrial Revolution-Impact of technology upon visual communication - revolution in printing-development of photography as a communication tool- Victorian era graphic design- development of Lithography

MODULE5: Art and Craft movements - Art Nouveau, Modernism, Art Deco.

Continuous assessment (internal): One class tests and assignments

5. Core Course 2 – BDS1B02- Graphic Design and Communication (Practical).

Learning Outcome:

- *After completing this course students will be able to;*
- *Define and interpret visual communication through Design.*
- *Achieve design solutions in a given context and problem*
- *Use simple visual elements in communication successfully.*
- *Understand and analyze designs as applied in different context*

Course Outline (Practical)

- Introduction to Graphic Design: To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.
- Graphic Design: To find out solutions to the typical design problems. Ex; Book Cover
- Different stages of Principles of Design
- To design a symbol or a logo with specific objective. Different aspects of Letterform.
- To take-up design problems in designing visiting cards, Letter Heads, Envelop Design, Greetings
- Designs Invitation Cards etc.
- Continuous Practical assessment (internal): lab tests and projects. Students must submit graphic and communication design outputs in hard and softcopy formats.

Application: Adobe Illustrator & Photoshop

Project: Students Must submit printed copy of any graphical outputs for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS1B02.

6. Complementary Course I

Detailed syllabi and objectives are to be provided by the concerned boards

7. Complementary Course II

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 2 SYLLABI

1. Common Course –A03

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. Common Course –A04

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

3. Common Course –A08

The detailed syllabi of this common course shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG

4. Core Course 1 – BDS2B03 – Art and Design Fundamentals 2D & 3D

Learning Outcome:

- *The students explore, discover and understand the fundamentals involved in 2 and 3 dimensional design– its elements, features and principles.*
- *The students understand the fundamentals and learn the principles of 2D and 3D design by doing assignments involving creative explorations and experiments with Forms, Texture, Colour, and Space in relation to the context and environment.*

Module 1: The historical link between Art and Design: relationship between art history and design, Art & Craft movement, William Morris's and John Ruskin's critique of industrial society, Bruno Munari's ideas of 'the useless machines', 'pure' and 'applied' art, the language of signs and symbols, The Bauhaus movement, school, style and history. POP art and its relationship with advertising and packaging, the design resurgence during 21st century globalization.

Module 2: Exposure to various elements and principles of art and design in 2D. Expressions and explorations using Points, Lines, Planes and Volumes Its relation in context to nature and environment. Study and understanding of Frame of Reference or Point of Views. Principles of colour theory and explorations. Understanding of the visual relationships – balance, proportion, order, symmetry, rhythm, etc. Study of visual principles of composition: grids, layouts, asymmetry, balance and asymmetry.

Module 3: Exposure to various elements of 3D and principles of art and design in 3D. Expressions and explorations of spaces and Volumes. Experimentations with Form, Texture, Colour and space

Module 4: Its relation in context to nature and environment. Radii Manipulation, Form Transition, Morphology. Exposure to form and movement. Exposure and demonstration of 3D modeling software (Autodesk Maya).

The understanding of various elements of 3D and principles of design in 3D is done through material explorations like wood, metal and clay.

Continuous assessment (internal): One class tests and assignments

5. Core Course 2 – BDS2B04- Drawing for Designers (Practical)

Learning Outcome:

After completing the Course students will be able to;

- Visualize the design concepts in their chosen area
- Understand the visual elements and use them appropriately in their design
- Demonstrate strong visual skills
- Analyze their own visual concepts and others better.
- Visualize complex ideas
- Draw and color human and other living forms
- Design and render Architectural forms, Patterns organic and abstract.

Course Outline (Practical)

- To introduce the basic geometry and the guiding principles

- To study Line styles and types such as; visible/ hidden/center/ cutting/ plane/ section/phantom
- To introduce different types of projections such as Multiple views and projections
- Orthographic projection /Auxiliary projection /Isometric projection /Oblique projection
- To study Perspective /Section Views /Scale /Showing dimensions /Sizes of drawings
- Graphical representation of figures, objects etc.
- Study of Human, animal and other living forms
- Study of objects from observation
- Study of Architectural features from observations.
- Study of Design motifs, Patterns
- To practice, Line drawings, Color sketches.

Project: Students Must submit drawing record for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS2B04.

6. Complementary Course III

Detailed syllabi and objectives are to be provided by the concerned boards

7. Complementary Course IV

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 3 SYLLABI

1. General Course 1 -A11

The detailed syllabi of this General Course (BA LRP- Group V) shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course 2 -A12

The detailed syllabi of this General Course (BA LRP- Group V) shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

3. Core Course 1 – BDS3B05 – Advanced Digital Media

Learning Outcome:

- *Understand the concept of creating textures, brushes, abstract and thematic designs.*
- *Create effective typography designs used for raster and vector illustrations and designs.*
- *Construct characters using flash symbols and rig it for animation.*
- *Animate background layouts and characters using 2D animation principles.*

Module 1: Creating Tile able and seamless textures -Creating Textures Defining Patterns Defining Brushes Tiling patterns, Understanding color channels ,Working with color channels, with negatives, and color adjustment levels - Understanding Color Modes-Working with different color modes. Image Adjustments Levels, Histogram Exposure Variations, Threshold Equalize Calculations. Using Photoshop as an artistic tool- Color, Symbolism, Ink and Painting, Colorizing ,Artistic Filters. Abstract Design-Creating Abstract and Thematic Designs, Creating Abstract Brushes, Multilayered Background Design using Blend Modes.

Module 2: Filters and its Use-All Filters, Understanding How Filters work, Liquefy Tool Extract Tool Vanishing Point. Blending Modes - Lighting Blends, Additive Blends, Subtractive Blends, Color Blends and Transparency Blends - Text Design-Creating work paths, Warping Text, Applying filter effects, Perspective transformation of text, SFX in text, Masking, Bonsai. Contemporary and Hi –Tech Interface

Module 3: Design Studying different interfaces, Working with multilayered color blend, Props and Material design. File Automation-Batch Processing, Automating Scripts, Contact Sheets, Bleaching Process – Designing Fractals - Visualization - Matte Painting and Lighting Modes Setting up the workspace, Brush definition and configuration, Color palette study, Matte painting for compositing, Understanding different Lighting modes, Organic Lighting, Metallic Lighting Texture Channels.

Module 4: FLASH- Rotoscopy and In Betweening, Onion Skin, Ease In & Ease Out, Transformation, Morphing -Character Construction, Character Rigging, Symbol Construction, Symbol Animation, Symbol Library Digital Animation Techniques

Layout Composition – Background, Composition, Background colouring, Camera Movements Staging, Scaling, Proportional twining - Using Principles of animation, Loops, Cycles and Holds, Walk cycles, SFX in Flash, Creating Shadows Lighting Reflections - Working on pencil-tested animation Importing Pencil tested frames, In Betweening, Digital Ink and Paint, Background Compositing - Working with Animation techniques outputs, Importing the footage, Colourizing, Clean up Work.

Software: Adobe Photoshop, Adobe Illustrator and Adobe Animate

Continuous assessment (internal): One class tests and assignments

4. Core Course 2 – BDS3B06- Graphic Design for gaming (Practical)

Learning Outcome:

After completing the Course students will be able to;

- On completion of the course student will be able to;
- Understand the Game design process
- Execute drawings, story boards
- Create Game assets.
- To develop a particular style, look and feel

Course Outline (Practical)

- Introduction to gaming and concepts. Meaning and definition
- Classification of gaming
- Game production process
- Pre-production for Gaming – Concepts and ideas
- Game assets design
- Production environment steps and planning –Implementation in 2D Flash.
- Post production – Compositing and editing, sound designing
- Game Design – an introduction (Game Theory, Detailed Design Docs, Storytelling, Visual Storytelling, Critical Game Analysis)
- Various Genres of Games
- Various platforms in games and their differences
- Game Art and a comparison with Art asset creation for animation
- Game Art production techniques and technologies involved
- Technology for game development (a study on various game engines)
- A detailed look at a 3D game engine

- Game Design Documents and Technical Design Document
- Level Design
- Sound, UI Design
- Production pipelines in game production
- The gaming industry, Producing and Distribution
- Making a playable level

Software: Adobe Photoshop/Illustrator, Animate/Game Maker Studio

Project: Students Must submit 3 minutes 2D Animation Short Film for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS3B06.

5. Core Course 3 – BDS3B07- Information and Production Design (Practical)

Learning Outcome:

After completing the Course students will be able to;

- Exploratory data analysis
- Information design
- Interactive data visualization
- Descriptive statistics
- Inferential statistics
- Statistical graphics
- Plot
- Data analysis
- Infographic

Course Outline (Practical)

- Overview of information design.
- Data graphics: displaying visually measured quantities. Exploration of various graphing applications and tools
- Data graphics.
- “Live” vs “Non-live” graphics discussed.
- Review roughs and further development of graph.
- Presentation & class critique of graphs
- Review roughs and further development of explanation.

- Visualization & Foundation. Developing empathetic approach for working. Set Illustration, Narrative and Décor in context to it.
- Set completion – complete visualization, miniature set design, (diagram based model) Basic molding workshop.
- Light design in context to Production. Location Scouting trip. Design principles of moving images.
- Submission on basis of Virtual Set Design. The informative interaction for the same.

Softwares: Adobe Photoshop/Illustrator, Autodesk 3Ds Max

Project: Students Must submit 2 types of information design outputs or 1 minutes 3D Animation Virtual Set Design for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS3B07.

6. Core Course 3 – BDS3B08- Graphic Design for Print & Web Media (Practical)

Learning Outcome:

After completing the Course students will be able to;

- Know the Graphic Design in relation to print media
- Use the principles of Design
- Understand the types of Graphics required in print media
- Execute Graphics design for of catalogs, brochures, book jackets, advertisements, Newspapers and Magazines

Course Outline (Practical)

- Introduce complex design ideas and design principles
- Visual problem solving and print production standards
- To learn the relative use of Type, graphics, illustration, and photography in print media
- To understand the Graphic design knowledge required for Catalogues, brochures, book covers, advertisements which involve print media.

Web Design & Development Process

- Planning the project is the most important step, and it is even more critical than the actual development.
- Requirements analysis
- Project charter
- Site map
- Contracts that define roles, copyright and financial points
- Gain access to servers and build folder structure
- Determine required software and resources (stock photography, fonts, etc.)

2. Design

- Wireframe and design elements planning
- Mock-ups based on requirements analysis
- Slice and code valid HTML/XHTML/JS/CSS etc

3. Development

- Build development framework.
- Code templates for each page type.
- Develop and test special features and interactivity
- Fill with content.
- Test and verify links and functionality.

4. Launch

- Polishing
- Transfer to live server
- Testing
- Final cross-browser check (IE, Firefox, Chrome, Safari, Opera, iPhone, BlackBerry)

5. Post-Launch

- Hand off to client
- Provide documentation and source files
- Project close, final documentation
- Files and Archive

6. A Process Puts the Client at Ease

- Documenting The Process
- Using The Process
- Refining the Process

Softwares: Adobe Photoshop, Illustrator, Adobe XD/Figma

Project: Students Must submit 2 types of Print design outputs (Booklet, Catalogue, Brochure, Prospectus) and 5 Page Web Page Design for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS3B08.

7. Complementary Course V

Detailed syllabi and objectives are to be provided by the concerned boards

8. Complementary Course VI

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 4 SYLLABI

1. General Course 1 -A13

The detailed syllabi of this General Course (BA LRP- Group V) shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

2. General Course 2 -A14

The detailed syllabi of this General Course (BA LRP- Group V) shall be as prescribed by the University for the restructured UG Programmes under CBCSS UG.

3. Core Course 1 - BDS4B09 - Theory of Advertising, Visual Communication & Media

Learning Outcome:

- *Understand the important features of Advertisement*
- *Know and explain the qualities of different aspects of Advertisement*

- *Role of advertisement in different fields of society*
- *Understands the principles and methods of reproduction process.*
- *Understands the campaign planning and implementation*
- *Know Consumer psychology and selling points*

Module 1: Introduction to Advertising;- Post Industrial impact on Rural, urban economy of India- Mass production and Transportation- Advertising and Marketing- Direct and indirect Marketing- Advertising of an Art, Science and Business profession- Advertising History and Modern Advertising- Advertising and Society

Module 2: Principles and methods of reproduction process- Campaign planning- Introduction and explanation with examples-Campaign objectives- Influencing factors on advertising campaign- Three basic principles of campaign planning -Importance of unity and continuity, Structure, Function and operations of an advertising agency

Module 3: Advertising and the consumer: wants and needs- Advertising primary appeal, unique selling points (USP), Outstanding selling points (OSP)- Consumer psychology.

Module 4: Advance Layout design for advertising; - Advertisement for non commercial services like Educational Institutions, Hospitals etc- Advertisements for consumer goods. Pictorial based advertisements- Magazine advertisements for commercial services like Hotels, travel and hospitality- Advertisements for Consumer products like, Health care products- Advertisement for public and social welfare events and awareness

Continuous assessment (internal): One class tests and assignments

4. Core Course 2 – BDS4B10- Packaging Design and Printing Technology (Practical)

Learning Outcome:

After completing the Course students will be able to;

- *Know about Packaging design and Industry, and printing process*
- *Understand Screen printing techniques*
- *Understand the Litho - offset printing technology*
- *Understand the Digital printing technology*

Course Outline (Practical)

- Packaging Technology, Designing packages for existing products
- Evaluation and production of packages.
- Creating packages for new products
- Plastic bags, wrappers, paper cartons, boxes etc.

- Introduction to Packaging Design – including the various media, typography, and Colour schemes
- Introduction to Graphic design for packaging – Application of Graphic Design and problem
- relating to packaging design Types of packaging, printing and fabrication methods, regulatory guidelines and application of digital medium.
- Litho-Offset printing –Plano Graphic, Line & half tone printing in single colour. Comparison of different process from the economic and suitability point of view
- Screen printing process –Fundamentals of line and half tone printing, Printing on different surfaces
- Digital Printing process – Image Resolution, file format – printing output

Software: Illustrator, Adobe InCopy, Corel Graphic Studio

Project: Students Must submit 4 Package Design (Print Layout and Softcopy) for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS4B10.

5. Core Course 3 – BDS4B11- Introduction to UI/ UX Design (Practical)

Learning Outcome:

After completing the Course students will be able to;

- *The students will be able to go through the fundamentals of UX/UI which includes the introduction to literature around the subject*
- *Basic UX research methods, information architecture and lean UX.*
- *Understanding difference between different digital media/Devices.*
- *User interface, an effective way of interactive communication to facilitate:*
- *Understanding of digital environment*
- *Study of various digital media/Devices*

Course Outline (Practical)

- Introduction to UX/UI: Introduction to the History, present and future of UX.
- Introduction to UX research methods: A quick hands on practice of UX research methods.

- Introduction to information architecture and its importance: Understanding Information and architecting it is very important to create a good experience in UX.
- Introduction to Lean UX: An introduction to lean UX will help students to understand the working process and the environment of UX.
- Making report: Students are required to create a report
- Introduction: to simple digital interfaces such as Phone apps, Kiosks, etc.
- UI basics: nature, elements and characteristics and Histories of Devices and Characteristics of Technological Devices. UI Design and Why it Matters, Advantages and Drawbacks of Devices, Device based Objectives. Principles: Consistency, Feedback, Memory load, Efficiency, Recoverability, User guidance; GUI. Advantages, Disadvantages; Difference in Analogue vs. Digital Presentation, Color e.g. Icons,
- Widgets, menus, Tools, simple website, Flash screens etc.
- Based on user study/content development /wireframes/page layouts with reference to navigation
- Redesign a simple digital communication.
- Creating UI for Devices, Interface plan sketches, Digital outputs
- Importance of User interface, Graphical User Interface
- GUI Characteristics: Windows, Icons, Menus, Pointing Devices, Graphics
- User-centred design, multiple user interface, User interface design process and principles
- Interaction styles: Direct manipulation, Menu selection, Form fill-in, Command language, natural language, Interface evaluation.

Softwares: Adobe Illustrator, Adobe XD/Figma

Project: Students Must submit 1 User Interface design (10 Pages) for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS4B11.

6. Core Course 3 – BDS4B12 – Introduction to 3D Modeling & Texturing (Practical)

Learning Outcome:

- *To teach the techniques of modelling and texturing*
- *Classify Polygonal Modeling, Modelling with NURBS and Modelling with Deformers and Subdivisions Surfaces*
- *Recognize the role of drawing in basic shapes, Animal study, Human anatomy, Shading techniques, Live model study etc.*
- *Turn the 3-dimensional models step by step, into full-fledged figures*
- *Analyze each type of modeling editing: Lofting, Revolved Surface, Extruded Surface, Planar Surface, Beveled Surface, Boundary Surface Editing NURBS Surfaces Patch Modeling etc.*

Course Outline (Practical)

Unit-1 3D Modelling: Introduction to various 3D modelling, working with symmetry, Editing components in orthographic view, editing components in perspective view, Poly editing techniques- Extruding, Bridging, Adding polygon to mesh, Split polygon faces, edge loops, Mirror copying a mesh, Creasing and hardening edges on mesh, Sculpt a polygon mesh Poly Normal, Edge & bevel, Separating & combining geometry, NURBS, sub-D's.

Unit-2 Modelling techniques: Using 2D reference sketches to model, , Image Planes, Sculpting, Retoplogy and poly modelling workflow, Polygon primitives, Modelling in shaded mode, Model symmetry, Drawing a polygon, Quads, Tris and nGons, Low Poly/High Poly modelling, Exporting the models from scene to scene.

Unit-3 Texturing: Introduction to texturing, Unfolding/Unwrapping UV mesh, Smoothing and relaxing a mesh interactively, Fixing problem areas, Applying textures, Introduction to Maya Hypershade, Texturing, Materials, Normal mapping, Baking maps. Traditional sculpture principles of form, material, and site and utilize Developing 3D Sculpture, sculpting technology, uses. Animation- Locomotion, Body mechanic- Weight and balance.

Unit-4 Techniques behind Planning and blocking methods, Understanding Hips, In-depth look of principles of animation, Splining and Polishing methods, Phrasing or bets in shot, Force and forms, Animating Physicality workflow.

Unit-5 Hyper realistic Character Modeling and digital sculpting: Modeling the hyper realistic Human Face-Modeling the hyper realistic Human body -Quadruped Modeling- Adding hyper realistic detail with Digital sculpting tool and Modeling of related Props. Character Texture painting with Photoshop and 3D painting tool- Image based Texturing (Image Projection) and Painting UV seams - Creating Bump, Normal, Displacement and Specular map-Texturing techniques for Characters and Props. Study the principles of Color theory.

Software: Autodesk Maya/Blender

Project: Students Must submit any two in the following for external practical evaluation.

- 1. Interior Design of an Office Room, Bedroom, Kids Room, Cafeteria.**
- 2. Exterior of a House, shopping mall**
- 3. Bridge, Wooden House Design**
- 4. Property Design**

5. Human or other Character Design**6. Vehicle Design**

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS4B12.

7. Complementary Course VII

Detailed syllabi and objectives are to be provided by the concerned boards

8. Complementary Course VIII

Detailed syllabi and objectives are to be provided by the concerned boards

SEMESTER 5 SYLLABI

1. Core Course 1 – BDS5B13 – Design Management**Learning Outcome:**

- *Understand the Business related works and knowledge to execute them*
- *Understand the Market*
- *Understand the organization and its structure and the way of functioning*
- *Understand the Managerial works and administrative jobs*
- *Build the team relevant to work / projects*
- *Project planning, estimations etc*
- *Learn public relations*

Module 1: Introduction to marketing and consumer behavior- Organization, structure and functioning - Interactive role of Design including administration.

Module 2: Design documentation and management of processes such as ISO 9000, ISO 14000, Quality Function Deployment etc.- Creativity, innovation and its management in a team work. Team building, interpersonal relationship and conflict resolution.

Module 3: Professional practice, contracts, fees, negotiations, ethics and public relations, project planning- Publication Design- Press Layout Designing: Study of different spatial arrangements- Collage and contour drawings for rearrangements of the layouts- Layout elements in gray scales- Context based Press layouts.

Module 4: To design posters and other display materials: To design poster and other layout designs for the themes such as , environmental, social issues- Commercial aspects of posters : Poster as publicity materials for promoting different commercial and state activities- Product Life Cycle management- Planning for redesign- Strategy for product differentiation and identity- Models of entrepreneurship - Exposure to successful firms that are based on sound design principles- How to set up an independent office, method of charging, preparing project schedules, etc.- Study of Intellectual property Rights and design registration procedures.

Continuous assessment (internal): One class tests and assignments

2. Core Course 2 – BDS5B14 – Design Office & Project Management.

Learning Outcome:

Unit 1. Structure of an Design Office (Ad Agency). Operations of an Ad Agency.

Unit 2. Services rendered. Selling Agency Service: Function for the Client and Functions for the Media.

Unit 3. Marketing Plan, Advertising Plan, Media Plan.

Unit 4. How the agency works, The Account Executive, Securing the client, Creative Department, The Studio, The Production Department.

Continuous assessment (internal): One class tests and assignments

3. Core Course 3 – BDS5B15 – Animation Film Making 3D (Practical)

Learning Outcome:

- *Analyze the principles of animation.*
- *Work in advanced techniques and methodologies of 3d character rigging.*

- *Explain the importance of rotoscope and keying concepts in compositing work.*
- *Demonstrate the camera concept and providing the same angle to the CG work*
- *Practice compositing and color correction*
- *Identify major applications of compositing process used in industry.*
- *Develop a visual effects pipeline*

Course Outline (Practical)

Unit-1: Biped and Motion Flow (Introduction, Creating and Editing Biped, Motion Panel). Behavior & Body language Analysis & Implementation (Mechanical, Bird, Animal, Human, Environment).

Unit-2: Introduction to Walks with Personality, Locomotion, Body mechanic-Weight and balance, Techniques behind Planning and blocking methods, Understanding Hip.

Unit-3: In-depth look of principles of animation, Splining and Polishing methods, Phrasing or bets in shot, Force and forms, Animating Physicality workflow.

Unit-4: Animation Essentials (Advanced) – Introduction, Import / Export & References, Animation Passes, Sound. Exposure Sheet.

Unit-5: Character Sets and Trax Editor (Introduction, Character sets, Trax Editor, Character Mapping). Behavior & Body language Analysis & Implementation (Mechanical, Bird, Animal, Human, Environment).

Lab:

Pendulum

Bouncing Ball (Light & Heavy)

Vanilla Walk.

Personality Walk (3D space): planning, blocking, max blocking, polish and finish pass.

Body Mechanics: planning & layout pass, blocking pass, max blocking pass, polish and finish pass, Polish and portfolio development.

Software: Autodesk Maya/Blender

Project: Students Must submit a animation clip (1.5 minutes duration) for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS5B15.

4. Core Course 4 – BDS5B16- Techniques of Post Production- Visual Editing & Sound Design (Practical)

Learning Outcome:

After completing the Course students will be able to;

- *Practice Nonlinear video editing applications work as a professional video editor*
- *Practice Multi-track applications for importing Audio files, Adding audio tracks, BUS routing, recording, editing, and audio with Effects and mixing audio, Principles Audio transitions*

Course Outline (Practical)

Unit 1: Video Editing: Introduction- Editing, Film Editing, Types of editing, Digital Editing Devices, Process of Editing, Control Panel, Audio and Video- Effects, Transitions, Syncing, Image Mask, Creating Titles, Templates, Preparations, Shot list, Organizing Rushes, Video file formats, Fine tuning, Cropping, Correction-Color, Gamma. Types of cuts, Cutting on action, Rhythm, Timing, Pacing, Phrasing, Physical, Emotional and Event Rhythm.

Unit 2: Audio Editing: Sound Basics, Characteristics of waves, Hearing, Perception of sound direction. Recording Techniques: Microphone & Speaker Mechanism, Microphone & Placement, Recording, Stereo recording, Setups and Equipment, Computer Based Recording, Analog, Digital and MIDI technology, Synthesizer.

Software: Adobe Premiere Pro, Nuendo/Protools

Project: Students Must submit 5 minutes audio & video content for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS5B16.

5. Core Course 5 – BD5B17- Environment Graphics or Signage Design

(Practical)**Learning Outcome:**

After completing the Course students will be able to;

- *Practice Publicity Design*
- *Produce EGD*
- *Understand the Professional Skills in Outdoor Adds*

Course Outline (Practical)

- Knowing the importance of environmental graphic design
- Five different experience modes, defined by Gensler:
 - Task, Social, Discovery, Entertainment, Aspiration,
 - Beauty, Novelty, Authenticity, Clarity, Inspiration, Welcoming
- The 3 Cs
- Wayfinding systems
- Digital signage
- Window films
- Wall and floor graphics
- Backlit displays
- Dimensional logos and standoff displays
- Interactive displays
- Applications and techniques, and may take the shape of signage, identity, super graphics, art installations, and the strategic use of color, just to name a few.
- The concepts and implementation of EGD within a project makes the discipline exciting and diverse.

Softwares: Adobe Illustrator, 3D Studio Max, Adobe Photoshop

Project: Students Must submit 2 types EGD outputs for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS5B17.

6. Core Course 6 – BDS5B18 – Advanced Web Designing (Practical)**Learning Outcome:**

- *Use the language of the web: HTML and CSS*
- *Identify the techniques of responsive web design, including media queries*
- *Develop basic programming skills using Javascript and jQuery*

- *Integrate social media content into web pages*
- *Explain the fundamentals of responsive web design*
- *Construct a web site*

Unit 1: Types of web sites, Client and Server scripting languages, Web standards and W3C recommendations, Basics of SEO, Importance of SEO, Web editors-code editors and visual editors, Web standards and W3C recommendations, Importance of SEO, E-commerce and M-Commerce, Disclaimer, copy rights and registration of web pages.

Unit 2. : Introduction to HTML, HTML Tags and their applications, HTML Elements HTML Attributes, Headers tags ,Body tags , Paragraphs, Formatting ,Elements of an HTML Document ,Text Elements , Tag Elements , Special Character elements , Image tags , HTML Table tags , Lists Numbered list, Non-Numbered lists, Definition lists, Anchor tag, Name tag etc, Hyperlinks , Links with images and buttons , Links to send email messages , Text fonts and styles , background colors/images , Forms related tags -action, method, name, input, submit; HTML Media Tags , Inserting audio files , Inserting video files , Screen control attributes , Media control attributes , HTML Object.

Unit:3. An Introduction to Cascading Style Sheets –Structure of CSS- Creating Internal and - Using an External Style Sheet –Applying Styles Locally - Defining Styles for Classes - Identifying Particular Tags - Defining Styles for Links - Formatting Text with Styles.CSS Properties ,CSS Styling(Background, Text Format, Controlling Fonts),Working with block elements and objects ,Working with Lists and Tables ,CSS Id and Class ,Box Model(Introduction, Border properties, Padding Properties, Margin properties)

Unit 4. Introduction to Dreamweaver, The Dreamweaver Workspace, Creating Websites in Dreamweaver, Adding Images and Graphics , Working in HTML, Adding Online Forms to Web Pages, Template Design in Dreamweaver-Editable and non-Editable Regions, Add AJAX Features Using Spry, Importing from Photoshop (Slicing), Adding external content to the page- Flash- Sound Contents- Visuals. Multimedia for www; Advanced CSS:(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute sector), Creating page Layout and Site Designs. Testing a website, site launch,

validating forms and web pages trouble shooting, Web server, moving website in internet.

Software: Adobe Dreamweaver, HTML, DHTML, Java Script

Project: Students Must submit sample website (4 Pages) for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS5B18.

7. Core Course 7 – BDS5B19 – Industrial Visit & Report.

Learning Outcome:

STUDY TOUR AND INDUSTRIAL VISITS (EXPOSURE)

B. Des (GRAPHICS AND COMMUNICATION DESIGN) requires learning outside the classroom and practical experiences which will help the students in understanding the current trends existing in the industry and market. Thus industrial visits and study tour are an integral part of Professional Education through which students get to experience professional practices and gain information regarding functioning of various industries. Study tour to selected areas and industrial visits will add tremendously to the understanding of career opportunities of the students and help them in shaping according to the demand of the industry during the course period. This unique experience will help the students in broadening their efficiency to become highly talented professionals.

Project: Students Must submit Industrial Visit Report for external practical evaluation.

External evaluation Scheme: 60 Marks for Industrial Visit Report evaluation prepared by the students in BDS5B19.

SEMESTER 6 SYLLABI

1. Core Course 1 – BDS6B20- Introduction to Motion Graphics Design (Practical)

Learning Outcome:

After completing the Course students will be able to;

- Know the Graphic Design in relation to print media
- Use the principles of Design
- Understand the types of Graphics required in print media
- Execute Graphics design for of catalogs, brochures, book jackets, advertisements, News papers and Magazines

Course Outline (Practical)

- How to use all of After Effects CC - in a dynamic, hands on approach.
- Create Motion Graphics to enhance your videos using a step by step, easy-to-use method.
- Practice compositing techniques to achieve stunning video effects.
- Text animation, How to manipulate text.
- KNOW the difference between shape layers and masks in Adobe After Effects.
- LEARN how to use both text and pen tools to create shape layers in Adobe After Effects.
- ENHANCE your video intros and create better and enriched motion graphics with shape layers in Adobe After Effects.
- Discover the Fill and Stroke Options for Shape Layers and how to create custom gradients in Adobe After Effects.
- What Are Masks? Creating Masks with Color Range, Creating Masks with Channels.
- Color Grade Images Using Masks, Selecting Objects and Using Masks for Changing Lights & Colors, Adjusting shadows, mid tones and highlights using Shadow/Highlight.
- Checking out premiere pro color correction tools, Adjusting Tonality., Secondary color correction techniques.
- Working with effects and look-up tables, How to save presets and export your final footage with the best quality, Analyze image and create cinematic looks.
- Get experience on color correction & color grading.
- Drawing on the Illustrator, Draw on the after-effects, Draw on the After Effects and move.
- Draw and animate the after-effects, How to make motion graphic Ads, Working with element 3D, Opening the Logo in Element 3D, Adding 3d Text & After Effects Cameras, Animating the 3d Objects.
- Lighting the Scene with After Effects lights, Working with Optical Flares.

- Setting up a project, Editing Basics, Beyond basic editing, Look and sound adjustment, Finishing touches.

Softwares: Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro CC, Cinema 4D

Project: Students Must submit a Info Graphical Design or advertisement (50 Seconds with project file for external practical evaluation.

External evaluation Scheme: 30 Marks for Practical Examination (Lab involvement), 10 Marks Record and 20 Marks for Project evaluation prepared by the students in BDS6B20.

2. Core Course 2 – BDS6B21 – Digital Marketing

Learning Outcome:

- *Analyze Brand awareness*
- *Understand Traditional Marketing and Digital marketing*
- *Analyze SEO*

Unit 1: Introduction To Online Digital Marketing- Importance Of Digital Marketing- How did Internet Marketing work?- Traditional Vs. Digital Marketing- Types of Digital Marketing- Increasing Visibility- Visitors' Engagement- Bringing Targeted Traffic- Lead Generation

Unit 2 : Market Research- Keyword Research And Analysis- Types Of Keywords- Tools Used For Keyword Research- Localized Keyword Research- Competitor Website Keyword Analysis- Choosing Right Keywords To The Project- Introduction To Search Engine Optimization- How Did Search Engine work?- SEO Fundamentals & Concepts- Understanding The SERP- Google Processing-Indexing- Crawling- Domain Selection- Hosting Selection- Metadata Optimization- URL Optimization- Internal Linking- 301 Redirection- 404 Error Pages - Canonical Implementation- H1, H2, H3 Tags Optimization- Image Optimization- Landing Page Optimization- No-Follow And Do-Follow- Creating XML Sitemap- Robot.txt

Unit 3: Link Building Tips & Techniques- Difference Between White Hat And Black Hat SEO- Alexa Rank, Domain-Directory Submission- Social Bookmarking Submission-Search Engine Submission- Web 2.0 Submission- Article Submission- Image Submission- Video Submission- Forum Submission- PPT Submission- PDF Submission- Google Panda, - Penguin,- Humming Bird Algorithm- Google Penalties- SEO Tools For Website Analysis And Optimization- Competitor Website Analysis And Backlinks Building- Backlinks Tracking, Monitoring, And Reporting

Unit 4: SOCIAL MEDIA OPTIMIZATION (SMO)- Social Media Optimization- Introduction To Social Media Networks- Types Of Social Media Websites- Social Media Optimization Concepts- Facebook, Google+, LinkedIn, YouTube, Pinterest, Hashtags- Image Optimization

Unit 5: SOCIAL MEDIA MARKETING (SMM)- Facebook Optimization- Fan Page Vs Profile Vs Group- Creating Facebook Page For Business- Increasing Fans And Doing Marketing- Facebook Analytics- Facebook Advertising And Its Types In Detail- Creating Advertising Campaigns, - Payment Modes- Introduction To Twitter- Creating Strong Profiles On Twitter- Followers, ReTweets, Clicks, Conversions, HashTags- LinkedIn Optimization- What Is LinkedIn?- Individual Profile Vs. Company Profile- Branding On LinkedIn- Marketing On LinkedIn Groups- Google Plus- Tools & Techniques- Google + Groups

3. Core Course 3– BDS6B22- Graphics and Communication Research Project (Practical)

Learning Outcome:

After completing the Course students will be able to;

- *To understand how to conduct research in the field of design*

Course Outline (Practical)

The project could be any of the following:

- Design project of student interest and / or faculty interest and / or industry project
- Research project, delving into methodological or pedagogic issues
- The project can be multi---disciplinary in nature involving many of these disciplines – Product Design, Interaction Design, Communication Design, Animation, etc.
- This project can also be sponsored by an industry or other organizations.

The outcome is the first part of the project that includes deep survey of literature, systematic understanding of the problem at hand by conducting primary research, methodical analysis of the information collected and framing the research questions. The output is in form of a report along with a seminar presentation. The work will have to be defended in an open viva. The evaluation of the Red-Design Project is done internally with a panel appointed by the department in consultation with the guide. The panel will consist of the guide and two other faculty members. Students submit the Research Report and outputs for the external evaluation.

Project: Students Must submit the Research Report and outputs for external practical evaluation.

External evaluation Scheme: 50 Marks for Research Report, 10 Marks Record prepared by the students in BDS6B22.

4. Core Course 4 – BDS6B23 – Portfolio Presentation

Learning Outcome:

- *Understand the Preparation of CVs*
- *Get awareness about data management*

Course Outline

Students are expected to prepare a professional portfolio for themselves which will include their CV and works which they have been done during the Internship period. The portfolio should have a proper layout and design and should maintain professional standards and norms.

Project: Students Must submit Portfolio for external practical evaluation.

External evaluation Scheme: 60 Marks for Portfolio evaluation prepared by the students in BDS6B23.

5. Core Course 5 – BDS6B24 – Industrial Internship & Presentation (1 Month)

Learning Outcome:

- *Explore career alternatives prior to graduation.*
- *Integrate theory and practice.*
- *Assess interests and abilities in their field of study.*
- *Learn to appreciate work and its function in the economy.*
- *Develop work habits and attitudes necessary for job success.*
- *Develop communication, interpersonal and other critical skills in the job interview process.*
- *Build a record of work experience.*
- *Acquire employment contacts leading directly to a full-time job following graduation from college.*
- *Identify, write down, and carry out performance objectives (mutually agreed upon by the employer, the MCC experiential learning supervisor, and the student) related to their job assignment.*

Objective of providing an internship to the students is to provide them exposure to the outside world on which their confidence builds. In this Course students will be working on a live project in a Design Studio environment / an Organization similar to that with hands on experience in Research and Product development.

Project: Students Must submit Internship Report for external practical evaluation.

External evaluation Scheme: 60 Marks for Internship Report evaluation prepared by the students in BDS6B24.

6. Core Course 6 – BDS6B25 – Project

Learning Outcome:

- *Organize a Graphics and Communication production*
- *Apply theoretical, Technical, critical, and historical concepts when making style choices in their own projects and in referencing or analyzing the medium of designing*
- *Demonstrate skills required to create quality media productions including skills in story development, producing, animation, cinematography, editing, and audio production/post production*
- *Demonstrate that they understand the pre-production, production, and postproduction of a Graphics and communication production process*
- *Analyze story structure and the screenwriting process for use in the critique and creation of a media production*

The final semester degree project provides the students with an opportunity to explore their designing talents which they have accumulated during the period of course. Students under the guidance of the supervising faculty should prepare a Project in Graphics and Communication Design. The Project must contain multimedia elements such as text, graphics, video, animation, audio with the help of Designing Tools.

The approved final project with record of all the students should submit for the external evaluation.

Sample Projects

- **Mobile Application**
- **Branding of a Company**
- **Interior and Exterior Designs**
- **Product Designs**

- Environmental Designs for a shopping mall
- Motion Graphics for a Brand (5 Minutes)

Project: Students Must submit Project with record for external practical evaluation.

External evaluation Scheme:10 Marks Record and 50 Marks for Project evaluation prepared by the students in in BDS6B25.

Open Course Offered by B. Des (GRAPHICS AND COMMUNICATION DESIGN) for other UG Programmes

1. Open Course – BDS5D01 – Introduction to Design

Learning Outcome:

- *Understand the concept of creating textures, brushes, abstract and thematic designs.*
- *Create effective typography designs used for raster and vector illustrations and designs.*
- *Construct characters using flash symbols and rig it for animation.*
- *Animate background layouts and characters using 2D animation principles.*

Unit 1: Theories of Perception, Light and Colour : Essential colours of an artist - Observation, Perseverance, Experimentation, Pre planning, Time Scheduling - Persistence of Vision; Frames per Second, Flip Book, Slow motion and fast motion - Light and Colour Theory; Electromagnetic Spectrum, Chromo and Luma, The Human eye and Vision, Colour Perception - human eye - Colours of Light, Additive Theories Subtractive theories, Primary Colours Secondary colours, Tertiary colours, Warm and Cool colours, Colour symbolism Mixing Colours, Colour Palettes, Colour in painting

Unit 2: Digital Tools, Image Format and Colour Representations : Concept of digital computer, Computer Basics, Hardware and Software, Hardware Sub Modules, Various Platforms, Workstations, Dedicated Machines Software, Operating Systems, BIOS, Firmware Utilities, Application Software - Image and File.

Formats: Vector format, Pixel format, File Compression Image formats, File formats, File compression, (Lossy and non lossy compression) Properties of Bitmap Images, Monitor resolution, Image resolution, Resolution for printing, Resolution for display, Pixilation, Interpolation - Colour representation in

computers: RGB, HLS, CMYK, Greyscale, Colour pallets. Graphics packages Image formats Vector Formats Pixel format.

Unit 3: Introduction to Photoshop : Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop Environment, Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.

Unit 4: Image Editing and Manipulation – I “ Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques - Creating Special Effects, Preparing Images for Printing. Working with Flash : Introduction to Flash Environment - Drawing in Flash - Basic animation, working in the timeline, Key frame Animation, working with symbols, Motion tween, Shape tween, Break apart and distribute. Intro to Motion, Guide Motion, Guide Paths, Mask layers, Creating Buttons, Setting up scenes for first project, Publishing movies, Working with custom colours and gradients, Practicing principles of Animation.

Continuous assessment (internal): One class tests and assignments

7. CORE COURSES SUGGESTED READINGS

1. Walt Stanchfield, *Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1*, Routledge Publication, 2009
2. Walt Stanchfield, *Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 2*, Routledge Publication, 2009
3. Desmond Morris, *Manwatching*, Jonathan Cape Publication, 1977
4. Gordon Wainwright, *Teach Yourself Body Language*, Mc-Graw-Hill Publication, 2003
5. Betty Edwards, *Drawing on the Right Side of the Brain*, Tarcher Publication, 1999
6. Kimon Nicolaides, *The Natural Way to Draw*, Mariner Books, 1990
7. Frank Thomas & Ollie Johnston, *Illusion of Life*, Disney Editions, 1995
8. Richard Williams, *Animators Survival Kit*, Faber & Faber Publication, 2001
9. Harold Whitaker & John Halas, *Timing for Animation*, Focal Press, 2002
10. Chris Patmore, *The Complete Animation Course*, B.E.S. Publishing, 2003
11. Tony White, *The Animator's Workbook*, Watson-Guption Publication, 1988
12. Robert E. Abrams, *Treasure of Disney Animation Art*, Disney Editions, 1992
13. Eric Goldberg, *Character Animation Crash Course*, Silman-James Press, 2018
14. Kit Laybourne, *The Animation Book*, Three Rivers Press, 1998
15. Suzanne Weixel, *Learning Flash 5*, Prentice Hall, 2001
16. Joey Lott, *Learning Action Script 2.0 Flash Mx*, Lynda.com, 2004
17. Crumlish Christian, *Web Design With Html/Flash/Java Script & E-Commerce*, 2015
18. David. W. Mount, *Macromedia Flash Mx 3D Graphics Bible*, 2008.
19. Leigh Ronald.W, *Flash 5 For Dummies*, 2016.
20. Sahni Sartaj, *Flash Mx Actionscript For Designers*, 2014.
21. Gerald Millerson, *Television Production*, Focal Press, London, 2016.
22. Gerald Millerson, *The Technique of Television Production*, Focal Press, London, 2001.
23. Paul Wheeler, *Digital Cinematography*, Focal Press, London, 2001.
24. Peter Jarvis, *The Essential of TV Director's Handbook*, Focal Press. London, 1996.

25. John Watkinson, *An Introduction to Digital Video*, Focal Press, London, 1994
26. Thomas D. Burrows, Lynne S. Gross, *Video Production: Disciplines & Techniques*, MC Grawhill Publication, 2005
27. Tom Letourneau, *Lighting Techniques For Video Production*, 1996.
28. Thomas A. Ohanian, *Digital Non-Linear editing*, Focal Press. London, 1998.
29. Weinmann, E. & Lourekas, P, *Quark Express 5 for windows*, 2018.
30. *Adobe Page Maker 7.0 Classroom in a book*, BPB Publication, 2002.
31. Altman Rick, *Illustrator 10 Bible*. IDG Books worldwide, 1999.
32. Alur Deepak & Malis Dan, *Mastering Corel Draw 7*, 2005.
33. Fordney Marilyn Takahashi & Deihl Marcy Otis, *Computer Graphics - Principles And Practices*, 2018
34. Krishnan.N. & Saravanan.N, *Introduction To Computer Graphics*, 2018.
- Graphic Design Thinking (Design Briefs) Paperback – July 27, 2011 by Ellen Lupton (Author), Jennifer Cole Phillips (Author)*
35. *Graphic Design Theory: Readings from the Field* by Helen Armstrong
36. *Geometry of Design: Studies in Proportion and Composition* by Kimberly Elam, Publisher: Princeton Architectural Press, 2001
37. *Sacred Geometry: Philosophy and Practice (Art and Imagination)*, by Robert Lawlor, 'Publisher: Thames & Hudson, 1989
38. *Graphic Design Theory* by Meredith Davis / Thames & Hudson, 2012
39. *Graphic Design Theory: Readings from the Field* edited by Helen Armstrong
40. *Design Studies: Theory and Research in Graphic Design* edited by Audrey Bennett
41. *Graphic Design as Communication* by Malcolm Barnard / Routledge
42. *Design for Communication: Conceptual Graphic Design Basics* by Elizabeth Resnick / John Wiley & Sons
43. *Graphic Communications Toda* By William E. Ryan, Theodore E. Conover
44. *User-Centred Graphic Design: Mass Communication And Social Change* By Jorge Frascara, Bernd Meurer, Jan van Toorn, Dietmar Winkler
45. *Graphic Design & Visual Communication* John W. Cataldo International Textbook Company, 1966
46. *Drawing for Designers* by Alan Pipes / Laurence King Publishing, 09-Aug-2007
47. *Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions* by Timothy Samara Rockport Publishers, 01-Jul-2011
48. / *Force: Dynamic Life Drawing for Animators, Second Edition - Paperback (2006)* by Mike Mattesi
49. *Ways of Seeing*, John Berger, Penguin ISBN-10: 0140135154, ISBN-13: 978-0140135152
50. *About Looking*, John Berger, Vintage, ISBN-10: 0679736557, ISBN-13: 978-0679736554
51. *Sense of Sight*, John Berger, Vintage, ISBN-10: 0679737227, ISBN-13: 978-0679737223
52. *The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation*, Three Rivers Press; ISBN-10: 0517886022

53. *The Illusion of Life: Disney Animation*, Ollie Johnston and Frank Thomas, Publisher: Disney Editions; ISBN-10: 0786860707
54. *Gray's Anatomy - Descriptive and Surgical. Drawings by H V Carter*, Publisher: Parragon 1995 ASIN: B0018DNF7I
55. *Animation from pencils to pixels: classical techniques for digital animators*, Tony White ISBN-10: 0240806700; ISBN-13: 978-0240806709
56. *The Visual Display of Quantitative Information*, 2nd edition by Edward R. Tufte (Hardcover – May 2001)
57. *Envisioning Information* by Edward R. Tufte (Hardcover - May 1990)
58. *Advertising Theory (Rutledge Communication Series) February 25, 2012* by Shelly Rodgers (Editor), Esther Thorson (Editor)
59. *The Advertising Research Handbook, Second ...* by Charles E. Young
60. *Advertising Research: Theory & Practice (2nd Edition) Hardcover – May 23, 2011* by Joel J. Davis (Author)
61. *Advertising Design and Typography* by Alex W. White / Allworth Press
62. *Advertising Campaign Design: Just the Essentials* by Robyn Blakeman / M.E. Sharpe
63. *Advertising Creative: Strategy, Copy + Design* by Tom Altstiel, Jean Grow
64. *The Art of Game Design: A book of lenses* BY Jesse Schell / CRC Press, 04-Aug-2008
65. *Game Feel: A Game Designer's Guide to Virtual Sensation (Morgan Kaufmann Game Design Books)* by Steve Swink
66. *On the Way to Fun: An Emotion-Based Approach to Successful Game Design* by Roberto Dillon
67. *Learning web design* by Jennifer Niederst Robbins
68. *WEB PUBLISHING Introduction to html* by Mark kerr, Paperback
69. *Don't make me think* by Steve krug
70. *Making and breaking the grid: a graphic design layout workshop* by Timothy Samara
71. *Responsive Web Design with html5 and css3* by Ben Frein
72. *Information Design Handbook* by Jennifer Visocky O'Grady and kenneth O'Grady
73. *Designing Information Human Factors and common sense in information Design* by Joel Katz
74. *An introduction to information design* by Andy Ellison & Kathryn Coates
75. *Visual display of Quantitative Information* By Wdward Tufte
76. *Visual Communication: Images with Messages* by Paul Martin Lester / Thomson Wadsworth, 2006
77. *Visual Communication: More Than Meets the Eye* By G. Harry Jamieson / Intellect Books, 2007
78. *Bauhaus,1919- 1933* by Magdalena Droste / Taschen, 2002 *Visual Communication: Integrating Media, Art, and Science-* By Rick Williams, Julianne Newton

CORE AND COMPLEMENTARY COURSE THEORY: EVALUATION SCHEME

The evaluation scheme for each course contains two parts: viz., internal evaluation and external evaluation.

1. INTERNAL EVALUATION

20% of the total marks in each course, including lab linked courses and project evaluation cum viva voce, are for internal examinations. The internal marks of the theory and practical are same for the lab linked courses. The colleges shall send only the marks obtained for internal examination to the university.

THEORY COURSES (20% of the total marks in each course are for internal examinations). Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. The internal assessment shall be based on a predetermined transparent system involving written tests, class room participation based on attendance in respect of theory courses and lab involvements/records attendance in respect of practical courses.

<i>Sl No</i>	<i>Components</i>	<i>Marks</i>
1	Attendance (20%)	4
2	Test Papers I & II (total 40%)	8
3	Assignment (20%)	4
4	Seminar (20%)	4
	Total	20

For Practical Courses- Record 60% and Lab involvement 40% as far as internal is concerned.

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one should be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)	Out of 6 (Maximum internal marks is 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3
55% - 65%	4	4
65% -85%	6	5
85% -100%	8	6

Split up of marks for Class Room Participation:

Range of CRP	Out of 4 (Maximum internal marks is 20)	Out of 3 (Maximum internal marks is 15)
50% ≤CRP <75%	1	1

75% ≤CRP <85%	2	2
85 % and above	4	3

EVALUATION

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A&B. But there shall be Ceiling in each section.

Section A Short answer type	2 marks	15 questions	Ceiling - 25
Section B Paragraph/ Problem type	5 marks	8 questions	Ceiling - 35
Section C Essay type	10 marks	2 out of 4	2X10=20

Question paper type 2

Scheme of Examinations:

The external QP with 60 marks and Internal examination is of 15 marks. Duration of each external examination is 2 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A : Short answer type carries 2 marks each - 12 questions Ceiling - 20

Section B: Paragraph/ Problem type carries 5 marks each - 7 questions Ceiling - 30

Section C: Essay type carries 10 marks (1 out of 2) 1X10=10

CORE COURSE PRACTICAL: EVALUATION SCHEME

EXTERNAL EVALUATION

Practical examinations along with viva-voce will be conducted at the end of 2nd, 4th and 6th semesters.

The external examination in practical courses shall be conducted by two examiners, one internal and an external, appointed by the University.

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

No practical examination will be conducted in odd semester. Practical examinations for B. Des (GRAPHICS AND COMMUNICATION DESIGN) programme shall be conducted in the even semester 2, 4 and 6.

The model of the question papers for external examination of 3 hours duration.

PATTERN OF QUESTION PAPERS

<i>Duration</i>	<i>Pattern</i>	<i>Marks</i>	<i>Total</i>
<i>3 HOURS</i>	<i>To prepare sample works with the help of prescribed Design applications (Questions shall be prepared by the BOS or Board of Examination)</i>	<i>60 MARKS</i>	<i>60 MARKS</i>

CORE COURSE PROJECT: EVALUATION SCHEME

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION- Regular

- Evaluation of the Project Report shall be done under Mark System.
 - The evaluation of the project will be done at two stages :
 - a) **Internal Assessment** (supervising teachers will assess the project and award internal Marks)
 - b) **External evaluation** (external examiner appointed by the University)
 - c) Grade for the project will be awarded to candidates, combining the internal and external marks.
3. The internal to external components is to be taken in the ratio 1:4. Assessment of Different components may be taken as below.
 4. External Examiners will be appointed by the University from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.
 5. The Chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
 6. Internal Assessment should be completed 2 weeks before the last working day of VI Semester.
 7. Internal Assessment marks should be published in the Department.
 8. In the case of Courses with practical examination, project evaluation shall be done along with practical examinations.
 9. The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project.

Project evaluation will be conducted at the end of sixth semester.

Table 1: Internal Evaluation (15 Marks)

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
---------------	-----------------	--------------

1	Originality	4
2	Methodology	4
3	Scheme/Organization of Report	3
4	Viva-Voce	4
Total Marks		15

Table 1: External Evaluation

The project evaluation with programme viva voce will be conducted by two examiners, one internal and an external (appointed by the University), at the end of the sixth semester.

Table 1: External Evaluation

<i>Sl. No</i>	<i>Criteria</i>	<i>Marks</i>
1	Relevance of Subject, Social importance of Subject, Theme	10
2	Presentation, Use of Technical tools, (Project: Designs, Colour combinations, Animation, Programme structure, Perceptiveness)	10
3	Record evaluation	10
4	Viva-Voce	30
Total Marks		60

2. PASS CONDITIONS

- Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/ he fail to submit the Project Report for external evaluation.
- **The student should get a minimum P Grade in aggregate of External and Internal.**
- **There shall be no improvement chance for the Marks obtained in the Project Report.**

- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

**COMPLEMENTARY COURSES
OFFERD BY B. DES (GRAPHICS
AND COMMUNICATION DESIGN)
BOARD FOR OTHER UG
PROGRAMMES**

PART III

Complementary Courses in

1. Graphics and Communication

Design (for BA Visual Communication, BA Film and Television, BA Graphic Designing & Animation, BA Multimedia)

Offered by B. DES (GRAPHICS AND COMMUNICATION DESIGN)

Programme

PART I-A (for BA LRP Pattern)

Complementary Courses in Graphics and Communication Design for BA Visual Communication, BA Film and Television, BA Graphic Design and Animation, BA Multimedia

BDS1 C01- Theory of Graphic Design and Communication

BDS2 C01- Drawing for Designers

BDS3 C01- Basic Typography

BDS4 C01- Packaging Design and Printing Technology

Introduction

Complementary course in Graphic and Communication Design for BA. Multimedia, Visual Communication, Graphic Designing and Animation provides the basic knowledge for students in handling digital tools and designing media content in a developing environment.

Objectives

1. To give a basic knowledge in the field of Computer Applications
2. To introduce the potential of Media in the age of new media
3. To give knowledge in media publishing
4. To introduce various media applications

Scope

The scope of the course shall be limited to the study of the fundamental areas of media with emphasis on understanding the basic tools, techniques, and issues.

Semester	Code	Title	Hrs/Week			Credit	External	Internal
			Theory	Lab	Total			
I	BDS1 C01	Theory of Graphic Design and Communication	3	0	3	3	60	15
II	BDS2 C01	Drawing for Designers	1	2	3	3	60	15
III	BDS3 C01	Basic Typography	2	2	4	3	60	15
IV	BDS4 C01	Packaging Design and Printing Technology	2	2	4	3	60	15
Total			8	6	14	12	240	60

DETAILED SYLLABUS

Complementary Courses - Complementary Courses in Graphics and Communication Design

Semester I

Course 1

Code: BDS1C01

Theory of Graphic Design and Communication

Learning Outcome:

- *Understand and interpret the communication process*
- *Explain about different communication modes*
- *Evolution of communication mediums Identify the future multimedia computing technologies.*
- *Define and interpret visual communication through Design.*
- *Achieve design solutions in a given context and problem*
- *Use simple visual elements in communication successfully.*
- *Understand and analyze designs as applied in different context*

Unit 1: Introduction to communication. Its importance in society. Verbal and non verbal communication, audio and visual communication. The communication formula, the purpose of communication as an adjunct to the study of Applied Art. Historical and Chronological survey of the evolution of the following media.

Unit 2: Gestures and sign languages, mudra, pictures, cave paintings, Objects artifacts, Iconography, Signs and symbols, Script evolution, Introduction to Graphic Design: To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.

Unit 3: Graphic Design : To find out solutions to the typical design problems. Ex; Book Cover, Different stages of simplification of design, To design a symbol or a logo with specific objective. Different aspects of Letter form.

Unit 4: To take-up design problems in designing visiting cards, Letter Heads, Envelop Design, Greetings Designs Invitation Cards etc.

Continuous assessment (internal): One class tests and assignments

Complementary Courses - Complementary Courses in Graphics and Communication Design

Semester II

Course 2

Code: BDS2C01

Drawing for Designers

Learning Outcome:

- a) Explain the role of typeface and color schemes in graphic design
- b) Identify the basic principles of design, namely, balance, proportion, rhythm, emphasis, unity etc and connect the basics to further details
- c) Classify Design methodology and evaluate visual structure and visual Interest
- d) Describe the application of grid system in layout.

Unit 1: To introduce the basic geometry and the guiding principles, To study Line styles and types such as; visible/ hidden/center/ cutting/ plane/ section/phantom.

Unit 2: To introduce different types of projections such as Multiple views and projections, Orthographic projection /Auxiliary projection /Isometric projection /Oblique projection

Unit 3: To study Perspective /Section Views /Scale /Showing dimensions /Sizes of drawings, Graphical representation of figures, objects etc., Study of Human, animal and other living forms.

Unit 4: Study of objects from observation, Study of Architectural features from observations., Study of Design motifs, Patterns, To practice, Line drawings, Color sketches.

Complementary Courses - Complementary Courses in Graphics and Communication Design

Semester III

Course 3

Code: BDS3C01

Basic Typography

Learning Outcome:

- *Understand and apply the basic principles of typography in their designs*
- *Experiment and use expressive styles of Type sets.*

- *Aesthetically explore the design concepts using typography*
- *Design and apply advanced type forms in context based lay outs.*
- *Apply knowledge of composition using type as primary visual elements*
- *The need of different design concepts, targeted audience, visibility of the style, shape and content*

Unit 1: Typography and its power for expressive qualities, Experiments in typography use, To explore the aesthetical aspects of color, form and the expressionistic quality of letter form treating it almost abstract composition. Copy based Advertisements from Magazines.

Unit 2: Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system, Lettering and Typography:, Construction of a San – Serif Font, Construction of Serif Font

Unit 3: Parts of the letter, Assignments based on Optical spacing and Mechanical spacing Expressive Typography., Complex and expressive typographic explorations

Unit 4: Experiments with letter forms, space related typeset designs, exploring choices of colour, Designing the layouts on the basis of purpose, context and using type form appropriately suitable to the design and concept

Complementary Courses - Complementary Courses in Graphics and Communication Design

Semester IV

Course 4

Code: BDS4 C01

Packaging Design and Printing Technology

Learning Outcome:

- *Know about Packaging design and Industry, and printing process*
- *Understand Screen printing techniques*
- *Understand the Litho - offset printing technology*
- *Understand the Digital printing technology*

Unit 1: Introduction to Packaging Design – including the various media, typography, and Colour schemes analysis. Introduction to Graphic design for packaging – Application of

Graphic Design and problem, relating to packaging design Types of packaging, printing and fabrication methods, regulatory guidelines and application of digital medium.

Unit 2: History of Printing technology, Litho-Offset printing –Plano Graphic ,Line& half tone printing in single colour. Comparison of different process from the economic and suitability point of view Screen printing process –Fundamentals of line and half tone printing, Printing on different surfaces, Digital Printing process – Image Resolution, file format – printing output

Unit 3: Introduction to Photoshop & Illustrator : Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop, Environment, Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer, Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.

Unit 4: Image Editing and Manipulation – I “ Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques - Creating Special Effects, Preparing Images for Printing.

Scheme and Model Question papers for Core and Complementary Courses

Semester 1

**FIRST SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

Core Course- BDS1B01: History of Art and Design

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|-------------------|----------------------|
| 1. Fonts | 2 Image |
| 3. 2D Image | 4. JPEG |
| 5. Organic Design | 6. Graphics |
| 7. Typography | 8. Manuscripts |
| 9. Cave Paintings | 10. Calligraphy |
| 11. Modern Art | 12. Pottery Drawings |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. What you mean by Cave Paintings
14. Explain the term Calligraphy
15. Explain the difference between 2D and 3D
16. What you mean by traditional drawings
17. Explain the history of printing
18. Explain the term cubism
19. What are the major characteristics of expressionism

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. Make an essay about the term modern art
21. Explain the uses of drawings in 21th century

Semester 2

SECOND SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Core Course- BDS2B03: Art and Design Fundamentals 2D & 3D

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|----------------|------------------|
| 1. Line | 2 Shape |
| 3. 2D Image | 4. 3D Image |
| 5. Morphology | 6. Maya |
| 7. Grids | 8. Rule of Third |
| 9. Composition | 10. Calligraphy |

11. Volumes

12. POP

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. Explain William Morri's and John Ruskin's critique of industrial society

14. Explain the term POP art

15. Explain the elements of design

16. What you mean by principles of color

17. Explain the term principles of art

18. Explain the term Raddi Manipulation

19. What are the features and functions of Maya

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. Make an essay about elements of design with suitable examples

21. Explain the term historical link between art and design

Semester 3

THIRD SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Core Course- BDS3B05: Advanced Digital Media

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

1. CMYK

2. RGB

3. 2D Image

4. Texture

- 5. Keyframe
- 7. Selection Tools
- 9. Composition
- 11. Rotoscopy

- 6. Abstract Design
- 8. PSD
- 10. Filters
- 12. Blending Options

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

- 13. Explain the importance of vector graphics
- 14. Explain the term Digital Animation
- 15. Explain the term traditional animation
- 16. What you mean by Designing fractals
- 17. Explain the term principles of design
- 18. Discuss the uses of brushes in design
- 19. What is matte painting

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

- 20. Make an essay about the tools and options in Photoshop
- 21. Explain the features of Animate

Semester 4

**FOURTH SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

**Core Course- BDS4B09: Theory of Advertising, Visual Communication
& Media**

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|------------------------|--------------------|
| 1. Marketing | 2. USP |
| 3. Branding | 4. Bill board Adds |
| 5. Add Agency | 6. POP UP Adds |
| 7. Commercial Adds | 8. AAAA |
| 9. Campaign | 10. Advertising |
| 11. Modern Advertising | 12. Web Adds |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. "Advertising creates unnecessary needs"; Comment
14. What do you mean by cultural jamming? Explain.
15. What do you mean by product life cycle?
16. Write a short note on the key characteristics of online advertisement.
17. What are the steps in an advertising campaign?
18. Discuss the term Advance Layout design for advertising
19. What is Function and operations of an advertising agency

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. What are the different types of advertising? Explain with examples.
21. What do you mean by brand advertising? Explain. Also write on terms like brand identity, brand image and brand loyalty with examples.

Semester 5

**FIFTH SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

Core Course- BDS5B13: Design Management

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|----------------------------|-------------------|
| 1. Organized P.R. Campaign | 2. ISO |
| 3. Marketing | 4. Interactivity |
| 5. Communication | 6. Creativity |
| 7. Commercial Adds | 8. Layout |
| 9. Campaign | 10. Press layouts |
| 11. Modern Advertising | 12. Proof Reading |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. Write a short note on the various tools of PR.
14. Explain the term Professional Practice in Design
15. What is different spatial arrangements
16. Write a short note about types of posters
17. Explain the term Product Life Cycle management
18. Discuss the term IPR
19. What is Copyright and Loyalty

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. How to set up an independent office? Explain the exposure of a successful firms
21. Explain the term marketing and consumer behaviour with suitable examples

**FIFTH SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

Core Course- BDS5B14: Design Office & Project Management

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|----------------------|----------------------------|
| 1. ASCI | 2. Classified Ad |
| 3. PSA | 4. Jingle |
| 5. Surrogate ads | 6. Design Office |
| 7. Media Plan | 8. Marketing Plan |
| 9. Client | 10. Selling Agency Service |
| 11. Business Meeting | 12. Proof Reading |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. "Advertising creates unnecessary needs"; Comment
14. Explain the Structure of an Design Office
15. What is Selling Agency Service
16. Write a short note about Marketing Plan
17. What are major functions of The Production Department
18. Discuss the term Media Plan
19. What is Functions of Media

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. Make an essay about the structure of a Design Office
21. Explain the functional design of ad agency

Semester 6

SIXTH SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Core Course- BDS6B21: Digital Marketing

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|--------------------------|--------------------|
| 1. Digital Marketing | 2. Market Research |
| 3. Social Media Networks | 4. SEO |
| 5. Facebook Optimization | 6. SERP |
| 7. Google+ | 8. White Hat |
| 9. HashTags | 10. Web 2.0 |
| 11. SMO | 12. Google Panda |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. Write a short note about Digital Marketing
14. Explain the term internet marketing
15. What is SEO? Explain the features of SEO
16. Write a short note about Meta Data optimization
17. What is 404 error Pages
18. Explain the Difference Between White Hat and Black Hat SEO
19. What is Competitor Website Analysis and Backlinks Building

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. What is SMO ? Explain the features and types of SMO

21. Explain the importance of Social Media Marketing (SMM) in the 21st century

Open Course

FIFTH SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Open Course- BDS5D01 – Introduction to Design

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|----------------------|----------------|
| 1. Fonts | 2 Image |
| 3. Image Format | 4. Vector |
| 5. Lossy Compression | 6. Graphics |
| 7. Typography | 8. Manuscripts |
| 9. Resolution | 10. Pixel |
| 11. Layer | 12. Masking |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. What you mean by Vector Graphics
14. Explain the selection tools in Photoshop

15. Explain the difference between 2D and 3D Animation
16. What you mean by aesthetics design
17. Explain the colour theory
18. Explain the term perception
19. What is Symbolism

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. Make an essay about theories of perception
21. What is Image Editing and Manipulation

Complementary Courses for Other UG Programmes

SEMESTER 1

FIRST SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Complementary Course- BDS1C01: Theory of Graphic Design and Communication

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|------------------|--------------------|
| 1. Communication | 2. Symbols |
| 3. Source | 4. Mudra |
| 5. Message | 6. Design |
| 7. Channel | 8. Product Design |
| 9. Composition | 10. Signage Design |

11. Volumes

12. Applied Art

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

13. What are the elements of Communication
14. Explain the term Visual Design
15. Explain the elements of design
16. What you mean by principles of color
17. What are the major types of Graphic Design
18. Explain the various stages of design
19. Explain the term Composition

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks.

20. Make an essay about elements of design with suitable examples
21. Explain the term historical link between art and design

SEMESTER 2

**SECOND SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

Complementary Course- BDS2C01: Drawing for Designers

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Additive Colour
2. Shape
3. Balance
4. Shades

- | | |
|----------------------|-------------------|
| 5. Vector Graphics | 6. Colour Harmony |
| 7. Adobe Illustrator | 8. Contrast |
| 9. Primitive Colour | 10. TIFF |
| 11. Digital drawing | 12. CorelDraw |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

12. Elements of Design
13. Rule of Third
14. History of Art
15. Elements of Brochure Designing
16. Colour Theory
17. Applications of Digital Illustration
18. RGB, CMYK, RYB
19. Digital Art

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks

20. Make an essay about Principles and elements of designing
21. Explain the various steps of a Magazine Designing with the help of any computer Application

SEMESTER 3

**THIRD SEMESTER B. Des (Graphics and Communication Design)
DEGREE EXAMINATION (CBCSS UG)**

Complementary Course- BDS3C01: Basic Typography

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|-------------------|-----------------|
| 1. Font | 2. Type Face |
| 3. Typography | 4. Vector |
| 5. Signage Design | 6. FML |
| 7. Sans Seif | 8. Compression |
| 9. Unicode | 10. Grid System |
| 11. Points | 12. Serif |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

12. Explain Typography
13. Elements of font design
14. What is Unicode
15. Explain aesthetical aspects of color
16. Explain Points
17. What is Letter forms?
18. Explain types of fonts
19. Digital Art

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks

20. Make an essay about the importance of Typography in Commercial Designs
21. Explain the various steps of construction of Sans

SEMESTER 4

FOURTH SEMESTER B. Des (Graphics and Communication Design) DEGREE EXAMINATION (CBCSS UG)

Complementary Course- BDS4C01: Packaging Design and Printing Technology

Time: 2 Hours

Maximum marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20

- | | |
|--------------------|------------------------------------|
| 1. Packaging | 2. Graphics |
| 3. Flexography | 4. Laser Printing |
| 5. Screen Printing | 6. Branding |
| 7. Photoshop | 8. Layers in Photoshop |
| 9. Unicode | 10. Paths |
| 11. Points | 12. Selection Tools in Illustrator |

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30

12. Explain the term Flexography
13. What is thermal printing
14. What is Screen Printing
15. Discuss the term colour separation process
16. Explain fabrication methods in packaging
17. What is halftone printing
18. Explain the term Gray Scale
19. What is Litho Printing

SECTION C

Answer any one question not exceeding 400 words. The question carries 10 marks

20. Make an essay about the importance of Package Design
21. What is Printing? Discuss various types of commercial printing

