

# Programme File

## Department of Animation & Graphic Design



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## 1. Department Profile

### About the Department

The goal of the Department of Animation and Graphic Design is to develop innovative ideas in the visual arts and creative skills. The information, abilities, and practical experience that students need to succeed in the fast-paced industries of graphic design and animation are all part of our curriculum. We empower our students to succeed in a range of creative careers by combining theoretical education with real-world, hands-on learning experiences.

Our department has state-of-the-art facilities with specialized labs for stop-motion, photography, and 3D and 2D animation, giving students access to the latest tools and technology. Our emphasis is on a comprehensive approach to education, wherein students are encouraged to engage with modern design challenges, explore their creativity, and enhance their technical abilities.

#### 1.1. Vision of the Department

To be a global forge of empathetic communicators, where design meets purpose to bridge the divisions, ignite social progress and empower future leaders who shape a more equitable and information-rich world.

#### 1.2. Mission of the Department

To equip students with the knowledge, skills and ethical grounding to become impactful visual communicators.

## 2. Programmes offered by the Department

### Programme Names:

- Bachelor of Arts (BA) Animation and Graphic Design
- Master of Arts (MA) Graphic Design

### Details of postgraduate programme offered by the department

<b>Program Name:</b>	MA Graphic Design
<b>Core Courses:</b>	Graphic Design
<b>Common courses:</b>	Introduction to Visual Language, Introduction to Art: Theory and Criticism, Methods of Shooting, Ethics and Laws for Media
<b>Elective courses:</b>	Research and Studies in Media, Web and Interactive Media, Creative Painting
<b>Internship/OJT:</b>	Internships offer students a period of practical experience in the industry relating to their field of study.

### The programme contains:

Core courses:	13
Common courses:	4
Elective courses:	3
Internship:	1

### Course curriculum Structure:

- Credit and Semester System 2019 (PG CSS 2019)

## Programme Objectives

The scope of Graphic Design has expanded in recent years and advances in communication technology have offered a host of new possibilities to the designer. The course aims to develop analytical skills and critical judgment enabling the student for technological and/or aesthetic innovations in the subject of Communication Design.

The Master's programme in Graphic Design begins with the study of design history, theory and traditional design skills, then progresses to current graphic design practices and technology. Graduates are prepared for a wide range of careers in the industry. The programme seeks to develop designers with strong aesthetic and analytic skills capable of solving real-world communication design problems, integrating a command of visual language with imagination, theory and technology.

## Course Objectives

The MA Graphic Design programme is designed to provide an intensive, hands-on learning experience that emphasizes practical skills and project-based learning. The curriculum is structured to develop both the technical proficiency and creative acumen necessary for a successful career in graphic design and related disciplines.

Students will gain a solid foundation in visual language, art theory, and criticism. They will be introduced to basic design principles, shooting methods, and digital design techniques, establishing a strong base for their advanced studies. The curriculum focuses on specialized design areas, including typography, interaction design, and motion design. Students will also explore applied art techniques and promotional design, enabling them to create impactful and engaging visual communications.

Students will delve into publication and package design, programming for designers, and the ethical and legal aspects of media. The semester also covers advertising design and branding, preparing students to create and manage brand identities and advertising campaigns. The final semester includes a one-month internship,

providing students with real-world industry experience. Additionally, students will undertake elective courses allowing them to tailor their learning to their specific interests and career goals.

By the end of the programme, students will have mastered a wide range of practical skills and theoretical knowledge in graphic design. They will be adept at handling complex design projects, from conceptualization to execution, and will be well-prepared to contribute innovatively and effectively to the field of visual communication and design. The programme aims to produce graduates who are not only skilled designers but also critical thinkers and problem solvers, ready to take on leadership roles in the industry.

## 2.1 Programme Outcomes (PO)

PO No	Programme Outcomes (POs)
PO1	<b>Domain Knowledge:</b> Our graduates will be able to apply knowledge with practicality and conceptual clarity.
PO2	<b>Reflective Response to Socio-Ethical Issues:</b> Our graduates will be able to identify and solve socio-ethical challenges.
PO3	<b>Entrepreneurship:</b> Our graduates are influenced to invent and build their firm.
PO4	<b>Problem-Solving:</b> Our graduates can evaluate and solve complex situations by acquired knowledge.
PO5	<b>Decision Making:</b> Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.

<b>PO6</b>	<b>Communication:</b> Our graduates can make use of effective communication skills for interaction in personal and professional environments.
<b>PO7</b>	<b>Creative and research acumen:</b> Our graduates will be able to formulate research design.

## 2.2 Programme Specific Outcome (PSO)

<b>PSO No</b>	<b>Programme Specific Outcomes (PSOs)</b>
<b>PSO1</b>	Our graduates will be able to apply diverse visual communication methods and technologies to create impactful communication designs.
<b>PSO2</b>	Our graduates will be able to create visual solutions by utilizing technical, historical, cultural and theoretical contexts in the field of Communication Design.
<b>PSO3</b>	Our graduates are able to adapt to the industrial advancement for future developments in Graphical Communications.

### 3. Programme Structure

#### 3.1. Programme Structure at a Glance

<b>Programme Duration</b>	<b>4 Semesters</b>
Total Credits required for successful completion of the Program	80
Credits required from Common Course	16
Credits required from Core + Elective	62
Minimum attendance required	75%

#### Programme Structure Details

Course Code	Course Title	Course Type	Credit	Hrs / Week
<b>Semester I</b>				
MM500101	Introduction to Visual Language	Common	4	5
MM500102	Introduction to Art: Theory and Criticism	Common	4	6
MM500103	Methods of Shooting	Common	3	4
MM040101	Basics of Design	Core	4	5
MM040102	Introduction to Digital Design	Core	4	5
<b>Total Credits</b>			<b>19</b>	
<b>Semester II</b>				
MM040201	Typography	Core	4	6
MM040202	Interaction Design	Core	5	5
MM040203	Motion Design	Core	3	4
MM040204	Techniques of Applied Art	Core	4	5
MM040205	Introduction of Promotional	Core	5	5



	Designs			
<b>Total Credits</b>			<b>21</b>	
<b>Semester III</b>				
MM040301	Publication Design	Core	4	5
MM040302	Package Design	Core	4	5
MM040303	Programming for Designers	Core	4	5
MM500303	Ethics and Laws for Media	Common	5	5
MM040304	Advertising Design and Branding	Core	5	5
<b>Total Credits</b>			<b>22</b>	
<b>Semester IV</b>				
	Elective 1	Elective	3	4
	Elective 2	Elective	3	4
	Elective 3	Elective	3	4
MM020401	Internship	OJT	2	1 Month
MM020402	Graduation Project	Core	5	10
MM020403	Comprehensive Viva	Core	2	
<b>Total Credits</b>			<b>18</b>	
<b>Total Semester Credits</b>			<b>80</b>	
<b>Elective Group A</b>				
MM860401	Research and Studies in Media	Elective	3	4
MM860402	Web and Interactive Media	Elective	3	4
MM860403	Creative Painting	Elective	3	4
<b>Elective Group B</b>				
MM870401	Digital Matte Painting	Elective	3	4
MM870402	Environmental Graphics	Elective	3	4
MM870403	UI Designing	Elective	3	4

## 3.2 Courses in Detail

### Common Course: Graphic Design

Semester	Course Title	Hrs/Week	Credit	Total Hrs/Semester	Examination Duration	Marks	
						Int	Ext
1	Introduction to Visual Language	5	4	90	3Hrs	10	30
1	Introduction to Art: Theory and Criticism	6	4	108	3Hrs	10	30
1	Methods of Shooting	4	3	72	Project	5	15
3	Ethics and Laws for Media	5	5	90	3Hrs	10	30

## Core Course: Graphic Design

Semester	Course Title	Hrs/ Week	Credit	Total Hrs/ Semester	Examination Duration	Marks	
						Int	Ext
1	Basics of Design	5	4	90	5Hrs	5	15
1	Introduction to Digital Design	5	4	90	5Hrs	5	15
2	Typography	6	4	108	5Hrs	5	15
2	Interaction Design	5	5	90	5Hrs	5	15
2	Motion Design	4	3	72	5Hrs	5	15
2	Techniques of Applied Art	5	4	90	5Hrs	5	15

2	Introduction of Promotional Designs	5	5	90	5Hrs	5	15
3	Publication Design	5	4	90	5Hrs	5	15
3	Package Design	5	4	90	5Hrs	5	15
3	Programming for Designers	5	4	90	5Hrs	5	15
3	Advertising Design and Branding	5	5	90	5Hrs	5	15
4	Graduation Project	10	5	180	Project	5	15
4	Comprehensive Viva		2		Viva	5	15

## Elective Course: Graphic Design

Semester	Course Title	Hrs/Week	Credit	Total Hrs/Semester	Examination Duration	Marks	
						Int	Ext
4	Research and Studies in Media	4	3	75	Project	5	15
4	Web and Interactive Media	4	3	75	Project	5	15
4	Creative Painting	4	3	75	Project	5	15

## Internship/OJT

Semester	Course Title	Minimum Duration	Credit	Total Hrs/Semester	Examination Duration	Marks	
						Int	Ext
4	Internship	1 month	2		Report Submission	100	

## 4. Course Plan in Detail

### 4.1. Semester I

#### Common Course: Introduction to Visual Language

Course Code	MM500101				
Course Title	Introduction to Visual Language				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	1				
Course Type	Common				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyze principles of visual perception and composition to create cohesive visual communication designs.			An	PSO2
CO2	Evaluate the visual grammar and narrative techniques employed in diverse visual storytelling mediums.			E	PSO1
CO3	Apply a structured visual narrative based on the principles of storytelling and visual composition.			Ap	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

The academic work in the Semester aims at an understanding of the basic elements of compositions that merge to form the language of visual communication.

## **Detailed Syllabus**

### **Unit I Visual Perception: (18 Hours)**

- 1.1 The Psychology of Visual Perception
- 1.2 Human eye and vision
- 1.3 Perceiving Objects, Colour, Depth and movement.
- 1.4 Spatial Vision
- 1.5 Colour Spectrum and Psychology of Colour

### **Unit II Visual Components: (16 Hours)**

- 2.1 Art and Science of Imaging: Human eye and Camera
- 2.2 Composition and Framing & Image Lay out
- 2.3 Basic features and operation of Camera
- 2.4 Image Formation – Aperture, Shutterspeed, Depth of Field and Depth of Focus.
- 2.5 Basic techniques for Composition - Principles and Rules

### **Unit III Elements of Visual composition: (20 Hours)**

- 3.1 Space – Line – Shape –Form
- 3.2 Horizontal and vertical compositions
- 3.3 Golden ratio-1/3 rule
- 3.4. Movement – Rhythm, Pattern etc.

#### **Unit IV Developing Visual Grammar: (16 Hours)**

- 4.1 Imaging Techniques - Image size, Angle etc.
- 4.2 View Points - Moving shots - Camera Movement - Subject Movement -  
Combined Movement
- 4.3 Simple Editing Principles - Cut, fade, Dissolves etc.
- 4.4 Scenes and Sequences and visual narratives
- 4.5 Mise - en - scene

#### **Unit V Creating a Visual Structure: (20 Hours)**

- 5.1 Narrative art forms- Types and characteristics
- 5.2 Art of Film Making - Stages in Brief
- 5.3 Elements of a Story-Plot, Character, plot structures
- 5.4. Development of a Story Board from a story
- 5.5 Analyzing the visual structure of different visual story telling aids

#### **Reference**

1. Film and the Director : Don Livingston
2. Film Technique and Film Acting : V.I. Pudovkin
3. Technique of Film : SpottisWoode
4. Film Form : S. Eisenstein
6. Art of Pictorial Composition : Wolohomok
9. Cinema As A Graphic Art : V. Nilsen
11. Ways of seeing : John Berger
12. Visual Communication : Paul Martin Lester.



### Common Course: Introduction to Art Theory and Criticism

Course Code	MM500102				
Course Title	Introduction to Art: Theory and Criticism				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	1				
Course Type	Common				
Credit	4	Hrs/Week	6	Total Hours	108
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analysis of various art works from sculpture & painting from India & western countries.			An	PSO1
CO2	Appraise a personal style in art criticism citing examples.			U	PSO2
CO3	Correlate Modern art forms using conventional theories and modern-day practices.			E	PO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E- Evaluate, C-Create</b>					

## Course Description:

Introduction to Art Theory & Criticism aims to shed light on some aspect of the project of defining art or to theorize about the structure of our concept of art. This course allows students to explore the various dimensions and forms of art as practiced today.

## Detailed Syllabus

### Unit I Concepts of ART: (30 Hours)

1.1 What is art?

1.2 Concepts of the West & Indian view-Introduction to basic Theories of Art-Imitationalism, formalism, emotionalism

1.3 Various Functions of Art

1.4 Art as social phenomena and art as object of perception

1.5 Diversity of form and design

1.6 Analysis of various art work citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.

1.7 Aesthetic creation theories

### Unit II Exploring Art Criticism: (20 Hours)

2.1 Description, Analysis, Interpretation and Judgment of different art forms\works

2.2 Taking examples from various forms of art-Aesthetic qualities, literal qualities, formal qualities and expressive qualities

2.3 Establishing personal style of art criticism citing examples from Sculpture,

Painting, Photography, Films, Performing art forms, Music etc.

**Unit III Art and Indian Philosophy: (22 Hours)**

3.1 Ideas of life and art according to Indian philosophy

3.2 Early reference to art and beauty

3.3 Indian aesthetics and relation to philosophy

3.4 Indian aesthetics and theory of Rasa- Alankara, Guna, Riti, Dwani, Vakrokthi,

Auchithya, Rasa...

3.5 Rasa and its application in various art forms

**Unit IV Introduction to modern art forms: (18 Hours)**

4.1 Films & Animations

4.2 Modern theories of authorship

4.3 Auteur theory

4.4 Theory of Montage

**Unit V Modern art forms: (18 Hours)**

5.1 Time, Space and other formal elements of art

5.2 New Media art forms

5.3 Site Specific Works and Issue based Art

5.4 Environmental Art and Installations

5.5 Digital works

5.6 AR/VR and Emerging New forms.

## Reference Books

1. The Story of Art : E H Gombrich
2. Ways of Seeing : John Berger
3. Theories of Modern Art : B Chipp
4. The Power of Art : Eric Fernie (ed.)
5. Women, Art and Power : Linda Nochlin
6. The Art-Architecture Complex : Hal Foster
7. History of Beauty : Umberto Eco
8. The Art Instinct: Beauty, Pleasure, and Human Evolution : Denis Dutton
9. Art and Visual Perception: A Psychology of the Creative Eye: Rudolf Arnheim
10. A short Guide to Writing about Art : Sylvan Barnet
11. Contemporary Art: World Currents : Terry Smith
12. Indian Aesthetics an Introduction : V S Sethuraman
13. Engaging Cinema: An Introduction to Film Studies : Bill Nichols
14. How to Read a Film: Movies, Media and Beyond : James Monaco
15. The Major film Theories : Dudley Andrew
16. Concepts in Film Theory : Dudley Andrew
17. A Practical Guide to Indian Aesthetics : Neerja Arun
18. Indian Art : Roy C Craven
19. Studies in Indian Aesthetics and Criticism : K. Krishnamoorthy
20. Performance art : Roselee Goldberg
21. Anywhere or Not at All: Philosophy of Contemporary Art : Peter Osborne
22. Why painting is Like a Pizza: A guide to Understanding and enjoying Modern Art : Nancy G Heller
23. History of Modern Art: Painting Sculpture Architecture Photography : H. Harvard Arnason
24. Practical Augmented Reality: A Guide to the Technologies, Applications, and Human Factors for AR and VR : Steve Aukstakalnis
25. Defying Reality: The Inside Story of the Virtual Reality Revolution : David M. Ewalt

## Common Course: Methods of Shooting

Course Code	MM500103				
Course Title	Methods of Shooting				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	1				
Course Type	Common				
Credit	3	Hrs/Week	4	Total Hours	72
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyse the evolution of photography from still images to moving images.			An	PSO1
CO2	Explain video camera operation techniques by applying basic camera settings and controls, as well as various composition theories			E	PSO2
CO3	Create a cohesive visual narrative using advanced imaging techniques they learned.			C	PO4
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## Course Description:

Methods of Shooting is a practical/project course which is meant to give inputs in the theoretical and practical aspects of handling a video camera. This course enables students to get a clear idea as to the use of video camera and gives him/her the skills to undertake the same.

## Detailed Syllabus

### Unit I (10 Hours)

Introduction to Motion Photography: Still Photography to Moving Image:

A brief history-Illusion of Movement, Persistence of Vision and Synthesis of motion.

### Unit II (4 Hours)

Video camera operation Practical-Basic setting and controls-Shooting with video camera

### Unit III (10 Hours)

Light and Shooting - Key Light - Filler Light - Background Light - Natural Light - Artificial Light- Color Temperature - Measuring Incident / Reflected Light.

### Unit IV (15 Hours)

Shooting live action-Shot Breakdown-Imaginary line and shooting continuity etc.

### Unit V (20 Hours)

Prepare a 10 shot continuity sequence assembled to a meaningful visual making use of the imaging techniques learned from above units.

## Reference

1. Independent Film Making : Lenny Lipton
2. Advanced Photography : M.T. Lang Ford
3. Basic Motion Picture Technology : Happe
4. Color Photography : Spencer
5. Video Camera Technique : Gerald Millers

### Core Course: Basics of Design

Course Code	MM040101				
Course Title	Basics of Design				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	1				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyse the fundamental elements and principles of visual design and their application in both art and design contexts.			An	PSO1
CO2	Evaluate the role of various design elements in Graphic Communication and how they convey messages effectively.			E	PSO2
CO3	Create concepts and execute final designs that effectively communicate intended messages			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

The objective of this course is to introduce the elements of design and basic principles of visual. And how we apply these rules in design.

## **Detailed Syllabus**

### **Unit I (10 Hours)**

The distinction between art and design. Introduction of fundamental elements and principles of visual design and its application. Geometrical and organic shapes, Texture, value, tone, negative space etc.

### **Unit II (10 Hours)**

Role of colour in design. Colour theory. Colour psychology. Colour strategy. Colour in printing. Spot and process colours of print media. Corporate colours and dominant visual colours in design.

### **Unit III (10 Hours)**

The role of typography in design. Type face anatomy classification of typography - serif, sans serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language.

### **Unit IV (10 Hours)**

Application of Gestalt theory. Process of designing. What is AIDA. (Attract, Aware, Interest, Desire, Action) Monogram, iconography, calligram, symbols, type of logos. Use of grid in design.

### **Unit V (50 Hours)**

Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning.



## Reference

1. Design Basics : Stephen Pentak & David A Lauer
2. Training Design Basics : Saul Carliner
3. The Elements of Design : Mark A Thomas, Poppy Evans
4. Illustrated Elements of Art & Principles of Design : Gerald F Brommer
5. Essential Principles of Graphic Design : Debbie Millman
6. Form Function & Design : Klee, Paul
7. Designers Design Book : Robin Williams
8. Design Elements (A Graphic Style Manual) : Timothy Samara
9. Visual Thinking of Design : Colin

## Core Course: Introduction to Digital Design

Course Code	MM040102				
Course Title	Introduction to Digital Design				
Department	Animation and Graphic Design				
Programme	M.A Graphic Design				
Semester	1				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b>			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
	Upon completion of this course students will be able to:				
CO1	Demonstrate understanding of vector and raster images, as well as the basic tools and techniques in imaging software such as Photoshop and Illustrator, through practical assignments and exercises.			U	PSO2
CO2	Apply advanced features and tools in Photoshop and Illustrator, including text manipulation, layer organization, color correction, and image editing, to create visually appealing digital designs and illustrations.			Ap	PO1
CO3	Analyze and evaluate different techniques in print design, including the application of masks, use of smart objects, exploration of filters, and working with camera RAW files, to develop effective and creative solutions for various design projects.			An	PSO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

This course introduces students to imaging software – Photoshop and Illustrator. The basic tools and techniques are learned through a series of practical assignments.

## **Detailed Syllabus**

### **Unit I (20 Hours)**

Study of vector images- its advantage and application areas, various vector editing software, difference between vector and raster images. Starting a new composition, discovering the UI area.

### **Unit II (20 Hours)**

Study of tools: Drawing tools, Shape and transform tools, Layers in Illustrator, Pen tool, Bezier curves, Pathfinder, Coloring, Gradients.

### **Unit III (10 Hours)**

Working with text, advanced options of text, Organizing illustrations with layers. Working with Symbols, 3D Mapping, and Flash Integration, Working with transparency and blending modes, Gradient mesh.

### **Unit IV (20 Hours)**

Study of tools: Selection tools, Painting and retouching tools, Layers in Photoshop, Layer effects, Working with Colour modes, Reading a Histogram, Colour correction of images.

### **Unit V (20 Hours)**

Application of masks, editing Alpha channels, working with smart objects, Exploring filters, Working with camera RAW files.

**Project work:** Various applications of print design.

## Reference

1. Adobe Illustrator CS4 Classroom in a Book : Adobe Creative Team
2. How to Do Everything: Adobe Illustrator CS4 : Sue Jenkins
3. Adobe Illustrator CS4 Revealed : Richard Lynch
4. Adobe Photoshop CS4 Classroom in a Book : Adobe Creative Team
5. The Adobe Photoshop CS4 Book for Digital Photographers : Scott Kelby
6. The Adobe Photoshop CS4 Layers Book : Richard Lynch

## 4.2 Semester II

## Core Course: Typography

Course Code	MM040201				
Course Title	Typography				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	2				
Course Type	Core				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Examine the artistic expression character of letter forms and typefaces			An	PSO1
CO2	Evaluate the principles of typography through a comprehensive study of different typefaces, structures, and variations.			E	PSO2
CO3	Demonstrate the ability to create diverse visual designs using typography as the primary medium.			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

An exploration of typographic structures, terminology and methods as a tool for visual problem solving. This course use both hand & computer on methods to address the language of type and its effective use. Studying the language of type through its history and application, course introduces students to the advanced principles, techniques and practices in typographic communication and will gain strong working knowledge in Graphic Design.

## Detailed Syllabus

### Unit I (10 Hours)

**Art of writing:** basic tools and instruments: dip pens, brushes, nibs etc. Application of calligraphy in design. Understanding difference between calligraphy & typography.

### Unit II (10 Hours)

Study of different type faces, type structure, specialty of display types, families and fonts, usage of different type variations, laws of designs in typography and its applications.

### Unit III (10 Hours)

Creating various visual designs using typography, experimental typography, images using typography, 3D typography, application of 3D typography in various designs.

### Unit IV (20 Hours)

Contemporary trends in typography and layout, Study of typefaces, type and culture. Create a new font of any language using grid system, in manual and digital.

### Unit V (40 Hours)

**Practical exercises:** Typography to reinforce message – different advertisement designs – campaign advertisements – posters – book covers – leaflets etc. using typography.

## Reference

1. Typography Workbook : Timothy Samara
2. The Elements of Typographic Style: Robert Bringhurst
3. Thinking with Type : Ellen Lupton
4. The Fundamentals of Typography: Gavin Ambrose and Paul Harris
5. Typographic Design: Form and  
Communication : Rob Carter, Ben Day, & Philip B.Meggs
6. Grid Systems in Graphic Design : Josef Muller-Brockmann
7. Typographic Systems of Design : Kimberly Elam

## **Core Course: Interaction Design**

Course Code	MM040202				
Course Title	Interaction Design				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	2				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Examine the problem-solving and analytical skills needed for effectively creating an interactive design.			An	PO4
CO2	Create interactive design pages in Adobe Dreamweaver, utilizing HTML5's semantic elements, new structure tags, CSS3 techniques, animations, transitions, font styling, and multimedia elements.			C	PSO1
CO3	Create interactive systems that meet user requirements while enhancing usability and accessibility with the use of different design techniques.			C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

This course aims to gives students an understanding of how the study of human-



computer interaction affects the design of interactive systems. Students will be introduced to and have opportunity to practice the fundamental concepts, methods, and practices of interaction design.

## **Detailed Syllabus**

### **Unit I (15 Hours)**

Introduction to Web Technologies, Introduction to HTML & CSS, Basic Structure of HTML, Head Section, Meta Tags, Table Tag, Div Tag, Paragraph, Span, Pre Tags, Form Tag, DOM Elements, HTML Validators.

### **Unit II (25 Hours)**

Introduction to Adobe Dreamweaver, Introduction to Adobe Dreamweaver, Dreamweaver Interface Basics, Defining a Dreamweaver site, Insert Toolbar, Common Tools, Layout Tools, Forms Tool, Properties Panel. Introduction to HTML5, Features of HTML5, HTML5 Doc Type, New Structure Tags, Section, Nav, Article, Aside, Header, Footer, Designing a HTML Structure of Page, Audio Tag, Video Tag, Examples of Form.

### **Unit III (25 Hours)**

Introduction to Cascading Style Sheets Styling - Introduction to Cascading Style Sheets, Types of CSS, CSS Selectors, Universal Selector, ID Selector, Tag Selector, Introduction to CS3, Advanced web coding using HTML5 & CSS3 in Dreamweaver, Page Structure & Layout. Styling Pages with CSS, intro to animation, transition, font & -webkit- techniques in the advanced version of HTML.

### **Unit IV (15 Hours)**

Introduction to Responsive Web Design (RWD). Basic idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development. Mobile first design concepts, Common device dimensions, View-port tag, Using css media queries, Basic Custom Layout

### **Unit V (10 Hours)**

Process of designing and developing an interactive system - data collection, concept

and planning, designing, prototyping, evaluating, production, testing. Contemporary trends in UI design, new technologies and possibilities.

## Reference

1. HTML 5 in simple steps : Kogent Learning Solutions Inc
2. The Design of Everyday Things : Donald A. Norman
3. Designing Interfaces: Patterns for Effective  
Interaction Design : Jenifer Tidwell

**Core Course: Motion Design**

Course Code	MM040203				
Course Title	Motion Design				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	2				
Course Type	Core				
Credit	3	Hrs/Week	4	Total Hours	72
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Create advanced motion graphics techniques using visually engaging animations to communicate concepts.			C	PSO3
CO2	Evaluate the effectiveness of different motion graphic styles and techniques in conveying narratives.			E	PO6
CO3	Analyze integrated motion graphics projects combining 2D and 3D elements, live footage and text to communicate concepts effectively.			An	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

Motion Graphic Design introduces students to the principles and elements of motion

design through studio practices at beginning and advanced levels.

## Detailed Syllabus

### Unit I (16 Hours)

Study of contemporary motion graphics - commercials, music videos, film and TV titles. Introduction to After Effects: Composition Basic, timeline and key frames. Working with Photoshop and After Effects.

### Unit II (14 Hours)

Dynamic Typography: type in time-based media, variations in typographic attributes, transitions, rhythm and pace. Type in 3d space. Image based animations: exploring various styles for effective story telling.

### Unit III (14 Hours)

Using 3d space: Integrating 3d models and 2d elements. Advanced topics in After Effects: motion paths and interpolation, 3d compositing. Combining multiple media - 2d and 3d animation, live footage, text and other visual elements.

### Unit IV (14 Hours)

Integrating Plugins for Motion graphics: Element 3D, Trapcode Suit, Particle Effects, Character rig & animation using DUIK.

### Unit V (14 Hours)

Rendering: Render queue panel. Render settings, Output module settings. Introduction to Adobe Media Encoder. Introduction to Motion Tracking.

## Reference

1. Creating Motion Graphics with After effects: Trish and Chris Meyer, Focal Press

2. Motion Graphics with Adobe Creative Suite5 Studio  
Techniques : Richard Harrington and Ian Robinson
3. Motion Graphic Design and Fine Art Animation : Jon Krasner
4. Exploring Motion Graphics : Rebecca Gallagher
5. Type in Motion 2 (No. 2) : Matt Woolman

**Core Course: Techniques of Applied Art**

Course Code	MM040204				
Course Title	Techniques of Applied Art				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	2				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes			Cognitive Level	PO, PSO No.
	Upon completion of this course students will be able to:				
CO1	Analyse the principles and techniques of digital illustration and information graphics, examining their role in visual communication and storytelling.			An	PSO1
CO2	Evaluate the effectiveness of digital illustration and information graphics in conveying information and engaging the audience.			E	PO4
CO3	Demonstrate the ability to create various types of digital illustrations and information graphics that effectively communicate concepts.			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

The course will cover advanced tools and techniques in digital illustration and

information design by translating data into visuals and visuals into understanding.

## Detailed Syllabus

### Unit I (20 Hours)

The use of digital tools to generate art directly through an interface that translates that movement into a digital display. The representation of objects – the process of simplification.

### Unit II (20 Hours)

Introduction of Digital Illustration applications, Medical Illustration, 3D Illustration, Different Styles of Digital symbols, Character Creation: Human, Animals, Birds, Objects.

### Unit III (20 Hours)

Digital Painting, Story Illustration, Poem Illustration, Comic book layout & Illustration.

### Unit IV (20 Hours)

**Translating Data into Visuals:** Statistical Information Illustrations, Graphs, Charts, Simplification of Complex Data.

### Unit V (10 Hours)

**Events Visualization:** Recreating events in space and time. Visualization of Dynamic Information – applications & case studies. Information graphics in interactive Media.

## Reference

1. Beginners Guide to Digital Painting : Richard Tilbury
2. Digital Painting Techniques : Practical techniques of digital art masters
3. The complete guide to Digital  
Illustration : Steve Caplin, Adam Banks, Nigel Holmes
4. Infographics Designers' Sketchbooks : Rick Landers and Steven Heller
5. Visual Explanations : Edward Tufte
6. Envisioning Information : Edward Tufte
7. Information Graphics : Robert L. Harris
8. Visual Function: An Introduction to  
Information Design : Paul Mijksenaar
9. The Functional Art: An Introduction to Information  
Graphics and Visualization : Alberto Cairo

## **Core Course: Introduction of Promotional Designs**



Course Code	MM040205				
Course Title	Introduction of Promotional Designs				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	2				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b>			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
	Upon completion of this course students will be able to:				
CO1	Experiment techniques of representation to convert complex visual images into two Dimensional representations.			Ap	PSO1
CO2	Compare Different Types of Promotional materials			E	PSO2
CO3	Create brand Identity designs in cooperating various stationery & Promotional materials.			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

The course will build on previously learned graphic design Elements & Principles and

its applications. Students will explore the presentation of abstract ideas for the purpose of building identity and to develop creative strategies for problem solving and investigate design issues.

## **Detailed Syllabus**

### **Unit I (20 Hours)**

Techniques of representation to acquire the necessary skill to represent visual images. Exercise on converting visual images into 2D representation. Branding and identity as communicated through visual signs.

### **Unit II (22 Hours)**

Design of Signage - Graphic Symbols for use in the different public Environments. Printing and materials. Signage design process, applications and case studies.

### **Unit III (18 Hours)**

Corporate Design- students design a corporate logo and its style guide. Corporate Identity design - students work on developing a visual identity for company/product.

### **Unit IV (10 Hours)**

Text and image Poster design - history and development. Types of posters - Propaganda, Advertising, Events, Educational. Poster design project- students design a poster for an event/cause/awareness campaign.

### **Unit V (20 Hours)**

Brochure design project- students design a brochure for an event/ cause /awareness campaign.

## **Reference**

1. Graphic Design that Works : Cheryl Dangel Cullen

2. The best of Brochure Design : Jason Godfrey
3. Designing Brand Identity : Aliena Wheeler
4. The complete Design thinking guide : Daniel Ling
5. The big book of Illustration Ideas : Roger Walton
6. Graphic Design: The new Basics : Ellen Lupton
7. New Signage Design : Wang Shiaoqiang

### **4.3 Semester III**

#### **Core Course: Publication Design**

Course Code	MM040301				
Course Title	Publication Design				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	3				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyse the principles and techniques of layout design. They will examine various software tools for pagination purposes.			An	PSO1
CO2	Evaluate the effectiveness of layout design in achieving communication goals and enhancing user experience.			E	PSO2
CO3	Demonstrate the ability to create impactful layout designs for various publication platforms that effectively communicate messages and information.			C	PO6
<b>Cognitive Level : R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

### Course Description:

This course examines the graphic designer's role in the layout and design of multi-

page publications in print and digital media. Lectures and studio work cover historical and current practices and technologies used to produce multi-page publications. Students create visualization for several publications using the design elements and art skills.

## **Detailed Syllabus**

### **Unit I (20 Hours)**

Layout Design: Directing the Eye, Backwards Movement, Application of Design Principles in Lay Out, Free Style Lay Out, Grid Design etc. understanding of Formats, Margins, Columns and Gutters. Visualization of various layouts- magazine, newspaper, books, screen media etc. Creating a Suitable Grid, Title and Cover Policies. Selecting and Using Type family, White Space, Color, Headlines, The Masthead etc.

### **Unit II (30 Hours)**

Introduction to Adobe InDesign / scribes: Various tools and panels- Character formatting options and paragraph formatting. Colour and swatches palette, understanding of swatches exporting. Objects and its treatments: Shapes, Path – corner options, pathfinder etc. Clipping path and image masking. Page Panel, Insert Page, Concept of master page- apply Master to Page, Override master Item. Number & Section Option, Table of Content, Bullets & Numbering etc. Proof setup: - Pre-flight options, separations preview etc. Exporting of documents, Print booklet options etc.

### **Unit III (10 Hours)**

Book Design: Effective Grid design for the book, Typography, Margins in page design, Layout text and images. Consistency in design: Creating style guides and printing instructions.

### **Unit IV (20 Hours)**

Multipage publication design exercises: Visualization for various Formats:  
Magazine, Newspaper, books etc. Electronic Publishing: Interactive PDF and Other E-  
Pub Formats, Interaction Between Movies, Sound Clips URL's And Other E-Books, E-  
Publication for Various Platforms.

### **Unit V (10 Hours)**

Practical Training in Print production.

### **Reference**

1. The Big Book of Layouts : David E. Carter
2. Layout Essentials -100 Design Principles for  
Using Grids : Beth Tondreau
3. Best of Newspaper Design : Society of News Design
4. Designing for Newspapers and Magazines : Chris Frost
5. Layout Workbook : Kristin Cullen
6. Designing Books: Practice and  
Theory : JostHochuli and Robin Kinross
7. Building Your Book for Kindle : Kindle Direct Publishing

### **Core Course: Package Design**

Course Code	MM040302				
Course Title	Package Design				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	3				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyze design principles to create packaging designs effectively.			An	PSO3
CO2	Evaluate structural and visual components of various packaging designs to convey brand identity.			E	PSO1
CO3	Create innovative packaging designs incorporating branding elements, typography and visual graphics.			C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Applied, An-Analyze, E- Evaluate, C-Create</b>					

### Course Description:

This course emphasizes the application of graphic design elements to various forms of packaging. Packages are analyzed and positioned from a marketing point of view. Brand marks, visual graphics and color schemes are developed for individual products and extended product lines. This class is geared to those interested in product packaging and graphic design as well as those seeking to create portfolio-quality design work.

## **Detailed Syllabus**

### **Unit I (20 Hours)**

The role of Packaging, An historical perspective, Marketing Considerations, Measuring package design's success. Packaging dynamics.

### **Unit II (18 Hours)**

Anatomy of Packages, Structural designs, Cartons, Bottles, Tubes, Cans, Tubs and Jars, Multi-packs, Clamshells and blister packs.

### **Unit III (16 Hours)**

CDs, Gift Packs, Innovative formats, Materials, Surface graphics, Branding, Typography, Information layout and hierarchy, Back of packs, Photography, Illustration, Color, Symbols and icons, Weights, Measures and bar-codes.

### **Unit IV (18 Hours)**

Study of various package designs in the market, Study of famous packaging port folios.

### **Unit V (18 Hours)**

Branding a Product with Creative Package Design



## Reference

1. Packaging Design: Successful Product Branding from  
Concept to Shelf : Marianne R. Klimchuk and Sandra A. Krasovec
2. Package Design Now : Sue Jenkins
3. Structural Package Designs : Pepin Press
4. Package Design : Daab
5. The Packaging Designer's Book  
of Patterns : László Roth and George L. Wybenga
6. Special Packaging Designs : The Pepin Press

## Core Course: Programming for Designers

Course Code	MM040303				
Course Title	Programming for Designers				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	3				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	75
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to :			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Develop interactive and dynamic web elements using JavaScript to enhance user experience and functionality in digital design projects.			Ap	PSO1
CO2	Create database-driven web applications with PHP and integrate them with a database management system (DBMS) to manage and manipulate data effectively.			C	PSO2
CO3	Explain web hosting basics, including domain management, server configurations to maintain a website.			E	PO1
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

Concept of www, internet and www, HTTP protocol, request and response, web Browser and web servers, static and dynamic web sites, web design principles

## **Detailed Syllabus**

### **Unit I (30 Hours)**

Client-Side Scripting Language - Java Script, Java script types-variables operators, Conditions statements, loops, popup boxes, Events, arrays, objects, functions, validation of forms.

### **Unit II (30 Hours)**

Server-Side Scripting Language - PHP: Introduction and basic syntax of PHP, Decision and looping with examples, PHP and HTML, Arrays, Functions, Browser control and detection, String, form Processing, Files, Advance features: cookies and sessions, Object oriented programming with PHP

### **Unit III (20 Hours)**

Database Management System (DBMS) - Intro to SQL or MySQL which Is used to create, read, write, delete and update records / data to/from a database from a PHP file.

### **Unit IV (10 Hours)**

Web hosting basics, types of hosting packages, registering domains, defining Name servers, using FTP client, maintain a web sites, Hosting of the student's Portfolio Site or Creating a Blog which showcase their skillset to the realm of multimedia for the job hunting purpose.

## Reference

1. Learning PHP, MySQL, JavaScript, CSS& HTML5 : Robin Nixon
2. PHP and MySQL Web Development : Luke Welling, Laura Thomson
3. Beginning PHP and MySQL-From Novice  
to Professional : Frank M Kromann

## Common Course: Ethics and Laws for Media

Course Code	MM500303				
Course Title	Ethics and Laws for Media				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	3				
Course Type	Common				
Credit	5	Hrs/Week	5	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Understand the general, constitutional and statutory legal framework of media law in India.			U	PO1
CO2	Evaluate the ethical standards and morality concepts in media profession.			E	PO2
CO3	Analyse the issues and challenges in media.			An	PO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## Course Description:

Study media laws and learn about their legal rights and obligations. Provide students with the knowledge of the basic concepts of ethics and its practical application to the field of media.

## Detailed Syllabus

### Unit I (10 Hours)

Introduction to Indian Constitution

- 1.1 A brief introduction to Indian Constitution-Salient features,
- 1.2 Fundamental Rights, Freedom of Press
- 1.3 Concept of Freedom of Speech & Expression
- 1.4 Democracy & Media as Fourth estate,
- 1.5 Press Council of India- Its organizational structure, functions, history and rationale behind its establishment, its powers; Code of conduct for journalists

### Unit II (20 Hours)

Media Regulations in India

- 2.1 History of Laws regulating the media in India:
- 2.2 Defamation clauses, Right to privacy, Right to Know, Laws related to Sedition, Obscenity
- 2.3 Contempt of Court Act 1971, Information Technology Act 2000 and the amendment Act of 2008, Right to Information Act 2005, Contempt of Parliament, Working Journalists Act, Cyber Laws etc.
- 2.4 Laws related to Broadcasting media, Advertising, Advertising Council of India
- 2.5 Copyright Act 1957, International Copyright laws, Concept of authorship

### **Unit III (20 Hours)**

#### Moral Ethics and Media

- 3.1 An Introduction to the Terms and Concepts of Ethics: Definition of Ethics and its branches, stages of ethical development
- 3.2 Major theories in Ethics
- 3.3 Role of conscience in ethical decision making; code of ethics
- 3.4 Moral relativism and ethno centrism
- 3.5 Principles of Ethical journalism
- 3.6 Public relations and Ethics

### **Unit IV (20 Hours)**

#### Ethics in Media

- 4.1 Media ethics as applied ethics; ethics in changing media environment.
- 4.2 Media Ethics: Why Ethics Matters in the Field of Media, Ethical perspectives of print, audio and visual media; ethical values
- 4.3 Ethical issues in the field of Advertisements
- 4.4 Advertorials, Paid News, and News as a product
- 4.5 Social Media and Fake news

### **Unit V (20 Hours)**

#### Media and Society

- 5.1 Mass Media as the Mirror of society and Promoter of Social Change: Mass media and its impact on society
- 5.2 Transmission of culture and values through media; media and public opinion; media and family; social media addiction
- 5.3 Sex and violence in media; media and de-humanization; media and consumerism: media as the trend setter; media and imperialism: cultural erosion and mental colonization.
- 5.4 Media as a business enterprise with profit motives
- 5.5 Merger of news and entertainment

## Reference

1. Introduction to the Constitution of India : Durga Das Basu
2. Press Laws and Ethics of Journalism : P.K. Ravindranath
3. Introduction to Media Laws and Ethics : Juhi P Pathak
4. Mass Media and the Moral Imagination : Philip J Rossi
5. Media Education in India : Jacob Srambickal
6. Media Ethics : Bart Pattyn
7. Digital Media Ethics : Charles Ess
8. The Ethical Journalist : Gene Foreman



## Core Course: Advertising Design and Branding

Course Code	MM040304				
Course Title	Advertising Design and Branding				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	3				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	100
<b>CO No.</b>	<b>Expected Course Outcomes</b>			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
	Upon completion of this course students will be able to:				
CO1	Classify Branding according to its executional pipeline.			U	PSO1
CO2	Organize visual tools for branding utilizing brainstorming & prototyping			Ap	PSO2
CO3	Create different promotional elements for a selected brand.			C	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

The objective of this course is to understand the process to develop a brand and the different brand promotion methods, recent promotional trends through various advertising designs.

## **Detailed Syllabus**

### **Unit I (20 Hours)**

A short brief about branding. Recent branding aspects. Different type of papers. Cool and warm paper, Quality and GSM of printing papers- Different types of print forms and Binding. How to choose appropriate papers for different print purposes.

### **Unit II (20 Hours)**

The visual tool of brand is a unique logo. Different type of logos, Brainstorming, mind mappings, mood board. Logo design tips. Logo design process. Essentials of Logo. Identity manual Variations and evolution of a logo corporate colours.

### **Unit III (22 Hours)**

Brand promotional designs. Spot colours, dominant visual colours in design, Stationary (business card, Letter head, Envelope) brochure and it's different folding methods. News advertisement, poster, Hording, Big standee. Table standee, pamphlet, flyer, etc.

### **Unit IV (10 Hours)**

Visualization of design, Prototype (Handmade rough designs) Importance of negative space. Dummy designs for branding. Ethics of Branding.

### **Unit V (18 Hours)**

Create different promotional elements for a selected Brand and submit it for assessment. Promotional aids must include Logo, stationary, Boucher, News

advertisement, poster, Hording, Big standee, Table standee, pamphlet, flyer, etc.

## Reference

1. Designing Brand Identity: An Essential Guide for the Whole Branding Team : Alina Wheeler
2. Branding: In Five and a Half Steps : Michael Johnson
3. The Definitive book of Branding : KartikeyaKompella
4. Brands and Branding : John Simmons
5. Designing Brand Identity : Alina Wheeler
6. LOGO: The reference guide to Symbols & Logotypes : Michael Evamy
7. What is Branding : Matthew Healey

## 4.4 Semester IV

### Elective Course: Research and Studies in Media

Course Code	MM860401				
Course Title	Research and Studies in Media				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	4				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	64
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analysis of data gained from various data sources and developing media research methodologies.			An	PO2
CO2	Value teaching Methodologies using Bloom's Taxonomy and modern technologies			E	PO5
CO3	Propose and analyze research and develop a thesis			C	PO7
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E- Evaluate, C-Create</b>					

## Course Description:

To enable a student to identify a research problem, prepare a research proposal and pursue high quality research work. Gives him an insight to various types of methodologies used in media research and in teaching media.

## Detailed Syllabus:

### Unit I (30 Hours)

**Concept of Research:** Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem – Identification of a research topic Proposal writing-Research Design.

**Research Methods:** (a) Traditional Methods – Historical, Institutional, Legal, Philosophical, Comparative, Ethical methods etc. (b) Modern Methods – Survey of Literature, Sampling method, Questionnaire, Schedule etc., Filed studies, Interview method and Focus Group discussion, Observation Method, Case Study method, Content analysis, Delphi method, Statistical Method, Experimental method, Brainstorming Techniques etc.

### Unit II (20 Hours)

**Data Collection and Data Analysis:** I. Types of data - (a) Primary, Secondary and Tertiary Data. (b) Construction and adaptation of instruments, Administration of questions and tests, Tabulation of data. (c) Data organization in SPSS and Excel (d) Graphical representation of data. II. Analysis of Data - (a) Discussion and Interpretation of results. (b) Testing of Hypothesis: Logical and Statistical Techniques.

**Media research** as a tool of reporting - Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses, ethical perspectives of Mass media research.

### Unit III (10 Hours)

**Report Writing:** Organization of the Research Report Preliminaries, Contents of Report, Bibliography, Appendices - Style Manuals - Criteria for the evaluation of the Research Report.

#### **Unit IV (10 Hours)**

**Teaching Methodology** - Lesson Planning and Teaching Notes Preparation - Preparing Question Papers - Blooms Taxonomy -Evaluation criteria - Modern technologies and Teaching Aids - Teaching Media - Methods and skills.

#### **Unit V (5 Hours)**

**Research Project Submission:** As part of the Course each student would have to conduct and analyze research, develop a thesis, and organize his/her ideas clearly on a very transformative aspect of Media and submit a thesis as bound document. The topics will be of candidates own choosing, but approved by the faculty guide. The research has to be conducted and document developed under the guidance of the faculty guide. The copyright of the paper will rest with the college/University.

The Literature and language of the paper should adhere to the MLA and APA Style sheets respectively for documentation purpose.

#### **The Research paper should have the following components:**

1. Abstract in 100 words, Keywords (5-7) Introduction, Discussion, Conclusion & Works Cited/References.
2. Keywords should avoid Proper names and words from the title of the article.
3. The document shall not be less than 100 pages on A4 size, Times New Roman, Font 12 with 1.5 line spacing and the title can be in font 14.
4. The entire document shall be 1.5 line-spaced and paragraphs should be indented from the left margin. Avoid justifying the pages.
5. Add the academic-research profile of the student in 50 words at the end of the paper to be included under "Note on Contributors."

#### **Reference**

1. Research Methodology : An Introduction: C.R Kothari.
2. Research Methodology: A Step by Step

Guide for Research	: Renjith Kumar.
3. Research Methodology	: Paneerselvam.
4. Sampling Techniques	: William G. Cochran
5. Scientific Method and Social Research	: B.N. Ghosh.
6. The Indian Media Business	: VanitaKohli- Khandekar
7. Research Methodology: Methods and Techniques	: C R Kothari& Gaurav Garg
8. Media Education in India	: Jacob Srambickal
9. Teaching Learning Process	: Dr.J.S.Walia
10. Principles, Methods & Techniques of Teaching	: J. C. Aggarwal
11. Effective Teaching Methods	: Gary D Borich
12. Teaching in a Digital Age	: A.W. Tony Bates
13. Educational Psychology	: Dr.G.M Chaudhary
14. Methods in Social Research	: Goodde and Hatte.

## Elective Course: Web and Interactive Media

Course Code	MM860402				
Course Title	Web and Interactive Media				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	4				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	75
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Analyze and evaluate the theoretical and practical aspects of web and interactive media design.			An	PO1
CO2	Design a comprehensive web and interactive media project, using HTML5, CSS3, JavaScript, and other relevant programming languages and tools.			C	PSO1
CO3	Defend the web and interactive media project, showcasing critical thinking, problem-solving skills, and effective communication of design concepts.			E	PSO3
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					



## **Course Description:**

Give students expertise in the area of creating, coding and posting basic HTML and CSS files to the Internet.

## **Detailed Syllabus:**

### **Unit I (5 Hours)**

History and Basic Concepts - Structure and history of the World Wide Web – Browsers – platforms – servers – devices – and file structure –Understanding web images – videos – Audios - Typography for web –Understanding online publications. - E-publishing - Basic Functionality for Social Media - Idea about web marketing.

### **Unit II (20 Hours)**

Introduction to Web Technologies - HTML skeleton - HTML tags for text – links, lists - HTML tags and web standards for graphics - understanding HTML Layouts - HTML tags for layout.

### **Unit III (20 Hours)**

Introduction to Cascading Style Sheets Styling - Introduction to Cascading Style Sheets - Types of CSS - internal and/or external style sheets - CSS Syntax - CSS Id & Class - Styling Backgrounds – Text - Fonts - Links - Lists – Padding – Margin - Understanding positioning - CSS Floating – Align.

### **Unit IV (20 Hours)**

Page Structure & Layout - Styling Pages with CSS - Design and develop web pages using CSS for layout.

### **Unit V (10 Hours)**

Introduction to Responsive Web Design (RWD) - Basic Idea about Responsive Design & Mobile-first Principles - Media Queries & Responsive Development -Mobile first design concepts - Common device dimensions – View-port tag -Implement SEO tactics

and web marketing strategies.

## Reference

1. HTML5 & CSS3 Visual Quick Start  
Guide : Elizabeth Castro & Bruce Hyslo
2. HTML & CSS: The Complete Reference : Thomas A. Powell
3. Learning Guides to the Internet : Techmedia
4. Internet Data Collection : Samuel J Best
5. Introduction to Computers : Peters Norton
6. Deciphering Cyberspace : Leonard Shyles

## Elective Course: Creative Painting

Course Code	MM860403				
Course Title	Creative Painting				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	4				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	90
<b>CO No.</b>	<b>Expected Course Outcomes</b> Upon completion of this course students will be able to:			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
CO1	Make use of different painting materials and the basic methods and tools for painting.			Ap	PSO2
CO2	Analyze simple and complex painting methods to make paintings of natural scenes and objects.			An	PSO1
CO3	Create and evaluate two unique paintings, focusing on creativity and their skills.			C	PSO2
<b>Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E- Evaluate, C-Create</b>					

## **Course Description:**

This course is intended to provide the student an understanding of different painting techniques. To develop the knowledge and skill in creative painting through various exercises.

## **Detailed Syllabus:**

### **Unit I (5 Hours)**

Introduction to fundamental principles and basic techniques of painting Tools & Equipments, Brushes, Knives, Palettes. Preparation of surfaces according to mediums of choice. Different medium of painting – water colour poster colour, Acrylic, oil, Tempera, colour ink, glass paint, enamel etc... Different Methods & Techniques of Painting – Wash – Impasto Opaque etc...

### **Unit II (20 Hours)**

Study from nature, study of objects in different mediums – Oil Pastels, Water Colours, Oil or Acrylics.

### **Unit III (20 Hours)**

Exercises in basic techniques - Flat washes – Graded washes – Dry brush techniques – Landscape Painting – Sky & Cloud Studies – Land & Grass Studies – Painting Trees & Rocks using Water Colour & Oil Colour.

### **Unit IV (20 Hours)**

Exercise in poster colour – poster work – tint mixing – still life – abstract & realistic – Acrylic painting.

### **Unit V (10 Hours)**

Make two creative paintings using any of the medium – size 3feet x 2 feet.

## Reference:

1. The Artist Handbook : Alfred A Knopf
2. The Art of Colour : Bonnet
3. Complete books of Artist techniques : Dr. Kurt Herbers
4. A concise History of Art : G. Buzin

## OJT Course: Internship

Course Code	MM020401				
Course Title	Internship				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	4				
Course Type	OJT				
Credit	2	Hrs/Week		Total Hours	
<b>CO No.</b>	<b>Expected Course Outcomes</b>			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
	Upon completion of this course students will be able to :				
CO1	Apply graphic design effectively in a professional environment, reflecting on experiences to discern strengths and areas for growth.			Ap	PSO1
CO2	Collaborate proficiently within a team, articulating ideas and solutions clearly while demonstrating adaptability to diverse roles and responsibilities in a professional setting.			An	PO6
CO3	Evaluate the workflow, techniques, and technologies employed in design studios, devising inventive solutions to address identified challenges.			E	PO3
<b>Cognitive Level : R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					

## **Course Description:**

To acquire practical industry-based experience

## **Detailed Syllabus:**

Internship is on the job training to assimilate the professionalism in a career. Internships offer students a period of practical experience in the industry relating to their field of study.

The students should have to undergo an Internship at a Graphic Design Studio for one month at the beginning of the 4th semester. A faculty member should monitor the students during the internship.

The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. The students' comprehensive report should be submitted to the HOD/Guide for evaluation along with a certificate from the organization.

### Core Course: Graduation Project

Course Code	MM020402				
Course Title	Graduation Project				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	4				
Course Type	Core				
Credit	5	Hrs/Week	10	Total Hours	180
<b>CO No.</b>	<b>Expected Course Outcomes</b>			<b>Cognitive Level</b>	<b>PO, PSO No.</b>
	Upon completion of this course students will be able to :				
CO1	Analyse design briefs and client requirements, deconstructing them to identify key objectives, target audiences, and design constraints.			An	PO4
CO2	Evaluate their design solutions and prototypes against predetermined criteria, considering factors such as visual impact, usability, and alignment with project goals.			E	PSO2
CO3	Showcase their capacity to create and implement unique graphic design projects that fulfill both client requirements and project goals.			C	PSO3
<b>Cognitive Level : R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create</b>					



## Course Description:

At the end of the programme, the students should reach a high professional standard in developing creative strategies for problem solving and investigate design issues through previously learned graphic design principles including a continued investigation of typography and its application. Utilize the opportunity to focus on a major, self-initiated design project.

## Detailed Syllabus:

### Final project comprises of following assignments:

- A design project
  - Students should work individually to achieve the production goal within the prescribed time period under the guidance of a supervising faculty. Develop an innovative and theoretically informed body of work which proves their creativity, aesthetic sense and technical skill. Students should submit the design along with the comprehensive report to the concerned faculty.
  
- Presentation
  - Select a subject for the project, whether it is a Service or Product based design and prepare a detail research report and conduct individual presentation as per the schedule.
  
- Final Presentation
  - The final presentation will be in Print, Web and Interactive media

## 5. Assessment and Evaluation

### Pattern of Questions

- a) Questions shall be set to assess knowledge acquired, and ability to apply the acquired knowledge in various situations, critically evaluate and analyse the trends in the society and the ability to synthesize knowledge. Due weighting shall be given to each module based on content/teaching hours allotted to each module.
- b) The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evaluation along with the question paper.
- c) A question paper shall be a judicious mix of short answer type, short essay type / problem solving type and long essay type questions.
- d) The question shall be prepared in such a way that the answers can be awarded A+, A, B, C, D, E grades.
- e) There shall be no separate minimum grade point for internal evaluation of Theory, Practical, Project, and Comprehensive viva-voce.
- f) Weight: Different types of questions shall be given different weights to quantify their range as follows:

Sl. No.	Type of Questions	Weight	Number of questions to be answered
1.	Short Answer type questions	1	8 out of 10
2.	Short essay/ problem solving type questions	2	6 out of 8
3.	Long Essay type questions	5	2 out of 4

**All questions shall be set in such a way that the answers can be awarded A+, A, B,**

C, D, E grade.

## Direct Grading System

Direct Grading System based on a 7 - point scale is used to evaluate the performance (External and Internal Examination of students). For all courses (theory & practical) / semester/ overall programme Letter grades and **GPA/SGPA/CGPA** are given on the following scale:

Range	Grade	Indicator
4.50 to 5.00	A+	Outstanding
4.00 to 5.00	A	Excellent
3.50 to 5.00	B+	Very Good
3.50 to 5.00	B	Good (Average)
2.50 to 5.00	C+	Fair
2.00 to 5.00	C	Marginal
up to 5.00	D	Deficient (Fail)

No separate minimum is required for internal evaluation for a pass, but a minimum C grade is required for a pass in an external evaluation. However, a minimum C grade is required for pass in a course.

### 1. Evaluation first stage - Both internal and external (to be done by the teacher)

Grade	Grade Points
A+	5

A	4
B	3
C	2
D	1
E	0

### Theory-External

Maximum weight for external evaluation is **30**. Therefore, Maximum Weighted Grade Point (WGP) is **150** Weight.

Different types of questions shall be given different weights to quantify their range as follows:

Sl.No.	Type of Questions	Weight	Number of Questions to be Answered	Total Weightage
1.	Short Answer type questions	1	8 out of 10	$1 \times 8 = 08$
2	Short essay/ problem solving type questions	2	6 out of 8	$2 \times 6 = 12$
3.	Long Essay type questions	5	2 out of 4	$5 \times 2 = 10$
<b>Total</b>				<b>30</b>

### For Theory (Internal)- Components and Weightage

Components	Weightage
Assignment	2
Seminar	4
Best Two Test papers	4 (2 each)
<b>Total</b>	<b>10</b>

(For test papers all questions shall be set in such a way that the answers can be awarded A+, A, B, C, D, E grade.)

### For Practical (Internal)- Components and Weightage

Components	Weightage
Written/Lab test	2
Lab involvement and Record	1
Assignments	2
<b>Total</b>	<b>5</b>

### For Practical (External)- Components and Weightage

- **Maximum weightage for the external examination is 15.**

Exam will be conducted by a board of examiners having 2 members – one person forms the department, the second from the university panel.

Components	Weightage
Written/Lab test	2
Lab involvement and Record	1
Assignments	2
<b>Total</b>	<b>5</b>

### For Project (Internal)- Components and Weightage

Components	Weightage
Lab Involvement	2
Practical Assignments	3
<b>Total</b>	<b>5</b>

### For Project (External)- Components and Weightage

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
<b>Total</b>	<b>15</b>

### For Research (External)- Components and Weightage

Components	Weightage
Thesis & Methodology	10
Viva Voce	5
<b>Total</b>	<b>15</b>

### For Research (Internal)- Components and Weightage

Components	Weightage
Seminar	2
Assignment	2
Class Involvement	1
<b>Total</b>	<b>5</b>

### Comprehensive viva-voce

- The Viva-voce will be based on all subjects the students have studied during their course-time along with general questions regarding to their subject concern.
- The evaluation will be based on Port-folio assessment, students should create a demo reel which shows all good works done by the student during the PG programme.
- The Project will be evaluated by a group of **internal and external examiners**.

The weight distribution will be as follows:

- Internal Mark: 5 Weightage**
- External Mark: 15 Weightage**

**Evaluation Second stage-** Calculation of Grade Point Average (GPA)

of a course (to be done by the University)

**Evaluation Third stage -**Semester Grade Point Average (SGPA)

(to be done by the University)

**Evaluation- Fourth stage -** Cumulative Grade Point Average (CGPA)

(to be done by the University)





**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## **RAJAGIRI INSTITUTIONS**

Rajagiri Higher Secondary School

Rajagiri Kindergarten and Public School

Viswajyothi Kindergarten and Public School

Christu Jayanthi Kindergarten and Public School

Rajagiri College of Social Sciences (RCSS)

Rajagiri Centre for Business Studies (RCBS)

Rajagiri International School for Education and Research (RISER)

Rajagiri School of Engineering and Technology (RSET)

Rajagiri College of Management and Applied Sciences (RCMAS)

Rajagiri Business School (RBS)

Rajagiri Viswajyothi College of Arts and Applied Sciences (RVCAS)