



JECRCTM
UNIVERSITY
BUILD YOUR WORLD

School of Design
Syllabus and Course Structure

B.V.A (GRAPHIC DESIGN)
(2020-2024)

INTRODUCTION

Sovereignty is essential for any artist to form art. Making of art is a responsible act. Art Reaches to society and is perceived with immense sensitivity.

Art is Valuable and Immortal. Inspirations of work (art) boost the morale of artists to deliver on indefinite chain of culture. To build the cultural train even in the world on rapid digitization of Art & Craft. The profound creativity of our students is supported with an environment. The school of Design encourages the environment of classrooms or studios, which help them, Practice as a professional in the competitive world of rapid changes.

- **Research Methodology**
- **Literature**
- **Motivational Lecture**
- **Writing & Thinking In Art**
- **Talk & Slides**

Through guidelines above initiative helped students to understand the possibilities of exploring the education in art in professional practices. In the world of severe competition, we understand the importance of expansion with good vision and strength. Reason behind opening up all the avenues of collaborations in India & Abroad. Internships in various organizations, including government bodies & enterprises, collaborative programme with ministry of tribal affairs & MSME etc.

Students are encouraged for study tours to understand our legacy & heritage. Students are encouraged to document the art & culture at the length & breadth of the country not only to perceive but also to help the waning art sustain in the changing times.

Both faculty & students are given all the possible support to participate in art shows & festivals all over India. The faculty members take active part in various lectures & demonstrations outside the campus spreading the culture of art education.

Graphic Design /graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.)

and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography).

Photography, Advertising design, graphic design, illustration and animation/automation all disciplines that focus on effective and arresting visual communication. Advertising majors delve deeply into all aspects of the advertising process, from research/strategy, creative brief development, and campaign development to teamwork and presentation. Graphic design majors are challenged to research, develop, and refine projects that combine meaning with image-making and typographic form. Illustrators develop a strong personal style in their images and use their image-making skills to support the communication needs of a variety of clients in multiple contexts.

VISSION STATEMENT

The Faculty of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. We provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional advertising field and designers.

To become a renowned centre of higher learning, work towards academic, professional, cultural and social enrichment of the individuals and communities.

MISSION STATEMENT

The mission of the Faculty of Design is to build a successful career of its students. The school provides a prolific and dynamic program designed to meet individual needs of students with diverse aspirations, learning capacities, Scopic regimes, artistic sensibilities and innovations.

PROGRAM MISSION STATEMENT

The Program aims to encourage, foster and expose the students to a more diverse art and design practice through new research and developments within academic and professional parameters. From multidisciplinary approaches to self-directed studies, students initiate and integrate assimilated knowledge from a diverse range of subjects to arrive at innovative and challenging solutions to previously explored and unexplored notions including new technologies and techniques. Students are introduced to different ways of approaching, perceiving and appreciating advertising through studio and theory components within the course structure. Workshops, Seminars and Field visits help students to source trends and modern contexts through a critical eye. Fundamental knowledge of tools, materials and processes is complemented with development of ideas and concepts, leading to development of wearable and non-wearable portfolios, for the market as well as art Education.

PROGRAM OBJECTIVES:

- 1.** To enable the students to work systematically through a design brief to impart skills in research, conceptual development, design and fabrication for creative outcomes.
- 2.** To give students a contextual reference in terms of design and how technological, environmental, economic, social and political issues influence the industry and the art and design world.
- 3.** To develop linkages between academia, industry and the indigenous craft sector.
- 4.** To train students to contribute to the community through design interventions within socio-cultural limitations.
- 5.** Introduce students to the design process and in particular to the role research has to play in encouraging original and innovative thinking.
- 6.** To encourage independent thinking through professional practice students are guided in the process of self-evaluation and criticism, placing their work in the broader contexts of society and with knowledge of current practitioners.
- 7.** To gain an understanding of the basic financial aspects of entrepreneurial ventures plus marketing and sales.

STRATEGIC PLAN

The School of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. we provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional in the field of graphic and design.

PROGRAM OBJECTIVE'S ASSESSMENT

The following table illustrates how each of the above program objectives is measured and the actions taken as a result of these measurements.

THE THREE TOOLS FOR ASSESSMENTS OF PROGRAM OBJECTIVES ARE:

1. Employer Survey
2. Alumni Survey
3. Graduating Students Survey
4. Existing student Survey
5. Parents Survey

| Objectives | How Measured | When to be Measured | Improvement Identified | Improvement Made |
|-------------------|---|--|--|--|
| 1 | Graduating students survey | at conclusion of Four-year program | Better integration of skills required between different design areas | Development of projects and close monitoring of design objectives and outcomes |
| 2 | Alumni survey graduating students survey | Within one year of graduation | Diversity of exposure to various art and design outcomes | Close supervision of research-oriented projects and following of design events, fairs and competitions |
| 3 | Employer survey | Within one year of graduation after completion of community projects | Further development of industry-oriented assignments | More frequent interaction between academia and the industry through internships and visits |
| 4 | Graduating students survey | Conclusion of four year program | Identification of community related projects | Introduction of community based design modules as part of coursework |
| 5 | Alumni survey graduating students survey | Within one year of graduation | More emphasis on research and analytical skills | Emphasis on research skill development through theory |

| | | | | |
|----|--|---------------------------------------|--|---|
| | | | | courses |
| 6. | Alumni survey graduating students survey | Conclusion of four year program | Development of communication and presentation skills | Regular critiques and presentations to peers and professionals |
| 7 | Alumni survey employer survey | Within one year of graduation | Need for market surveys and comparative ad campaigns | Inclusion of target audiences, costing and marketing mix ad campaign |

COURSE OUTCOMES ARE:

1. **Problem Solving:** Solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.
2. **Communication.** Describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
3. **Demonstration.** Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, typography, aesthetics, and the construction of original meaningful forms.
4. **Technique.** Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, offset printing, photography, and time-based and interactive media.
5. **Application.** Be able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.
6. **Aesthetic Fluency.** Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

7. **Professionalism.** Understand the basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.

8. **Portfolio.** Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic design career or transfer to a four-year college for additional study.

PROGRAM SPECIFIC OUTCOME:

PSO1: Demonstrate excellence in the technical skills and visual narratives relevant to Visual Art:

- Demonstrate excellence in typographic practice using text typography, display typography, and digital media.
- The development of visual narratives using photography, illustration, and type-as-image across analogy, digital media and expertise in display image-making.
- Convey Ideas, clearly and confidently, through their work, speech and writing.
- Apply the research and conceptualization to their work via prototypes and presentations.

PSO2: Conceptualization, Imagine and articulate of research, and varied solutions to any problem:

- Evaluate appropriate solutions to serve specific outcomes to different points of views.
- Apply and formulate appropriate, practical critical thinking and flexibility to, actionable responses to any question.
- Articulate and think broadly, be receptive to provocative ideas, and be prepared to generate novel and unexpected outcomes.
- Recognize, be curious and tolerant of cultural and social diversity regarding both client and audience.
- Integrate life-long learning practices to constantly evolve career-relevant skills.

PSO3: Generating effective ideas through research, innovative processing and context:

- Constantly and prominently consider the cultural, social and economical environment in which their ideas, products, and strategies will live.
- Multicultural learning environment to become visual translators and narrators.
- Creatively move between inquiry, theory, and practice.
- Embrace the creative process as progression of research, and experimentation, prototyping and refinement.
- Demonstrate knowledge of historical, current, and innovative events and ideas, and interpret through the framework of communication design.
- Assess the impact of actions on other individuals, communities and the sustainability of our environment.

B.V.A IN GRAPHIC DESIGN PROGRAM EDUCATIONAL OBJECTIVE (PEO'S):

A graduate of the Graphic Design Program should:

A graduate of the Bachelor of Visual Art Program:

PEO- I

Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

PEO- II

Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

PEO- III

Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

PEO- IV

Students will develop professional skills that prepare them for immediate employment and for life-long learning in advanced areas of design and art fields.

PEO- V

Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

Title of Degree Program**Bachelor in Visual Art****Definition of credit hour:**

One credit hour is 1 hour of theory lecture and one credit hour is 2 hours of practical work.

Degree plan

Following is the list of courses from

B.V.A in Graphic Design Semester I (Foundation)

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|---|-----------|----------|-----------|--------------|-----------|------|
| 1 | BMC128A | English Communication & Personality Development | 3 | - | - | 3 | 3 | C |
| 2 | BMC051B | Environmental Science | 4 | - | - | 4 | 4 | C |
| 3 | BGD101A | Design Foundation | - | - | 12 | 12 | 6 | C |
| 4 | BGD102A | Basic Art & Design | - | - | 3 | 3 | 3 | C |
| 5 | BGD103A | Dimensional Practice | - | - | 6 | 6 | 3 | C |
| 6 | BGD104A | Fundamentals of Computer | 3 | - | - | 3 | 3 | C |
| | | Total | 10 | - | 21 | 31 | 22 | |

B.V.A in Graphic Design Semester II

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|----------------------|----------|----------|-----------|--------------|-----------|------|
| 1 | BVG201A | History Of Art | 3 | - | - | 3 | 3 | C |
| 2 | BVG202A | Art & Aesthetics | 3 | - | - | 3 | 3 | C |
| 3 | BVG203A | Rendering techniques | - | - | 8 | 8 | 4 | C |
| 4 | BVG204A | Graphic Print | - | - | 6 | 6 | 3 | C |
| 5 | BVG205A | Computer Graphic -1 | - | - | 8 | 8 | 4 | C |
| 6 | BVG206A | Typography | - | - | 6 | 6 | 3 | C |
| | | Total | 6 | - | 28 | 34 | 20 | |

B.V.A in Graphic Design Semester III

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|-------------------------------------|----------|----------|-----------|--------------|-----------|----------|
| 1 | BVG301A | History of Advertising | 3 | - | - | - | 3 | C |
| 2 | BVG302A | Photography -I | - | - | 6 | 6 | 3 | C |
| 3 | BVG303A | Production Design | - | - | 6 | 6 | 3 | C |
| 4 | BVG304A | Workshop – I Material exploration | - | - | 6 | 6 | 3 | C |
| 5 | BVG305A | Computer Graphic -II | - | - | 8 | 8 | 4 | C |
| 6 | BVG306A | Design Project –I Storyboard Design | - | - | 6 | 6 | 3 | |
| | | Total | 3 | - | 32 | 35 | 19 | C |

B.V.A in Graphic Design Semester IV

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | TYPE |
|---------|-------------|--|----------|----------|-----------|--------------|-----------|----------|
| 1 | BVG401A | Strategic Communication & Consumer Behavior | 3 | - | - | 3 | 3 | C |
| 2 | BVG402A | Photography- II | - | - | 6 | 6 | 3 | C |
| 3 | BVG403A | Motion Graphics- I | - | - | 6 | 6 | 3 | C |
| 4 | BVG404A | Advertising Film Making | - | - | 6 | 6 | 3 | C |
| 5 | BVG405A | 3D (Modeling & illustration) | - | - | 6 | 6 | 3 | C |
| 6 | BVG406A | Design Project- II Branding & Corporate Identity | - | - | 8 | 8 | 4 | C |
| | | Total | 3 | - | 32 | 35 | 19 | C |

B.V.A in Graphic Design Semester V

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|--------------------|---|----------|----------|-----------|--------------|-----------|------|
| 1 | BVG501A | Printing and Production Methods | 3 | - | - | 3 | 3 | C |
| 2 | BVG502A | Packaging Design | - | - | 4 | 4 | 2 | C |
| 3 | BVG503A | Motion Graphics – II | - | - | 6 | 6 | 3 | C |
| 4 | BVG504A | White Board Animation | - | - | 6 | 6 | 3 | C |
| 5 | BVG505A | 3D (Texturing & Rendering) | - | - | 6 | 6 | 3 | C |
| 6 | BVG506A BVG506B | Elective 1- Design Project-III- Communication Design 2-Design Project-III- Video Production | - | - | 10 | 10 | 5 | C |
| | | Total | 3 | - | 32 | 35 | 20 | |

B.V.A in Graphic Design Semester VI

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|--------|---------|----------------------------------|---|---|---|--------------|---------|------|
| 1 | BVG601A | Web Designing | - | - | 6 | 6 | 3 | C |
| 2 | BVG602A | Content Writing & Management | 3 | - | - | 3 | 3 | C |
| 3 | BVG603A | Interdisciplinary Art | - | - | 6 | 6 | 3 | C |
| 4 | BVG604A | Workshop II – Video Installation | - | - | 4 | 4 | 2 | C |
| 5 | BVG605A | Computer Graphic – III | - | - | 6 | 6 | 3 | C |

| | | | | | | | | |
|----------|---------|--|----------|----------|-----------|-----------|-----------|----------|
| 6 | BVG606A | Elective | - | - | 8 | 8 | 4 | C |
| | BVG606B | 1-3D (Animation, Camera & Visualization) 2- Application Design. | | | | | | |
| | | TOTAL | 3 | - | 30 | 33 | 18 | |

B.V.A in Graphic Design Semester VII

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|----------|---------|---|----------|----------|-----------|--------------|-----------|------|
| 1 | BVG701A | Entrepreneurship | 3 | - | - | 3 | 3 | C |
| 2 | BVG702A | Communication and Personality Development | 3 | - | - | 3 | 3 | C |
| 3 | BVG603A | Research project –I | - | - | 6 | 6 | 3 | C |
| 4 | BVG704A | Portfolio Development | - | - | 8 | 8 | 4 | C |
| 5 | BVG705A | Computer Graphic – IV | - | - | 6 | 6 | 3 | C |
| | BVG706A | Walkthrough Animation Design | - | - | 8 | 8 | 4 | C |
| | | Total | 6 | - | 28 | 34 | 20 | C |

B.V.A in Graphic Design Semester VIII

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|--------|------|------------------------------|---|---|---|--------------|-----------|------|
| | | Office Training (Internship) | - | - | - | - | 18 | C |
| | | Portfolio Submission | - | - | - | - | 6 | C |
| | | Total | - | - | - | - | 24 | |

Semester Wise Credit Distribution

| 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | Total | Minimum credit Required |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------|------------------------------------|
| 21 | 20 | 19 | 19 | 20 | 18 | 20 | 24 | 153 | 162 |

1. Total Credit for Batch 2020-2024= 162

2. Total Relaxation= NIL

SEMESTER 1

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|---|-----------|---|-----------|--------------|-----------|------|
| 1 | BMC128A | English Communication & Personality Development | 3 | - | - | 3 | 3 | C |
| 2 | BMC051B | Environmental Science | 4 | - | - | 4 | 4 | C |
| 3 | BGD101A | Design Foundation | | | 12 | 12 | 6 | C |
| 4 | BGD102A | Basic Art & Design | | | 3 | 3 | 3 | C |
| 5 | BGD103A | Dimensional Practice | | | 6 | 6 | 3 | C |
| 6 | BGD104A | Fundamentals of Computer | 3 | | - | 3 | 3 | C |
| | | Total | 10 | | 21 | 31 | 22 | |

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|----------------|---|------------------|
| BMC128A | Business Communication and Presentation Skills | 3-0-0 [3] |
|----------------|---|------------------|

Objective

1. To enhance Professional competence in reading, writing, listening and speaking.
2. Switch the approach from providing information about the language to use the language.
3. Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
4. Introduce Communicative Method of ELT and focusing the teaching pedagogy on the student-centered learning rather than on the teacher-centered learning.
5. Ability to master three major forms of communications which are vital in academic and professional settings namely professional presentations, interviews and group communications respectively.
6. Providing a deep insight into the techniques for delivering effective presentations, winning job interviews, and actively participating in various forms of group communication.

| | |
|---------------|---|
| UNIT 1 | Business communication covering, Role of communication in information age; concept and meaning of communication; skills necessary for technical communication; Communications in a technical organization; Barriers to the process of communication and sola; (3 Lectures) |
| UNIT 2 | Style and organization in technical communication covering, Listening, speaking, reading and writing as skills; Objectivity, clarity, precision as defining features of technical communication; Various types of business writing: Letters, reports, notes, memos; Language and format of various types of business letters; Language and style of reports; Report writing strategies; Analysis of a sample report; (4 Lectures) |
| UNIT 3 | Communication and personality development covering, Psychological aspects of communication, cognition as a part of communication; Emotional Intelligence; Politeness and Etiquette in communication; Cultural factors that influence communication; Mannerisms to be avoided in communication; Language and persuasion; Language and conflict resolution; (3 Lectures) |
| UNIT 4 | Language Laboratory emphasizing Listening and comprehension skills; Reading Skills; Sound Structure of English and intonation patterns; (5 Sessions) Career Oriental Communication covering, Resume and bio data: Design & style; Applying for a job: Language and format of job application. Job Interviews: purpose and process |
| UNIT 5 | Oral Presentation and professional speaking covering, Basics of English pronunciation; Elements of effective presentation; Body Language and use of voice during presentation; Connecting with the audience during presentation; Projecting a positive image while speaking; Planning and preparing a model |

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| | presentation; Organizing the presentation to suit the audience and context; Basics of public speaking; Preparing for a speech; (3 Lectures) |
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Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to formulate language to be used professionally.

CO2: An ability to comprehend and communicate effectively.

CO3: An understanding of professional and ethical responsibility.

CO4: The broad education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | | H | | L | | | | L | |
| CO2 | | | L | | M | | | | H | |
| CO3 | | M | | | | | | | | M |
| CO4 | | | | | H | | | H | | |

H = Highly Related; M = Medium L = Low

Text Books:

1. Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd. (New Delhi)
2. English Grammar and Composition, Gurudas Mukherjee, Ane Books Pvt. Ltd.(New Delhi)
3. Current English Grammar and Usage with Composition, R.P. Sinha, Oxford University Press (New Delhi)
4. Effective Technical Communication, M Ashraf Rizvi, Tata McGraw Hill (New Delhi)
5. Business Communication, Meenakshi Raman &Prakash Singh, Oxford University Press (New Delhi)

Reference Books:

- Professional Communication, ArunaKoneru, Tata McGraw Hills, New Delhi.

| | | |
|----------------|------------------------------|-----------------|
| BMC051B | Environmental Studies | 4-0-0[4] |
|----------------|------------------------------|-----------------|

Objective

1. Understanding and Application of Basic Ecology and Ecological Systems with reference to built environment.
2. To Understand the Multidisciplinary nature of environmental studies.
3. To Understand the Ecosystems, Concepts, Structure, Functions and their Types.
4. To Understand the Social issues, Environment, Laws and Sustainability.

| | |
|---------------|---|
| UNIT 1 | Introduction and Natural Resources: Multidisciplinary nature and public awareness, Renewable and nonrenewal resources and associated problems, Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, Conservation of natural resources and human role. |
| UNIT 2 | Ecosystems: Concept, Structure and function, Producers composers and decomposers, Energy flow, Ecological succession, Food chains webs and ecological pyramids, Characteristics structures and functions of ecosystems such as Forest, Grassland, Desert, Aquatic ecosystems. |
| UNIT 3 | Biodiversity and Conservation: Definition, Genetic, Species, and Ecosystem diversity, Bio-geographical classification of India, Value of biodiversity at global, national, local levels, India as a mega diversity nation, Hot sports of biodiversity, Threats to biodiversity, Endangered and endemic species of India, In-situ and ex-situ conservation of biodiversity. |
| UNIT 4 | Environmental Pollution- Definition, Causes, effects and control of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards, human role in prevention of pollution, Solid waste management, Disaster management, floods, earthquake, cyclone and landslides. |
| UNIT 5 | Social issues and Environment- Unsustainable to sustainable development, Urban problems related to energy, Water conservation and watershed management, Resettlement and re-habitation, Ethics, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents, holocaust, Waste land reclamation, Consumerism and waste products, Environment protection act, Wildlife protection act, Forest conservation act, Environmental issues in legislation, population explosion and family welfare program, Environment and human health, HIV, Women and child welfare, Role of information technology in environment and human health. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

CO2: An ability to understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO3: An ability to apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

CO4: An ability to understand the Environmental awareness, Environmental education in present day context.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | | H | | L | | | | L | |
| CO2 | | | L | | M | | | | H | |
| CO3 | | M | | | | | | | | M |

Text Books:

- Agarwal, K.C., Environmental Biology, Nidi Publication Ltd., Bikaner, 2001.
- BharuchaErach, Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmadabad, 2002.

Reference Books:

1. Clark, R.S., Marine Pollution, Clanderson Press, Oxford, 2002.
2. Cunningham, W.P., et al., Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2003

| | | |
|----------------|--------------------------|------------------|
| BVG101A | Design Foundation | 0-0-12[6] |
|----------------|--------------------------|------------------|

Aim

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes. The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing. Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / PPT presentations / swatches/ samples. The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design. This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

Objective

1. Know the phases of the design development cycle
2. Skill in color mixing and fine color-discernment.
3. Know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).
4. Practice and develop rendering and presentation techniques in design presentations.
5. Recognize the relationship between lighting, surface and perception.
6. Student will be able to understand design & principles of composition & 3D compositions
7. Student will be able to understand the methods & techniques of visualization & drawing.
8. The student would be exposed to appreciation of drawing different products.
9. Student will be able to understand basics of design concepts

| | |
|---------------|--|
| UNIT 1 | Elements of design- Types of Lines, Line Compositions, Different types of Shapes- Geometric, Organic, Free-form, Natural, and Shape, composition, Positive & Negative. Textures- Physical & Visual, Texture Composition, Form Space-Positive & Negative. |
| UNIT 2 | Principle of Design- Balance, Types of Balance, Emphasis, Unity, Repetition, Rhythm, Pattern, Harmony, Proportion(scale), Contrast, Functionality. Gestalt and his Concepts- Closures, Continuanace, Similarity, Proximity, Alignment variety (alteration), contrast, functionality. |
| UNIT 3 | Color- Color Wheel and color chart, Color Exploration, Color Interaction. Primary colors- Color Wheel, Color Composition, Secondary colors- Color Wheel, Color Composition, Tertiary colors- Color Wheel, Color Composition Color schemes- Monochromatic, Achromatic, Complimentary, Split Complimentary, Double-Split Complimentary Polychromatic. Tint, tone & shades- Application of Gray Scale and Black & White. Mediums in art- Pencil, Charcoal, Pastels, Water & Poster, |
| UNIT 4 | What is Design, Philosophies and Studies of Design, Approaches to Design, Philosophies for Methods of Designing, Philosophies for the Purpose of Design, Design as a Process, Defining a Design Process, Typical Steps or Stages of the |

| | |
|---------------|--|
| | Design Process, Design and Art, Design and Engineering, Design and Production, Process Design. Drawing, Nature-drawing Composition, Free-Hand Sketching. Object drawing-2D &3D, Human drawing- Outline Sketches, Shades & Shadow Composition, Light-Dark Tone Composition, positive and negative spaces, Product drawings; method of representing |
| UNIT 5 | Composition, Principle of Organization, View Point Compositional Techniques, Rules of Thirds, Odds, Space, Simplification, Limiting Focus, Geometry and Symmetry View- Perspective, Isometric, Geometry- Lines & Angle bisecting, Constructing Regular & Semi Regular Tessellation, Constructing 3D Tessellation |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to color mixing and fine color-discernment.

CO2: An ability to know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).

CO3: An ability to rendering and presentation techniques in design presentations.

CO4: An ability to recognize the relationship between lighting, surface and perception.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | M | H | M | L | | | M | L | |
| CO2 | H | | | H | | H | | | M | | M |
| CO3 | H | | H | H | H | L | H | | L | | M |
| CO4 | H | | | M | M | | | | H | H | H |

H = Highly Related; M = Medium L = Low

Reference Books:

- Broome, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
- Bruce D. Kurty, (1987), Visual imagination- An introduction of Art, Prentice Hall, New Jersey.

| | | |
|----------------|--|-----------------|
| BVG102A | Study of Basic Art & Design | 0-0-4[2] |
|----------------|--|-----------------|

Objective

1. To understand of the social, psychological, cultural, historical and commercial factors.
2. Development of Graphic Skills, Ability and Comprehension. Establishing Significance of Art.
3. To understand the influences on art and design activities.

| | |
|---------------|---|
| UNIT 1 | Introduction to Graphic Design, Need for Graphic Designer, Study of Artists, Study of Designers |
| UNIT 2 | Application of Basic Design Elements in Graphic Design: Line, Form, Shape, Color, Texture, Light; Analyzing different elements in Interior spaces & creating new; Introduction to different color shades & Color Chart; Shades & Shadows. |
| UNIT 3 | Application of Design Principles and Spatial Organization in Graphic Design: Central Organization, Linear, Organization, Radial Organization, Clustered Organization, Grid Organization. |
| UNIT 4 | Free hand sketching, Lettering, Alphabets, Free hand stencils in pencil and ink. |
| UNIT 5 | Indian Art- Worli, Fadd, Madhubani, Modern Art, Blue Pottery, Fresco, Meenakari , glass mosaic, Miniature Art, Kalamkari, Inlay-Work. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to understand influences on art and drawing activities and outcomes through the interpretation and analysis of information.

CO2: An ability to be able to assess, interpret and evaluate information.

CO3: An ability to be able to evaluate and present conclusions.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | | H | | L | | | | L | |
| CO2 | | | L | | M | | | | H | |
| CO3 | | M | | | | | | | | M |

H = Highly Related; M = Medium L = Low

Suggested readings:

Broome F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Massachusetts.

Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.

Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.

Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.

Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company

| | | |
|----------------|-----------------------------|-----------------|
| BVG103A | Dimensional Practice | 0-0-6[3] |
|----------------|-----------------------------|-----------------|

Objective

1. Students demonstrate their knowledge of key sculptural techniques and formal ideas through hands-on workshops and experimentation using a variety of materials and three-dimensional assignments.
2. Strong communicative verbal and written skills accompany these explorations as students learn how to conceptualize, evaluate and defend their creative work.
3. Students develop collaborative skills and come to understand how the visual and plastic arts inform broader social realities involving economic, political, and technological change.
4. Adoption of a basic vocabulary of terms related to the field is gained through research, writing assignments and audio-visual classroom presentations.
5. A sketchbook of written ideas and drawings is also mandatory and is used as the basis for class presentations, group evaluations, and final critiques of all student work..

| | |
|---------------|--|
| UNIT 1 | Explain to students to the fundamental context of sculpture and three-dimensional design. Basic techniques, concepts, and materials found in the sculptural arts through assignments that investigate particular spatial problems requiring both creative expressivities as well as focused research into the history and social context of this important art form. |
| UNIT 2 | Traditional art-based skills as molding, carving and three-dimensional fabrication. |
| UNIT 3 | Appreciation of creative work while learning to resolve technical, cognitive and expressive problems at both the individual and collaborative level. |
| UNIT 4 | German Bauhaus School and pivotal art movement of the 1920s. Carving .Plaster /cement block. |
| UNIT 5 | Demonstration of 3D Printing technology and discuss ways to incorporate this technology into projects. complete the Project (during one half of class depending on when the 3D printer demo is scheduled.). |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to Introduce to the world of making and thinking in three dimensions. Study of this unit will involve undertaking basic skills and techniques,

CO2: An ability to Identify and discuss the functional units of sculptures, identify the various mediums and methods.

CO3: An ability to develop an understanding of conceptual and formal trends in contemporary sculpture through lectures, images and other means

CO4: An ability to Learn the sculptural basics of carving, casting and fabrication in relation to original art work.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | H | M | | | | | | M | |
| CO2 | | M | | H | | | | | H | |
| CO3 | H | | | | | | | | | M |
| CO4 | | | H | M | | | | H | | |

H = Highly Related; M = Medium L = Low

| | | |
|----------------|---------------------------------|-----------------|
| BVG104A | FUNDAMENTALS OF COMPUTER | 3-0-0[3] |
|----------------|---------------------------------|-----------------|

Objective

1. Student will be able to analyze a problem and identify and define the computing requirements to solution.
2. Ability to design, implement and evaluate a computer-based system, process, component or program to meet desired needs.
3. Ability to know the uses of computer.
4. Ability to Students will exhibit proficiency with software applications and demonstrate knowledge of computer technology and components to aide in their understanding of data and information.
5. This course examines the interaction between information and methods of communication technology.

| | |
|---------------|---|
| UNIT 1 | Explain to students why information systems are so important today for business and management; Evaluate the role of the major types of information systems in a business environment and their relationship to each other; Assess the impact of the Internet and Internet technology on business-electronic commerce and electronic business; Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges |
| UNIT 2 | Introduction: Generation of Computer, Functional components of Computer Number Systems: Number systems, fixed and floating point representation, addition, subtraction, multiplication and division of fixed point numbers. |
| UNIT 3 | Computer Architecture: Logic Gates, Boolean algebra, Circuits, Decoders, Multiplexers, Registers, Bus System, Instruction cycle, Instruction Format, Addressing Modes |
| UNIT 4 | Devices: Input and Output Devices. Memory: Primary Memory, Secondary Memory and Cache Memory. |
| UNIT 5 | MS- Office Tools: Introduction to Word Processor, Electronic Spreadsheet, and Presentation tool |

Course Outcome (CO):

At the end of this course students will have:

- (CO1)** Explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system, explain the functions of a computer,
- (CO2)** Identify and discuss the functional units of a computer system, identify the various inputs and output units and explain their purposes and concept and need of primary and secondary memory.
- (CO3)** Define and distinguish Hardware and Software components of computer system, discuss the advantages, limitations and applications of computers,
- (CO4)** Understand the Software's, its types with operating system basics .Understand the basic logic gates, its use and explain how to make different -2 circuits with them, with general computer architecture. Use systems development, word-processing, spreadsheet, and presentation software to solve basic information systems problems.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | H | M | | | | | | M | |
| CO2 | | M | | H | | | | | H | |
| CO3 | H | | | | | | | | | M |
| CO4 | | | H | M | | | | H | | |

H = Highly Related; M = Medium L = Low

Text Books

- M. M. Mano, Computer System Architecture, 3rd Edition, Prentice Hall of India, 2008.
- V Rajaraman, Fundamentals of Computers, Fifth Edition, PHI, 2010.

Reference Books

- W. Stallings, Computer Organization and Architecture-Designing for Performance, 8th Edition, Pearson Education/PHI, Inc., 2010.
- J. P. Hayes, Computer Architecture and Organization, 3rd Edition, Tata McGraw-Hill, 2012.
- P.K. Sinha, PritiSihna , Computers Fundamental, 6th Edition BPB Publication,2011.

SEMESTER 2

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|----------------------|----------|----------|-----------|--------------|-----------|------|
| 1 | BVG201A | History Of Art | 3 | - | - | 3 | 3 | C |
| 2 | BVG202A | Art & Aesthetics | 3 | - | - | 3 | 3 | C |
| 3 | BVG203A | Rendering techniques | - | - | 8 | 8 | 4 | C |
| 4 | BVG204A | Graphic Print | - | - | 6 | 6 | 3 | C |
| 5 | BVG205A | Computer Graphic -1 | - | - | 8 | 8 | 4 | C |
| 6 | BVG206A | Typography | - | - | 6 | 6 | 3 | C |
| | | Total | 6 | - | 28 | 34 | 20 | |

| | | |
|----------------|-----------------------|-----------------|
| BVG201A | History Of Art | 3-0-0[3] |
|----------------|-----------------------|-----------------|

Objective

1. Student will be able to Compare and contrast contemporary works with their art historical antecedents.
2. Analyze works of art contextually To develop visual literacy
3. Write short in-class responses as well as longer outside reviews of gallery and museum exhibitions as well as longer, formal analytical term papers.
4. Encourage to engage in classroom discussion as well as require students to present from time-to-time in-class oral reports.

| | |
|---------------|--|
| Unit 1 | Introduce artifacts, architecture, and art of ancient Mesopotamia, Egypt, the Aegean, Mesoamerica, Africa, India, China and Far East Asia, Greece, Rome, Byzantium, and the Islamic world. Culture from the early formative periods (third millennium BC), through classical antiquity (Greece and Rome included), up through the medieval periods. |
| Unit 2 | Art as political propaganda: landscapes and nationalism, The rise of abstraction; the influence of “exotic” or foreign cultures on the development of modern styles; art in the Machine Age; art and the rise of mass culture. Periods and styles to be explored include Romanticism, Realism, Impressionism, Symbolism, Expressionism, Cubism, Futurism, and others. |
| Unit 3 | The art of the middle ages: from the fall of the Roman Empire, to the high Gothic period. Architecture, sculpture, stained glass, manuscripts, paintings, tapestries, reliquaries, and icons produced during the era. Central Europe to the eastern reaches of the Byzantine Empire and growing Muslim territories, and look at early Christian, barbarian, Byzantine, Carolingian, Ottoman, Romanesque, and Gothic periods. |
| Unit 4 | Early Indian Art Introduction to the History of Indian Art. Comparative Aesthetics and Art Historical Methodology · Folk and Tribal Art · Buddhist Art of Central Asia and Sculpture and Architecture of India (8th – 14th Century C.E.). |
| Unit 5 | Contemporary Art in India and Indian and Western Aesthetics/ Philosophies. Dissertation on any area preferably in Ancient/Modern Indian Art. Between Islamic art and Tribal, Folk and Popular art. Modern and Contemporary Indian Art and Curatorial Studies (1850 to the present). |

Course Outcome (CO):

At the end of this course students will have:

CO1:An ability to gain a broad-based knowledge and understanding of art and its histories.

CO2: An ability to develop your understanding of the production, circulation, and interpretation of visual culture in specific historical contexts.

CO3: An ability to gain awareness of the role of the visual arts within different cultures and societies, both Western and non-Western.

CO4: An ability to gain awareness of the role of museums and galleries in the production and reproduction of cultural values.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | H | | | H | | | | | M | |
| CO3 | | M | H | | | | | | | H |
| CO4 | | H | L | M | | | | | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. History of Art, by H.W. Jason
2. A History of India, by R. Thapar
3. A concise history of Modern Painting/Sculpture, by Herbert Read
4. Art of China & Japan, Pelican Publications.
5. History of Far-East, by Sherman Lee

| | | |
|-----------------|-----------------------------|-----------------|
| BVG 202A | Art & Aesthetics | 3-0-0[3] |
|-----------------|-----------------------------|-----------------|

Objective

1. Student will be able to understand first-hand experience and from imagination, and to select their own ideas to use in their work
2. To develop creativity and imagination through a range of complex activities.
3. To increase their critical awareness of the roles and purposes of art and design in different times and cultures.
4. To develop increasing confidence in the use of visual and tactile elements and materials.
5. To appreciation of the visual arts and a knowledge of artists, craftspeople and designers.
6. Learn about the various types of artworks.
7. Gain an understanding of their own personal aesthetics and the aesthetics of others' through discussion and writing.
8. Learn arts-specific vocabulary frequently used in aesthetic dialogues.

| | |
|---------------|---|
| Unit 1 | Introduce the various aesthetic approaches to art: Representation, Expressionist, Hedonist, Formalist, Institutionalism, etc. What makes this a work of art? How does your view of this work differ from that of others? (If necessary, have students create a two circle Venn diagram comparing their own aesthetic belief to one of the philosophical aesthetic approaches.) How is your view of this work similar to others? What influences our opinions and choices when it comes to making aesthetic choices? |
| Unit 2 | Cognitive development associated with the shift from an oral to a literate culture, the artistic status of poetry. Creates a personal theory of aesthetics based on existing aesthetic approaches. An ability to communicate ideas through art specific vocabulary. |
| Unit 3 | Three basic qualities in every true work of art and design- skill, originality & aesthetic quality. In the process skill and originality can be recognized much easily while aesthetic evaluation becomes quite critical. The evolution of western& Indian aesthetics. |
| Unit 4 | Concept of Indian aesthetics, Nāṭyaśāstra: Origin, Concept Structure and Design, myths, symbols, metaphors, iconography, etc. Dhavani theory; Anandavardhana, Abhinavgupta concept of rasa. |
| Unit 5 | Plato— Art and society, Plotinus—The metaphysics of beauty, Hume— A distinctive aesthetic sense, Kant—The nature of aesthetic judgment Hegel Does art progress? Tolstoy—Art as emotional communication, Art as a form of Experience Danto—Can anything be a work of art? Is graffiti art? |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to Understand the evolution of aesthetics throughout history and contemporary aesthetics.

CO2: An ability to discuss and critically reflect over central modernist and post-modernist theory and art-criticism

CO3: An ability to critically relate modern aesthetic phenomena to a contemporary modern culture and society.

CO4: An ability to understand Central modernist and post-modernist aesthetic theories. with central problems and aspects within the modern and contemporary field of art and aesthetics.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | M | | H | | | | H | M | |
| CO2 | H | | | M | | | | | H | H |
| CO3 | H | | H | M | | | | M | | H |
| CO4 | | H | H | | | | | | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Ways of Seeing, by John Berger
2. History of Beauty, Umberto Eco
3. History of Indian and Indonesian Art, by A.k. Coomaraswamy
4. The Art of India, by S. Kramrisch
5. ART- A history of Painting, Sculpture & Architecture, by Frederick Hartt

| | | |
|-----------------|-----------------------------|-----------------|
| BVG 203A | Rendering Techniques | 0-8-0[4] |
|-----------------|-----------------------------|-----------------|

Objective

1. Student will be able to understand the perceptual and cognitive processes associated with the evolution of the human mind and its essential relationship to Rendering as an art form.
2. Ability to Compare and contrast different uses of Rendering in art.
3. Show a fundamental proficiency in the current technology and understanding of the materials, methods and techniques.
4. To develop a portfolio that enables the graduate to showcase his/her abilities while reflecting the individual personality of the designer.

| | |
|---------------|---|
| Unit 1 | Introduce drawing Shading Techniques - geometric figures Accent Lines. Power lines and adding elements i.e. dramatic sky, flowers, landscaping. |
| Unit 2 | Rendering in pen and ink, or colored pencil, in marker & stipple. |
| Unit 3 | The art of Ink Line Drawings, Sepia Washes using ink, graphite, chalk, charcoal, or crayon. |
| Unit 4 | Patch Pattern Rendering Technique, Blending Rendering Technique and Monochrome Rendering Technique. |
| Unit 5 | Isometric Drawings, Multiple Orthographic Views, Perspective Projections, Depth Cueing, Depth Clipping, Illumination and Transparency and Reflection. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to Gain a broad-based knowledge and understanding of art and its histories.

CO2 :An ability to Develop your understanding of the production, circulation, and interpretation of visual culture in specific historical contexts.

CO3 :An ability to Gain awareness of the role of the visual arts within different cultures and societies, both Western and non-Western.

CO4 :An ability to Gain awareness of the role of museums and galleries in the production and reproduction of cultural values.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | |
| CO2 | M | M | | | | | | H | | |
| CO3 | M | | H | M | | | | | | M |
| CO4 | H | | | | | | | | | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Principles of Form and Design by Wucius Wong John Wiley & Sons, New York
2. Principles of Color Design by Wucius Wong.
3. Principles of Two-Dimensional Design, Wucius Wong.
4. Action Anatomy by Takashi Iijima.
5. The World of my illustrations by Ravi Paranjpe

| | | |
|-----------------|----------------------|-----------------|
| BVG 204A | Graphic Print | 0-6-0[3] |
|-----------------|----------------------|-----------------|

Objective

1. Student will be able to Exercise and demonstrate use and mastery of the elements of design
2. Use materials, tools and processes from a variety of media (printmaking)
3. Handle materials effectively.

| | |
|---------------|---|
| Unit 1 | Introduction: Relief printmaking is a form of printmaking in which the image to be printed is raised from the surface. This creates a surface similar to a stamp and is sometimes referred to as "block printing". |
| Unit 2 | Linoleum cut and wood cut. Beginning printmakers -.Calligraphy, Linoleum allows the printmaker (student) to easily carve curved lines and is able to accept impressions from sharp objects. Lay outing & drawing. |
| Unit 3 | A pointed tool, such as pen or pencil, is used to trace the lines of the drawing, forcing the soft graphite on the back of the drawing on to the linoleum surface. Material (Calligraphy / linoleum, wood, or rubber). |
| Unit 4 | Creating a relief print. Handling tools a variety of blades called gouges. Each gouge is designed to remove linoleum at different widths. Smaller gouges remove less material, but are more precise. Larger gouges remove more of the material, but are far less precise. |
| Unit 5 | Inking process is demonstrated. Tray, ink, and brayer aroused. Over-inked or under-inked, or uneven inking solutions during the burnishing process. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to create professional Graphics and illustrations, and graphic prints.

CO2: ability to Transforming objects, Drawing, Working with Tools and Materials i.e. Lino and Wood.

CO3: An ability to Recognize and evaluate basic elements of design (color, line, form, texture, rhythm, etc.)

CO4: An ability to acquire a working vocabulary associated with the analysis and interpretation of works and architecture.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | H | M | | | | | H | H | M |
| CO2 | | | H | M | | | | | | |
| CO3 | H | M | | | | | | M | | L |
| CO4 | L | | L | | | | | | L | |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Print Making ideas book Frances Stanfield, LuryMcGeown
2. Print Matters – Modern Print making by Sylvie Coney
3. Perspectives on Contemporary Printmaking: Critical Writing Since 1986 by Ruth PlezerMontada

| | | |
|----------------|---------------------------|-----------------|
| BVG205A | Computer Graphic I | 0-8-0[4] |
|----------------|---------------------------|-----------------|

Objective

1. Corel draw is a graphic design software coral draw enables users to create professional Illustrations for newsletters, brochures logos and web graphics.
2. Provides training about illustration program that can be used for print, multimedia, and online graphics. Whether you plan to design or illustrate multimedia artwork illustrator offers all the tools needed to produce professional and quality results for even a beginner.
3. Photoshop provides hands-on with creative image designing techniques. Photoshop is the leading digital image editing application for the internet, print, and other new media disciplines.
4. Important tool for graphic artists, print designers, visual communicators, and other regular peoples.

| | |
|---------------|--|
| Unit 1 | Introduction of Raster and vector Software'show they used in different scenario of digital platform. Introduction of software's and user interface. |
| Unit 2 | Making sketches in Photoshop, customize the workspace, create projects, Basic tools settings and brush options, Color theory and light painting, Selection tools and cropping images, Image manipulation process pipeline. Raster vs. Vector. |
| Unit 3 | Introduction of layer, Use the Layers Panel, Layer Dexterity, Fast Alignments Layer Types Explained, Manipulate Layers in Photoshop, Use Blending Modes, Find out how art boards can help you,Creating and resizing art boards,Introduction Photoshop vs. Illustrator, Tools explained and making digital paintings. |
| Unit 4 | Introduction Of art boards, Difference Raster and vector, Resolutions formats, Creating vector illustrations, Turning photographs into vector artwork, Vector zing and coloring traced hand drawings, Learn useful keyboard shortcuts and best practices. |
| Unit 5 | Colour correction images, Image Manipulation, Digital painting concepts, Matte painting process, Different Ways to Paint, Background and Final Effects. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to create professional Graphics and illustrations for newsletters, brochures logos and web graphics.

CO2: An ability to Transforming objects, Drawing, Coloring and Painting, Working with Type, Layers, Brushes, Using Effects, Appearance Attributes and Graphic Styles

CO3: An ability to Working with Symbols Expected Outcome This being a job-oriented course.

CO4: An ability to creative image designing techniques. Photoshop is the leading digital image editing application for the internet, print, and other new media disciplines, color manipulations, levels, curves dust and scratches, seeing color accurately

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | M | | | | | H | | H |
| CO2 | H | L | H | | | | | | M | |
| CO3 | | H | | | | | | | | M |
| CO4 | M | | H | | | | | H | | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Fluid Simulation for Computer Graphics –Robert Bridson
2. Computer Graphics – Nobuhiko Mukai
3. Design, Animate & Create with Computer Graphics –by Max Wainewright

| | | |
|--------|------------|----------|
| BVG206 | Typography | 0-6-0[3] |
|--------|------------|----------|

Objective

1. Student will be able to Create and evaluate typographical designs for audience, meaning, and effectiveness.
2. Explain the importance of appearance in effective layout design. Demonstrate the ability to control the reader's eye in layout design.
3. Use typography in layout design. Basic design principles in layout creation.
4. Create and modify typefaces. Use color in an effective manner in layout design

| | |
|--------|--|
| Unit 1 | Introduce Typography (letterform, layout, grouping and hierarchy). |
| Unit 2 | Conceptual development, verbal articulation of visual solutions, research, production, and visual, verbal and written presentation skills. |
| Unit 3 | Structure of Design: Visual Elements: Line, Shape, Light and dark, Color, Texture, Perspective and depth and Organization of the Elements. Techniques: Contrast, Tone, Shape, Juxtaposition, Harmony, Balance, Opacity, Singularity, Flatness, Repetition and regularity. |
| Unit 4 | Principles of Typography: Origins of the alphabet Pictograms, Ideographs, Phoenician, Greek and Roman alphabets, Sans Serif, Serif, Script, Families of type, Color of type, Personalities of type. Visual change between type over time Garamond, Baskerville and Bodoni, Century Expanded and Helvetica, Display type, Roman and Egyptian, Sans Serif and Script Widows and orphans Designing with type, Function of type: Ornate type Creating moods with type Altering of characteristics of existing fonts. Anatomy of a Page – Terminology, Feelings duotones-quad tones, without black, White space, Bleeds, Drop shadows Methods: Repetition, Grids/Headlines. |
| Unit 5 | Kern Type: The Kerning Game Better Web Typography In a Few Simple Steps. Helvetica - A Documentary About the Most Ubiquitous Typeface in The WorldGame Bonus. |

Course Outcome (CO):

At the end of this course students will have:

CO1:An ability to explain the fundamental role that typography plays in developing legibility for the reading audience.

CO2:An ability to explainAnalyze the cultural significance of typography as a means to convey messages.

CO3: An ability to explain Compare and contrast different typographic approaches and how they influence and change meaning.

CO4: An ability to explain Apply a range of typographic approaches in response to specific design problems. Different typographical approaches for a range of media and audiences.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | H | M | | | | H | | M |
| CO2 | H | M | | M | | | | M | H | |
| CO3 | H | M | H | | | | | H | | |
| CO4 | H | | | H | | | | H | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Rookledge's Handbook of Type Designers: A Biographical Directory from the 15th Century by Ron Easton, Sarah Rookledge, Phil Baines
2. Type & Typography 2nd Edition, by Phil Baines
3. Thinking with Type by Ellen Lupton
4. The visual History of Type – Paul McNeil
5. Typography, by G.M. Rege, Mumbai

B.V.A in Graphic Design Semester III

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|-------------|-------------------------------------|----------|---|-----------|--------------|-----------|------|
| 1 | BVG301A | History of Advertising | 3 | - | - | 3 | 3 | C |
| 2 | BVG302A | Photography -I | - | - | 6 | 6 | 3 | C |
| 3 | BVG303A | Production Design | - | - | 6 | 6 | 3 | C |
| 4 | BVG304A | Workshop – I Material exploration | - | - | 6 | 6 | 3 | C |
| 5 | BVG305A | Computer Graphic -II | - | - | 8 | 8 | 4 | |
| 6 | BVG306A | Design Project –I Storyboard Design | - | - | 6 | 6 | 3 | |
| | | Total | 3 | | 32 | 35 | 19 | C |

| | | |
|----------------|-------------------------------|-----------------|
| BVG301A | History of Advertising | 3-0-0[3] |
|----------------|-------------------------------|-----------------|

Objective

1. Student will be able analyze the formal qualities of a work of art and situate it in a variety of historical and social contexts.
2. To develop persuasive arguments about works of art based on historical and formal evidence.
3. To assess the importance of scholarly interpretations of art objects based on an understanding of both the specific histories of interpretation of that object and the broader methodological trends employed within the discipline.
4. To cultivate, through exposure to a range of artistic objects and cultural traditions, a greater appreciation for and tolerance of diversity in today's world.

| | |
|---------------|--|
| Unit 1 | Introduction To Advertising: Background, Definitions And Media In Advertising. The History Of Advertising In India, Pre-Modern History, 16th-18th Centuries And 19th Century. |
| Unit 2 | Advertising agencies : 1905 — B Dattaram & Co Indian agency in Girgaum in Bombay, IDC and Gujarat Advertising and Indian Advertising, Expatriate agencies emerge: Alliance Advertising, Tata Publicity, LA Stronach's merges into today's Norvicson Advertising, D J Keymer gives rise to Ogilvy & Mather and Clarion, LR Swami & Co, Madras and LA Stronach & Co (India) Pr. Ltd, Bombay. |
| Unit 3 | Indian agencies, foreign advertising in the thirties & Forties. Corporate advertising in the fifties. Creative revolution in the Sixties. The problematic seventies and Glued to the television in the eighties Tech savvy in the nineties to in the new millennium & Pre/Post Independence advertisement. |
| Unit 4 | Co-Operative Advertising in Retail Market Advertising. |
| Unit 5 | Types of Modern advertising: Demo. Show Need or Problem, Comparison. Exemplary Story. Benefit Causes Story. On Going Characters and Celebrities. Symbol, Analogy, Exaggeration. Technique demonstrates a benefit of the product. Associated User Imagery. Hoping for identification. Unique Personality Property, Parody of Borrowed Format. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An Ability to identify the impact of social, cultural, technological and economic developments on design.

CO2: An Ability to utilize a critical vocabulary to discuss, write about, and create graphic design.

CO3: Ability to think critically about the relationship between form, context and meaning in visual communication.

CO4: An Ability to apply knowledge of the history of graphic design, visual communication and technology to design projects and/or encounters with visual culture in advertising.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | H | H |
| CO2 | H | M | M | H | | | | H | M | |
| CO3 | H | H | H | M | | | | M | H | M |
| CO4 | H | H | H | | | | | | H | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Advertising Theory by Shelly Rodgers, Esther Thorson(Editor)
2. Advertising Campaign Design: Just the Essentials by Robyn Blakeman / M.E. Sharpe
3. Advertising Creative: Strategy, Copy + Design by Tom Altstiel, Jean Grow
4. Advertising at War, by Inger L. Stole
5. The shocking History of Advertising, by E.S. Turner
6. Reality in Advertising – Rosesr Reeves

| | | |
|----------------|----------------------|-----------------|
| BVG302A | Photography I | 0-6-0[3] |
|----------------|----------------------|-----------------|

Objective

1. Develop knowledge of principles of aesthetics and visual communication and integrate these principles creatively in still and motion based images and in new media storytelling.
2. Demonstrate thorough knowledge and application of DSLR camera techniques for capture of both still, time and video based imagery.
3. Develop a thorough and adaptable knowledge of software used in digital imaging and new media storytelling.
4. Develop complete digital imaging workflow that includes capture, post processing, ethical considerations of digital techniques based on genre and asset management techniques from image capture to image archive.

| | |
|---------------|---|
| Unit 1 | Introduction to Photography. History of Photography - the evolution, journey and advancement of photographic techniques and usage in context to development. |
| Unit 2 | The Camera prototype. Introduction and handling of camera. Basics of DSLR Camera. Understanding of Optics & Lenses, and their usage. |
| Unit 3 | Principles of Photography - Understanding of rhythm, balance, pattern, emphasis, contrast, unity and movement. The knowledge about balance and colour patterns. |
| Unit 4 | Study of lights– Taking control over lights, capturing Dramatics from day to night. Natural & Studio light study. Shoot in One light source, Multi-light sources, understanding of Shadow, Silhouette and Exposure. |
| Unit 5 | Composition basics – elements and ideations. Framing, crop factor and introduction to editing. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to understanding of professional practices, communications, organizations and career opportunities in the field of professional photography.

CO2: An ability to identify the primary working methods (conceptual and illustrative vs. journalistic and found moment) within different genres of photography in order to understand ethically acceptable images.

CO3: An ability to apply effective lighting techniques in natural, artificial and mixed lighting in a variety of photographic areas including product, still life and portraiture.

CO4: An ability to Develop a professional body of work and appropriate support material such as website and marketing materials, to showcase personal vision and technical skills.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | H | | | | | | H | | M |
| CO2 | | M | | M | | | | | H | |
| CO3 | M | | H | | | | | M | | |
| CO4 | M | | H | | | | | H | | H |

H = Highly Related; M = Medium L = Low

Reference Books

1. Understanding Exposure: by Bryan Peterson.
2. The Beginner's Photography Guide by Chris Gatcum
3. The History of Photography by Beaumont Newhall
4. A History of Photography: From 1839 to the Present, edited by Therese Mulligan and David Wooters

| | | |
|----------------|--------------------------|-----------------|
| BVG303A | Production Design | 0-6-0[3] |
|----------------|--------------------------|-----------------|

Objectives

- 1- Student will be able to understand basics of production design, and film language.
- 2- Develop a skill for visualization and conceptualization.
- 3- To make miniature with diagram, and basic mold making.
- 4- Pre production skill development.
- 5- Understand design principals of moving images.

| | |
|---------------|---|
| Unit 1 | Introduction to Production Design, basic understanding of Film Language. |
| Unit 2 | Visualization & Foundation. Developing empathetic approach for working. Set Illustration, Narrative and Décor in context to it. |
| Unit 3 | Set completion – complete visualization, miniature set design, (diagram based model) Basic molding workshop. |
| Unit 4 | Light design in context to Production. Location Scouting trip. Design principles of moving images. |
| Unit 5 | Submission on basis of Virtual Set Design. The informative interaction for the same. |

Course Outcome

At the end of this course students will have

- CO1- An ability to understand basics of production design, and film language.
CO2- An ability to develop skill for visualization and conceptualization.
CO3- An ability to develop skill to make miniature sets with diagram, and basic mould making.
CO4- An ability to develop plan and execution pre-production.
CO5- An ability to develop understand design principals of moving images.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | H | | | | | | H | | |
| CO2 | | M | | H | | | | | H | |
| CO3 | H | | | | | | | M | H | |
| CO4 | M | M | H | | | | | | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Art of Illusion, by Tery Auckland Snow & Wendy Laybourn
2. Manufacturing – Design, Production, Automation & Integration, by BenoBenhabibs
3. Dream Worlds -by Hans Bacher
4. Production Design for Screen: Visual Storytelling in Film and Television, by Jane Barnwell
5. Vision – Colour& Composition for films by Hans Bacher

| | | |
|----------------|--|-----------------|
| BVG304A | Workshop I – Material Exploration | 0-6-0[3] |
|----------------|--|-----------------|

Objective

- 1- Basic study of forms, shapes,
- 2- Deformation, and model making
- 3- To enhance the brief knowledge of design methodology and steps of the design process.
- 4- Learn and apply the basic knowledge of tools and techniques according to the material to be used.
- 5- Interpreting the natural environment and creating a design with realistic approach.

| | |
|---------------|---|
| Unit 1 | Basic study of design & shapes in Model making & understanding of new dimensions. |
| Unit 2 | Brief on Design Methodology – the process of development. Design conceptualization in perspective of execution details. |
| Unit 3 | Creating the Miniature forms. The study of objects and subject shaping. Understanding of tools and usage in different variants accordingly. |
| Unit 4 | Creating Natural Environmental Scenario. Application, molding & execution of different segments for creating it on realistic manner. |
| Unit 5 | The finalized submission with proper models and usage of different techniques. Play with variety of materials like Textile, Leather, Clay, Thermacol, Fiber, Paper and Hardboard. |

Course Outcome

At the end of this course students will have:

- CO1- An ability to understand Basic knowledge about forms, shapes,
CO2- An ability to develop skill for deformation, and model making with concepts.
CO3- An ability to apply Knowledge of design methodology and steps of the design process.
CO4- An ability to apply Basic knowledge of tools and techniques according to the material.
CO5- An ability to apply advance knowledge of creating design and concepts to more approachable to the real time.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | M | H | M | | | | M | H | |
| CO2 | | H | | | | | | | | H |
| CO3 | H | | | | | | | H | M | |
| CO4 | M | | M | | | | | | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Material Culture & Texts, The Art of Ambiguity by Christopher Tilley
2. Why Material Matter, by SeetalSolanki

Journals

1. Materials & Design, Editor-in-Chief: Alexander M. Korsunsky,

| | | |
|----------------|-----------------------------|-----------------|
| BVG305A | Computer Graphic –II | 0-8-0[4] |
|----------------|-----------------------------|-----------------|

Objective

1. Student will be able to Navigate premiere pro, create and open projects, work with files
2. Import media into premiere pro, organize your media once it's imported, use the timeline for video and audio tracks
3. Create and work with key frames, add animation and other effects, add transitions, use the colour-correction tools, sync clips from multiple cameras, add text, shapes, and logos to your project, work with audio in the audio workspace, export media from premiere pro, create and edit closed captions
4. Produce professional quality print material, Manage documents effectively Indesign is Pro Software in Industry.

| | |
|---------------|---|
| Unit 1 | Getting Started with light room, Light room classic library module, Image Manipulation, Organization, Develop Module. |
| Unit 2 | Colorize images manipulation with advanced technique in Photoshop tools, color grading, Advanced tricks for Healing Brush for retouching in Photoshop, clone Tool Stamp in Photoshop, vanishing point to mocking up designs, How to edit video in Adobe Photoshop, Parallax effect. |
| Unit 3 | How to setup a file ready for web UI designing, How to export your web design UI project for Dreamweaver. |
| Unit 4 | Make 3D text & 3D logos, Adding lights & casting shadows using Photoshop 3D, How make a reusable mock-up in Photoshop using smart objects, How to make a simple UI app web design mock-up using Photoshop. |
| Unit 5 | An Overview of Adobe Premiere Pro, An Overview Of The Entire Workflow. Optimizing Your Hardware, Navigating Within The Workspace Customizing Your Workspace, Trimming Clips In Advance - Project Panel And Source Monitor, Animatic Workflow. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to describe what adobe premiere pro is and how it can help you with your video making needs.

CO2: An ability to demonstrate installing, setting up, and working with media in adobe premiere.

CO3: An ability to apply this In-Design training will make familiar with easily manipulating text by setting different font styles, weights and other properties and then saving the style you created to apply to other desired text within the document.

CO4: An ability to acquire Better job opportunities, quick career growth.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | H |
| CO2 | H | H | | | | | | M | H | |
| CO3 | M | H | | | | | | M | | H |
| CO4 | | L | M | M | | | | | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Fluid Simulation for Computer Graphics –Robert Bridson
2. Computer Graphics – Nobuhiko Mukai
3. Design, Animate & Create with Computer Graphics –by Max Wainewright

| | | |
|----------------|---|-----------------|
| BVG306A | Design Project I - Storyboard Design | 0-6-0[3] |
|----------------|---|-----------------|

Objective

1. Student will be able to serves as an outline of the design approach.
2. It defines the elements that need to go on each page or movie frame.
3. Students will be able to critical study of cinema inform their filmmaking and that the study and practice of film production enhance their work as film scholars and analysts.
4. Students will be able to understand the pre-production, production, and postproduction filmmaking process.

| | |
|---------------|---|
| Unit 1 | Introduction to Story board design, brief on manual process of development. Difference of the Basic Templates and understanding the utility in animation video. |
| Unit 2 | Manual Designing and composition. Importance of Color/BW. The usage of Light & Shadow. Illustrating the actions in accordance to storyboard design. |
| Unit 3 | Conventions of the Camera movements. Shot Selections and understanding. Methods of Montage, Edit and Dynamic Design. |
| Unit 4 | The Sequencing of frame wise design & time management. Introduction and merger of Special Effects. Dialogue based content development. |
| Unit 5 | UX based design thinking & execution. Story Board for interaction design. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to present a clear picture of what will be happening throughout the entire site, what each page will look like, and what each team member/developer will do.

CO2: An ability to draw detailed information on graphics, text, video, sound, audience interaction, colour, type fonts, type size, etc.

CO3: An ability to conduct film research and compose cogent, persuasive, and valid essays about film.

CO4: An ability to demonstrate the relationship between film form and aesthetic effect through both film analysis and the creation of motion pictures.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | H | | | | | | H | | H |
| CO2 | | M | H | M | | | | H | H | |
| CO3 | M | H | | | | | | | | M |
| CO4 | | M | M | H | | | | | M | |

H = Highly Related; M = Medium L = Low

Recommended Text:

1.Story: Substance, Structure, Style and the Principles of Screenwriting by Robert McKee2.The Way of the Storyteller by Ruth Sawyer

Reference Books:

- 1.Comic Book Design: The Essential Guide to Creating Great Comics and Graphic Novels
Gary Spencer Millidge
2. Storyboard Design Course: Principles, Practice, and Techniques; book by Giuseppe Cristiano

B.V.A in Graphic Design Semester IV

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | TYPE |
|---------|-------------|--|----------|---|-----------|--------------|-----------|------|
| 1 | BVG401A | Strategic Communication & Consumer Behavior | 3 | - | - | 3 | 3 | C |
| 2 | BVG402A | Photography- II | - | - | 6 | 6 | 3 | C |
| 3 | BVG403A | Motion Graphics- I | - | - | 6 | 6 | 3 | C |
| 4 | BVG404A | Advertising Film Making | - | - | 6 | 6 | 3 | C |
| 5 | BVG405A | 3D (Modeling & illustration) | - | - | 6 | 6 | 3 | C |
| 6 | BVG406A | Design Project- II Branding & Corporate Identity | - | - | 8 | 8 | 4 | C |
| | | Total | 3 | | 32 | 35 | 19 | C |

| | | |
|----------------|--|-----------------|
| BVG401A | Strategic Communication & Consumer Behavior | 3-0-0[3] |
|----------------|--|-----------------|

Objective

- 1- Student will develop Market understanding and understand consumer behavior.
- 2- Understanding the deference between needs, wants and demands.
- 3- How to plan strategically according to the consumer behavior.
- 4- Learn how to create a design in way it triggers impulsive buying.
- 5- Study top business models and their insides which triggers the consumer behavior.

| | |
|---------------|---|
| Unit 1 | Introduction to the types of market, knowing the Consumer & Target Audience. Understanding the demand and supply chain for expected buyers. |
| Unit 2 | The Strategic planning, Variations according to the business module. The mode of communication for influencing consumer decisions. Research and Development for expected buyers knowing the inflow and limitations. Key factors of Consumer Behavior impacted by communication strategy; Awareness, Choice, Preference, Accountability and Personalization. |
| Unit 3 | Approaches of Consumer Behavior .Models of Consumer Behavior. Study of the Buying Behavior of consumer– Routine response, Limited Decision Making, Extreme Decision Making and Impulsive Buying. |
| Unit 4 | Relationship between customers and business by communication skills. Defining communication as a core driving force for emerging business modules. Persuasive Communication and its types – Ethos, Logos & Pathos. |
| Unit 5 | The channels of communication in an organization, Personal, Broadcast Media, Mobile, Electronic and written. Building strategic communication for “Business to Business” model & “Business to Customer” model. |

Course Outcome

At the end of this course students will have:

- 1-An ability to understand markets and consumers.
- 2- An ability to develop an understanding between needs, wants and demands.
- 3- An ability to plan strategically according to the consumer behavior.
- 4- An ability to create a design in a way it triggers impulsive buying.
- 5- An ability to understand top business models and their insides which triggers the consumer behavior.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | |
| CO2 | M | H | M | H | | | | | H | M |
| CO3 | H | | | | | | | H | | |
| CO4 | H | M | H | | | | | H | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Strategic Communications for PR, Social Media and Marketing, by Laurie J. Wilson, Joseph Ogden
2. Strategic Integrated Marketing Communications, 2nd Edition, by Lary Percy
3. Strategic Integrated Marketing Communications, 3rd Edition, by Lary Percy
4. Integrated Marketing Communication: Creative Strategy from Idea to Implementation, by Robyn Blakeman

| | | |
|----------------|-----------------------|-----------------|
| BVG402A | Photography II | 0-6-0[3] |
|----------------|-----------------------|-----------------|

Objective

1. Student will be able to Develop knowledge of principles of aesthetics and visual communication and integrate these principles creatively in still and motion based images and in new media storytelling.
2. Demonstrate thorough knowledge and application of DSLR camera techniques for capture of both still, time and video based imagery.
3. Develop a thorough and adaptable knowledge of software used in digital imaging and new media storytelling.
4. Develop complete digital imaging workflow that includes capture, post processing, ethical considerations of digital techniques based on genre and asset management techniques from image capture to image archive.

| | |
|---------------|--|
| Unit 1 | Advance features of camera operating. Module based photo-shoot. Portrait photography: manipulation in techniques & skills. |
| Unit 2 | Learning Subjective photography – Macro, Figure, Nature, Fashion, Sports & action, Still & Moving, Architectural Product etc. with technical advancements in camera techniques. |
| Unit 3 | Lenses variation in photography – procedure of Multiple Lense and fix Lense photography. Flash light study in day & night shoot, its limitations & benefits. Understanding Image Sensors. |
| Unit 4 | Panoramic Photography technique. Nightscapes and light trails- long exposure photography. Panning and motion capture style. Controlling the Tonal Balance according to color temperature, Light source & its angels and the exposure value. |
| Unit 5 | Understanding the grading according to the production.The Generation loss adjustments and reproduction techniques. Advance Gadgets and their understanding according to the utility. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to understand professional practices, communications, organizations and career opportunities in the field of professional photography.

CO2: An ability to identify the primary working methods (conceptual and illustrative vs. journalistic and found moment) within different genres of photography in order to understand ethically acceptable images.

CO3: An able to apply effective lighting techniques in natural, artificial and mixed lighting in a variety of photographic areas including product, still life and portraiture.

CO4: Develop a professional body of work and appropriate support material such as website and marketing materials, to showcase personal vision and technical skills.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | | M | H |
| CO2 | | M | H | M | | | | H | | |
| CO3 | H | | | M | | | | H | M | H |
| CO4 | H | H | M | | | | | H | M | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Understanding Exposure: by Bryan Peterson.
2. The Beginner's Photography Guide by Chris Gatcum
3. The History of Photography by Beaunaut Menhau
4. A History of Photography: From 1839 to the Present, edited by Therese Mulligan and David Wooters

| | | |
|----------------|---------------------------|-----------------|
| BVG403A | Motion Graphics- I | 0-6-0[3] |
|----------------|---------------------------|-----------------|

Objectives

1. Student will be able to learn and use adobe illustrator tools and techniques.
2. Student will be able to learn to create charts, icons and 3D typography.
3. To learn to create animated stories with a basic knowledge of after effects, Layers, exporting, animation techniques.
4. Understand how to create graphics for Information of the Brands
5. Deliver process of Product with minimalist information
6. Create and work with key frames, add animation and other effects

| | |
|---------------|---|
| Unit 1 | Advanced Pen Tool Tricks, create icons and typography with Advanced Pen Tool Tricks and Live Shape Effects, multiple strokes to a path, 3D in Adobe Illustrator CC, Semi flat 3D icons & UI design using Adobe Illustrator. |
| Unit 2 | How to make a pie chart line graph & bar graph, Linocut effect, 3D gradient lettering, 3D Ribbon, Puppet Warp Tool settings. |
| Unit 3 | Animated GIF using Adobe Illustrator, Character designing, Mascots, Scenes developing export techniques. |
| Unit 4 | Introduction to after effects, Layer management, exporting, Basic animation techniques. |
| Unit 5 | Create animated story, animation with puppet tool, exporting animation and editing with adobe premiere, sound recording and cleaning process with adobe audition. |

Course Outcome (CO)

At the end of this course students will have:

CO1: An ability to communicate with the viewer, and add depth to the story by linking text with graphics for better visualization

CO2: An ability to demonstrate installing, setting up, and working with media in adobe after effects

CO3: An ability to bring brand to life by using your colors, visuals, & Brand Policies.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | M | | H | | | | H | H | |
| CO2 | | H | | H | | | | M | H | H |
| CO3 | H | | H | | | | | | | |
| CO4 | H | | M | | | | | H | H | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice, by R. Brian Stone & Leah Wahlin
2. Motion Graphics, Principles & Practices from Ground up, by Ian crook & Peter Beare
3. The History of Motion Graphics; from Avant-Garde to Industry in United States, by Michael Betancourt

| | | |
|----------------|--------------------------------|-----------------|
| BVG404A | Advertising Film Making | 0-6-0[3] |
|----------------|--------------------------------|-----------------|

Objectives

- 1-Student will be able to learn the tools and techniques of adobe Premier.
- 2- Student will be able to learn importing and after effects.
- 3- Student will be able to learn editing
- 4- Student will be able to learn sound compilation
- 5- Student will be able Basic understanding of color grading and lumetric color and LUT's

| | |
|---------------|---|
| Unit 1 | Introduction to Adobe Premier |
| Unit 2 | Importing footage to Premier, understanding the use of after effects with Premier for Video Compositing |
| Unit 3 | Video Editing for Documentary |
| Unit 4 | Taking footage to the sequence for Ad making with sound compilation |
| Unit 5 | Giving final touch by Color Grading and understanding of Lumetric Color and LUT's |

Course Outcome (CO)

At the end of this course students will have:

- CO 1- An ability to, understand the use of after effects with Premier for Video Compositing.
CO 2- An ability to demonstrate their knowledge on video editing in their projects.
CO 3- An ability to develop taking footage to the sequence for Ad making.
CO 4 - An ability to develop final touch by Color Grading.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | M |
| CO2 | H | | H | M | | | | | M | |
| CO3 | | M | | | | | | H | | H |
| CO4 | | H | | M | | | | | M | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Hope for Film, by Ted Hope with Anthony Kaufman
2. David Mamet on Directing Film
3. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, by Ascher, Steven, Pincus, Edward

| | | |
|----------------|---|-----------------|
| BVG405A | 3D (Modeling & illustration) | 0-6-0[3] |
|----------------|---|-----------------|

Objective –

1. Student will be able to develop the skill & knowledge in 3D Modeling & illustration.
2. Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in the multimedia and animation industry, video studios, edit set-up and other special effects sectors.

| | |
|---------------|---|
| Unit 1 | 3DS MAX UI, Viewport navigation, Create versus modify objects, Selections, Transformations, Pivot Point, Transformation settings, Object duplication, Basic scene management. |
| Unit 2 | Modifiers for modify objects, Layer management, Snapping, Align objects, Arrays, |
| Unit 3 | Introduction to splines, Spline vertex types, Spline modification, Spline Boolean operation, Cross-insert and weld, product modeling with spline |
| Unit 4 | Primitive versus editable objects, Introduction to editable poly, Sub-object selection, Edge modeling techniques, Cut and slice techniques, Polygon modeling techniques. |
| Unit 5 | Modeling product, packaging, branding and Basics of Character design with poly modeling. |

Course Outcome (CO)

At the end of this course students will have:

CO 1 - An ability to, Create various 3d models and texture them appropriately.

CO 2- An ability to, Create realistic and semi realistic models with appropriate details•

CO 3- An ability to use different modeling techniques, Cut and slice techniques, Polygon modeling techniques.

CO 4- An ability to, Create modeling product, packaging, branding and Basics of Character design with poly modeling

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|-----------------------|------------------------|-----|-----|-----|-----|-----|-----|---------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | M | | H | H | | | | H | | M |
| CO2 | M | H | | | | | | | H | H |
| CO3 | H | H | M | H | | | | H | | M |
| CO4 | | M | | | | | | | M | |

H = Highly Related; M = Medium L = Low

Textbooks:

1. 3D Animation Essentials by Andy Beane
2. 3D Art Essentials by Ami Chopine

Reference Books:

1. Understanding 3D Animation Using Maya by John Edgar Park
2. Basics Animation: Digital Animation by Andrew Chong

| | | |
|----------------|---|-----------------|
| BVG406A | Design Project- II Branding & Corporate Identity | 0-8-0[4] |
|----------------|---|-----------------|

Objective

1. The course will help the students to explore how communication strategies and branding programs are developed and executed in contemporary design practice, which include their extension across a range of applications.
2. In this subject, students learn to assess the goals, initiatives, missions and values of a client and communicate the essence of their business visually through signs, symbols, typography, colour and design.
3. In addition to creating a corporate identity, they learn to create a brand identity system
4. Students learn about the functions of branding through the study of companies' visual identity system that communicates the characteristics of the organisation.

| | |
|---------------|---|
| Unit 1 | Indicative content. Foundations of branding and evolution of branding concept. |
| Unit 2 | Brand development process; role of insight; understanding values, positioning and essence; brand equity communicating the brand; emotional approaches; communication tools. |
| Unit 3 | Managing the brand portfolio; brand architecture and hierarchy. Brand identity design process; corporate brand identity; role of design; communicating differences. Developing brand touch points; names; packaging; logos. |
| Unit 4 | Brand identity analysis; interpreting the visual manifestation of brand identity. Brand extension; rationale, benefits and risks; distancing techniques; co-branding. |
| Unit 5 | Luxury branding; Veblen effects; communicating values. Services and retail branding; managing the environment. Why branding is important in marketing. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to identify the value of brand strategies.

CO2: An ability to differentiate branding projects with different forms of identity applications.

CO3: An ability to generate a branding strategy for a branding program, apply creativity and critical thinking ability on input of new ideas to create a corporate identity system.

CO4: An ability to demonstrate the ability to handle a range of extended branding applications.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | M | | | | H | H | H |
| CO2 | H | | H | M | | | | | H | M |
| CO3 | H | M | | H | | | | H | | |
| CO4 | H | | H | | | | | M | H | |

H = Highly Related; M = Medium L = Low

Reference Books

- 1.Brand Bible: The Complete Guide to Building, Designing and Sustaining Brands by Debbie Millman Editor
2. Designing Brand Identity, 4th Edition, by Alina Wheeler
3. How Brands Become Icons, by Douglas B. Holt

B.V.A in Graphic Design Semester V

| Sr. No. | Course Code | Course Title | L | T | P | Contact Hrs. | Credits | Type |
|---------|--------------------|---|----------|----------|-----------|--------------|-----------|------|
| 1 | BVG501A | Printing and Production Methods | 3 | - | - | 3 | 3 | C |
| 2 | BVG502A | Packaging Design | - | - | 4 | 4 | 2 | C |
| 3 | BVG503A | Motion Graphics – II | - | - | 6 | 6 | 3 | C |
| 4 | BVG504A | White Board Animation | - | - | 6 | 6 | 3 | C |
| 5 | BVG505A | 3D (Texturing & Rendering) | - | - | 6 | 6 | 3 | C |
| 6 | BVG506A BVG506B | Elective 1- Design Project-III- Communication Design 2-Design Project-III- Video Production | - | - | 10 | 10 | 5 | C |
| | | Total | 3 | - | 32 | 35 | 20 | |

| | | |
|----------------|--|-----------------|
| BVG501A | Printing and Production Methods | 3-0-0[3] |
|----------------|--|-----------------|

Objective

1. Print display mastery of communication strategies using typography and imagery, branding, and sequential design (in book or editorial form); understand and successfully use traditional print production techniques.
2. Packaging & environmental: master all aspects of package design including total redesign, refresh, line extensions, and related branded environments; integrate sustainability/life-cycle issues into design decisions; develop brand strategies including swot analyses, positioning matrices, and product evaluations; present package designs using rapid prototyping techniques.
3. Visual interaction: achieve a technical, visual and conceptual understanding of interaction design with emphasis on its visual behaviours; create prototypes that explore, demonstrate, and verify the effectiveness of their design solutions.
4. Tran media engagement: display the ability to design within the unique opportunities each media-type affords (including print-based communications, spatial design, and dynamic and/or networked interactions).

| | |
|---------------|---|
| Unit 1 | Introduction of Printing, Woodblock printing - In East Asia, In the Middle East, In Europe, Movable-type printing, The printing press, Rotary printing press. |
| Unit 2 | Conventional printing technology, Letterpress, Offset, Gravure, Other printing techniques, 3 Impact of German movable type printing press. |
| Unit 3 | Comparison of printing methods, Digital printing, 3D printing, Gang run printing, Printed electronics, Printing terminologies. |
| Unit 4 | Print Production Methods, Relief, Lino-cuts, Wood-engravings, Copperplate Engravings, Dry point, 1480, Line Etchings, Lithography. |
| Unit 5 | Mezzotints 1640s, Aquatintes, Screen printing, Recognition of Screen Printing, Acknowledgements. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to become experts in the execution and articulation of their craft:

Combine excellent craft skills with strong conceptual abilities become repositories of knowledge about methods, materials, and techniques for future creators. Practice process documentation as a deliberate and robust component of the final design product.

CO2: An ability to Demonstrate the professional awareness and physical preparation necessary to enter the design workspace: Successfully present project processes and outcomes through both written and oral communication.

CO3: An ability to achieve a technical, visual and conceptual understanding of interaction design with emphasis on its visual behaviors; create prototypes that explore, demonstrate, and verify the effectiveness of their design solutions.

CO4: An ability to display the ability to design within the unique opportunities each media-type affords (including print-based communications, spatial design, and dynamic and/or networked interactions).

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | | M | | | | | H | | |
| CO2 | H | H | | H | | | | | H | |
| CO3 | H | | M | | | | | H | | |
| CO4 | H | | H | H | | | | H | M | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Fundamentals of Graphic Design by Gavin Ambrose, Paul Harris, AVA Publishing
2. Graphic Design Solutions by Robin Landa Cengage Learning

| | | |
|----------------|-------------------------|-----------------|
| BVG502A | Packaging Design | 4-0-0[2] |
|----------------|-------------------------|-----------------|

Objectives

1- The student will be able to get detailed knowledge of packaging design, and skills like patterns, prints and styles of packaging, and basic understanding of value & position of tags & labels.

2- To be able to create story and information of the product on packaging.

| | |
|---------------|---|
| Unit 1 | Introduction to Packaging Design. Logical thinking about the patterns & style of packaging. Creative process Expressions. Introduction to Tags & Labels design, and their utility. |
| Unit 2 | Understanding of Mass versus Prestige packaging. Tangible Visual Marketing – mode & types. Pattern Design. |
| Unit 3 | Typography choice in Packaging .Testing the selected Design. Choosing a form for communicating the Brand. Utility and viability of using Eco-friendly material in packaging. Branding and packaging –Types of packaging .Stock versus Custom Packaging. |
| Unit 4 | Material, Textures & finishes, Shelf appeal & consumer response. Illustration and Photography. |
| Unit 5 | Branding Product line. Ultimate Project submission, Presentation & final layout with Labels and Tags for it. |

Course Outcome (CO)

At the end of this course students will have:

CO1: An ability to develop an understanding of packaging design.

CO2: An ability to Learn skills like patterns, prints, lay outing.

CO3: An ability to learn value & position of tags & labels.

CO4: An ability to take decision upon typography & material of the packaging according to the product and develop a sense for sustainable model of packaging.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | M | H | | | | | H | | M |
| CO2 | H | | H | | | | | H | | |
| CO3 | H | | M | | | | | | H | |
| CO4 | | M | | H | | | | M | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. What is Packaging Design? BY Giles Calver /RotoVision, 2004
2. Package Design Workbook: The Art and Science of Successful Packaging BY Steven DuPuis, John Silva / Rockport Publishers
3. 1,000 Package Designs: A Comprehensive Guide to Packing It In BY Grip / Rockport Publishers
4. Basic Packaging / Advance Packaging / Complex Packaging published by Pepin Press
5. The Big Book of Packaging Prototype, by Edward Denison and Richard Cawthroy

| | | |
|----------------|---------------------------|-----------------|
| BVG503A | Motion Graphics II | 0-6-0[3] |
|----------------|---------------------------|-----------------|

Objectives

- 1- To learn and use Animation tools and techniques.
- 2- Learn to create charts, icons and 3D subject & object.
- 3- To learn to create animated stories with a basic knowledge of after effects, Layers, exporting, animation techniques.

| | |
|---------------|---|
| Unit 1 | How to work with Text on Path, How to Animate Text on Path, How to Create Per Character Animation, Multi-line pre-sets, Presets Practice Activity ,The Concept and Properties of Masks, Using the Mask Properties, Animating Masked Layers. |
| Unit 2 | Intro and Setting up the workspace for 3D work, Using the 3D Rotation Property, Using the Null Object in 3D, Beyond the Camera, Random with Orientation. |
| Unit 3 | How to create a Camera Layer - Properties and Presets, Understanding the Lights Properties. |
| Unit 4 | How to Create and Save Your Animation Presets, Basics of camera tracking technique, Motion Graphics Template editing workflow. |
| Unit 5 | Plugins character animation and advanced animation with expressions, exporting your Composition as GIF and movie sequences. E-learning videos flow chart. |

Course Outcome (CO)

At the end of this course students will have:

- CO 1 - An ability to use Animation tools and techniques for creating charts, icons and 3D Object.
- CO 2- An ability to Make GIF, with the basic motion & movie sequences.
- CO 3- An ability to learn camera tracking & create animated stories.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | H | | | | | | H | | |
| CO2 | H | M | | | | | | H | | M |
| CO3 | H | M | | H | | | | | H | |
| CO4 | | | M | M | | | | M | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice, by R. Brian Stone & Leah Wahlin
2. Motion Graphics, Principles & Practices from Ground up, by Ian crook & Peter Beare
3. The History of Motion Graphics; from Avant-Garde to Industry in United States, by Michael Betancourt

| | | |
|----------------|------------------------------|-----------------|
| BVG504A | White Board Animation | 0-6-0[3] |
|----------------|------------------------------|-----------------|

Objectives

1. The students will know the arrangement & sequencing of stories in graphics visualization.
2. Students will have knowledge of different textured surfaces & their working style.
3. Learning animation & morphing utility for the video.
4. Students will be able to add sound & music tracks to videos according to the weight age.

| | |
|---------------|--|
| Unit 1 | Introduction of white board animation, Pipeline making whiteboard animation, Workflow converting sketching concept to digitalized. |
| Unit 2 | Changing the Default Drawing Hand, Canvas Color and Texture, Adding Images and adjusting it, Image Properties, Adding Text, More Text Properties, and Exporting Your Video. |
| Unit 3 | Camera Settings, More Camera Settings and Creating a New Scene, Timeline and Relocating Copied Elements, Drawing Without Hand Leaving the Screen, and Native Elements. |
| Unit 4 | Promotional / Informational Video with white board and stop motion techniques, Introduction to Video scribe, Overview Of Video Scribe Features, Creating And Understanding A Canvas, Creating Morph and Animation Effects, How To Get Free Line Drawings for Animation |
| Unit 5 | Adding Music and Sound Track to your video, Adding and Changing Your Video Background Done. Advanced technique of stop-motion movie pipeline. |

Course Outcome (CO)

At the end of this course students will have:

- CO1: An ability to implement basic lay outing of story in graphical representation& understand the movie pipeline.
- CO2: An ability to implement about the surface and their usage in accordance to the visual narrative.
- CO3: An ability to develop the styling, morphing and animation effects for the video.
- CO4: An ability to use the utility of music and sound tracks with their proper edits & effects.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | M | | | L | | | | | H | L |
| CO3 | | M | | H | | | | M | | |
| CO4 | | | M | | | | | | | M |

H = Highly Related; M = Medium L = Low

Recommended Texts:

1. Film Form: Essays in Film Theory - Paperback (Mar. 19, 1969) by Sergei Eisenstein and Jay Leyda
2. Cinematography: Theory and Practice, by Blain Brown

Reference Books:

- 1 Film Art., Bordwell and Thompson
- 2 Film Art: An Introduction - Paperback (Nov. 25, 2009) by David Bordwell and Kristin Thompson

| | | |
|----------------|---------------------------------------|-----------------|
| BVG505A | 3D (Texturing & Rendering) | 0-6-0[3] |
|----------------|---------------------------------------|-----------------|

Objectives

1. Provides an introduction to creating, editing, and analyzing 3D models.
2. Develops foundational skills to work with, and navigate the digital 3D modeling workspace to create 3D objects. Examines basic elements of the 3D development of modeling, texturing, lighting, animating, and rendering.

| | |
|---------------|---|
| Unit 1 | Introduction of material editor, UVW mapping, Unwrapping technique and texture painting with Photoshop. |
| Unit 2 | Materials types, advanced ray tracing techniques, |
| Unit 3 | Introduction of light types, 3 point lighting theory, Render engines, types of light in 3d max, Parameters and 3d environment visualization |
| Unit 4 | Image based Lighting, Rendering techniques, Daylight system, Global illumination and Final gathering pixel in mental ray. |
| Unit 5 | Render Passes, Composting workflow, Format exporting frame types. |

Course Outcome (CO)

At the end of this course students will have:

CO1: An ability to Work with and navigate the unique features of the digital 3D modeling workspace to create 3D objects.

CO2: An ability to Identify characteristics of rendering 3D objects for optimal system processing and analysis.

CO3: An ability to create a 3D environment featuring lighting and textures.

CO4: An ability to create basic 3D models and animations.

CO5: An ability to evaluate digital 3D projects, identifies items for improvement, and implements changes.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | H |
| CO2 | M | H | | | | | | | | M |
| CO3 | | M | | L | | | | | H | |
| CO4 | | | M | | | | | M | | |

H = Highly Related; M = Medium L = Low

Recommended Text:

1. Animation: The Whole Story- Howard Beckerman
2. The Illusion of Life: Disney Animation, Ollie Johnston and Frank Thomas, Publisher: Disney Editions; ISBN-10: 0786860707

Reference Books:

1. Animation Book, Kit Laybourne, Three Rivers Press, ISBN-10: 0517529467
2. The Animation Book: A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3- D Animation, Three Rivers Press; ISBN-10: 051788602
3. The Animator's Survival Kit, A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, Richard Williams, Publisher: Faber & Faber; ISBN-10: 0571238343, ISBN-13: 978-0571238347
4. Animation Art: From Pencil to Pixel, the world of Cartoon Anime and CGI- Jerry Beck

| | | |
|----------------|---|------------------|
| BVG506A | ELECTIVE (A) – Design Project-III Communication Design | 0-10-0[5] |
|----------------|---|------------------|

Objective:

1. To make students aware about working style of Print Media.
2. The knowledge of Generation Loss and Calibration of different screens.
3. Improve the understanding of spacing, margin, bleed and border of various prints.
4. Create an empathetic approach for surfaces, application and color values in printing.

| | |
|---------------|---|
| Unit 1 | Graphic Design. Communication Skills |
| Unit 2 | Offset and Digital Printing Techniques, Print Ink Technique. Knowing the different surfaces and outcome of the Print accordingly: Vinyl, Glossy, Matt, Rubber Print, Stickers, and Cardboard etc. |
| Unit 3 | Composition, Application & Type setting. Color science and management. |
| Unit 4 | Book Publishing, Print Production Techniques and Print Finishing. |
| Unit 5 | Printing Submission based on Campaign. Understanding the variants and presentation with final works. |

Course Outcome (CO):

At the end of the course students will have:

CO 1: An ability to use knowledge about the working of Print Media.

CO 2 : An ability to use knowledge of Generation Loss and Calibration of different screens.

CO 3: An ability to improve the understanding of spacing, margin, bleed and border of various prints.

CO 4: An ability to create an empathetic approach for surfaces, application and color values in printing.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | M | | H | | M | | | M | | L |
| CO3 | | H | | M | | | | | | |
| CO4 | M | | | | L | | | | M | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Fundamentals of Graphic Design by Gavin Ambrose, Paul Harris, AVA Publishing
2. Graphic Design Solutions by Robin Landa Cengage Learning

| | | |
|----------------|--|------------------|
| BVG506B | ELECTIVE (B) – Design Project-III –Video Production | 0-10-0[5] |
|----------------|--|------------------|

Objective

- 1- To learn elements of film makings.
- 2- Understanding different genres of film.
- 3- Learn tools for editing
- 4- Make student capable of planning & executing for video producing.

| | |
|---------------|--|
| Unit 1 | Elements of Film Making, Characteristics of Film making. Understanding different Zones: Drama, Action, Adventure, Science-fiction Horror etc. Style, Form and Content of Film. |
| Unit 2 | Process of Audio-Video Presentation. Educational Films, Documentary profile, News report, Broadcast, Opinion & Debates. |
| Unit 3 | Learning Visual Communication. Elements of Editing and CG. Elements of Screenplay and Script Writing, Story Board & IT Elements. |
| Unit 4 | Direction and Cinematography – Understanding the role of direction and the procedure to visualize with holistic approach. |
| Unit 5 | Pre-production and Post-Production. |

Course Outcome (CO)

At the end of the course students will have:

- CO1- An ability to understand basic elements of film makings.
CO2- An ability to differentiate between genres of films.
CO3- An ability to develop command on tools of editing.
CO4- An ability to achieve an Understanding role of direction and the procedure to visualize with holistic approach.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | | H | | M | | | | | M | |
| CO3 | M | | | | | | | | M | |
| CO4 | M | | H | | | | | L | | M |

H = Highly Related; M = Medium L = Low

Recommended Text:

1. The Art of story board by John Hart
2. 'How to Write for Animation' by Jeffrey Scott's book

Reference Books:

1. The Animation Bible: A Practical Guide to the Art of Animating from Flipbooks to Flash
MaureenFurniss
2. Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield
Lectures, Walt Stanchfield
3. Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guptill
4. Digital Lighting & Rendering, Second Edition by Jeremy Birn
5. Lighting and Rendering in Maya: Lights and Shadows by Jeremy Birn
6. Compositing Digital Images, T. Porter and T. Duff, Proceedings of SIGGRAPH '84, 18 (1984)
7. The Art and Science of Digital Compositing, Ron Brinkmann

B.V.A in Graphic Design Semester VI

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|---------------|-------------|--|----------|----------|-----------|---------------------|----------------|-------------|
| 1 | BVG601A | Web Designing | - | - | 6 | 6 | 3 | C |
| 2 | BVG602A | Content Writing & Management | 3 | - | - | 3 | 3 | C |
| 3 | BVG603A | Interdisciplinary Art | - | - | 6 | 6 | 3 | C |
| 4 | BVG604A | Workshop II – Video Installation | - | - | 4 | 4 | 2 | C |
| 5 | BVG605A | Computer Graphic – III | - | - | 6 | 6 | 3 | C |
| 6 | BVG606A | Elective 1-3D (Animation, Camera & Visualization) 2- Application Design. | - | - | 8 | 8 | 4 | C |
| | | TOTAL | 3 | - | 30 | 33 | 18 | |

| | | |
|---------|---------------|----------|
| BVG601A | Web Designing | 0-6-0[3] |
|---------|---------------|----------|

Objective

1. Student will gain the skills and project-based experience needed for entry into web design and development careers.
2. Student will be able to use a variety of strategies and tools to create websites.
3. Student will develop awareness and appreciation of the many ways that people access the web, and will be able to create standards-based websites that can be accessed by the full spectrum of web access technologies.

| | |
|---------------|---|
| Unit 1 | Introduction to HTML Language, Web applications, Web Structure, About the software, Workflow in Dreamweaver, User interface, About views, Browser, references, Text, Formatting's HTML Styles, About tags, Tag inspector, Code view, About paths, Absolute path, Images, Image Mapping. |
| Unit 2 | Tables, Table properties – table size, Headers, Insert ,delete rows/columns, Split & Merge cells, Cascading style sheets (CSS Styles), Types of styles, Rule Definition – category wise, CSS Styles, Text, Paragraph, Image, Frameset- Page from sample, Frameset, Frameset Properties, Saving Frames, Linking Framesets, Forms, Text field, Checkbox, Radio Button, Labels, List/Menu, Submit, Other applications, Insert Media, Flash files, fly files, Sound files, Snippets - snippets panel, Adding new snippets, Making a web page with snippets, Spry Assets, Types of spry assets, Making web pages using spry assets, Behaviours, Actions and events, adding behaviours and testing, Layout pages - Div tag, Define CSS rules for div tag, Use Templates , About AP elements, Working with AP Elements, Links, Text, email Links, Anchor link, Image, Image maps. |
| Unit 3 | Testing web site, Defining local server, Creating local web address using IIS, Installing IIS, Creating virtual folder, setting the local path and home page. Defining FTP Server, Uploading websites, Updating websites , Assets Panel , site panel, Project work- Make websites, Mobiles, Educational organizations, Restaurants& for Companies, Project |
| Unit 4 | Web fundamentals - Platform issues (Windows, Mac), Web standards and the end user (size, colour, etc), HTML fundamentals. Features of the product - The Interface (workspace), Previewing in browsers, Validate HTML Code and Check browser compatibility, The Toolbars, The Panels, The Property Inspector, The document window. Site creation and management - Defining the Local site, The Files panel and the Site Window, Remote and Local site view and management, Put and Get files (uploading and downloading), Check in and Check out as part of management strategies. |
| Unit 5 | Web pages creation and basic definition - Creating a new page, Page Properties, Colour in Dreamweaver (the colour palette), Document type (DTD), The Head |

| | |
|--|--|
| | <p>content.</p> <p>Page composition - Working with text in Dreamweaver, Basic formatting with the Property inspector, HTML and CSS mode for text formatting, Text with CSS and the CSS panel, Creating, editing and managing CSS styles, Ordered and unordered Lists, Text indent and outdent, Special characters.</p> <p>Navigation - Links and URL (absolute versus relative links), Local, External and Email links, Vertical navigation with name anchors in Dreamweaver, Targeting links.</p> <p>Working with graphics - Image formats, Inserting images in Dreamweaver, Image properties, Images and text blocks, Titling with the Alt text box (accessibility attributes).</p> <p>Navigating with Graphic elements - Images as buttons, Rollover effects, and Image maps.</p> <p>Working with tables - Inserting tables, Table properties, and Cell, column and row properties, Tables as layout strategy, Inserting and managing content inside tables.</p> <p>AP Elements / Layers - AP Elements panel, Drawing/inserting AP Elements on page, AP Elements properties inspector, Layouts with AP Elements.</p> <p>Working with Assets - The Assets panel, Categories in the Assets panel, Favourites in the Assets panel, placing content from the Assets panel into pages, Reusable items (The Library, Creating, and managing and editing library items).</p> <p>Templates - About Templates, The Templates panel, creating basic templates, Assigning editable regions, Inserting content into templates, creating documents based on existing templates, Using and editing templates.</p> |
|--|--|

Course Outcome (CO)

At the end of the course students will have:

CO1- AN Ability to develop an understanding of the formalistic (aesthetic) aspects of design and visual communication.

CO2- AN Ability to demonstrate cross-platform (web, mobile, broadcast, print) storytelling skills.

CO3- AN Ability to become familiar with graphic design and/or game theory and be able to apply this theory to real world projects.

CO4- AN Ability to develop and understanding of information design and usability as it applies to interactive media projects.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | M |
| CO2 | H | | H | | | | | | H | |
| CO3 | | M | | | | | | | H | M |
| CO4 | | H | | M | | | | M | M | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Web Designing, by Hirdesh Bharadwaj
2. The Principles of Beautiful Web Design, by Jason Beaird& James George
3. Fundamental Web Design & Development Skills, by Rachel Andrew, Crystal Waters &Chris Ullman

| | | |
|----------------|---------------------------------------|-----------------|
| BVG602A | Content Writing and Management | 3-0-0[3] |
|----------------|---------------------------------------|-----------------|

Objective

- 1- Learn needed tools and process for content writing.
- 2- Develop understanding for research for content.
- 3- Learn copywriting with context
- 4- Learn creative writing
- 5- Understand the features and advantages of copywriting.

| | |
|---------------|---|
| Unit 1 | Introduction to content writing, Tools copywriting and grammar correction, Process building content writing and copywriting. |
| Unit 2 | Objective of content writing, how to write compelling content, Understanding keywords research for content, Content marketing process |
| Unit 3 | Magnetic Headlines, Some content marketing secrets, Using template to create content, Principles of Technical Writing, Documentation deliverables, Drafting information verbally and visually, Technical Writing Process. |
| Unit 4 | Getting Content and Ideas, Crafting Great Post Titles, Writing Posts, Design descriptions concept |
| Unit 5 | Anatomy of a Press Release, how to get into Google's Keyword Planner, B2C sales copywriting, copywriting Features, benefits and advantages. |

Course Outcome (CO)

At the end of the course students will have:

- CO1- An ability to know about tools and process for content writing.
- CO2- An ability to understand about research for content.
- CO3- An ability to develop knowledge for copywriting with context
- CO4- An ability to write creative content
- CO5- An ability to develop awareness about advantages of copywriting.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | M | | | | | | H | |
| CO2 | | M | | H | | | | H | | H |
| CO3 | H | | M | H | | | | H | M | |
| CO4 | H | | H | | | | | | M | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Ultimate Guide to Content Writing, by Tushar Mangl
2. Technical Writing: A Practical Guide for Engineers, Scientists & Non-technical Professionals, 2nd Edition, by Philip A. Laplante

| | | |
|----------------|------------------------------|-----------------|
| BVG603A | Interdisciplinary Art | 0-6-0[3] |
|----------------|------------------------------|-----------------|

Objective

- 1- Develop an understanding of the value of Negative Space, The visual work flow & Eye movement.
- 2- Understanding of global art practices with transformations & acceptance.
- 3- Knowledge of abstraction for creating meaningful context.
- 4- Learn and develop understanding of design principals in order to be able to brake them and create new possibilities Among design.

| | |
|---------------|--|
| Unit 1 | Introduction to the Design Language. The Design process- Rational and evolutionary modes. Understanding the value of Negative Space, The visual work flow & Eye movement. |
| Unit 2 | Design as a Universal Endeavour – Exploring prospects of Visualizing the Practical Design in all every Art-Discipline. |
| Unit 3 | Abstraction is thought Reduction. Creating Meaningful context with Design Research. |
| Unit 4 | Design Possibilities beyond the Predictable Boundaries, No need to capture the ideation with fixed design discipline. Merger with UI/UX for practicality and reading the acceptance of audience. |
| Unit 5 | “Holistic Design”, the respect for every detailing design. Submission with 2 or more modes according to the subject requirement. |

Course Outcome (CO)

At the end of the course students will have:

- CO1- An ability to develop a firm knowledge of the element of composition, used for creating space in your art piece.
- CO2- An ability to develop knowledge of global art practices.
- CO3- An ability to develop a abstract of the content for creating meaningful context.
- CO4- An ability to acquire higher understanding of design principals.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | M | | | | H | | H |
| CO2 | | H | | H | | | | | | M |
| CO3 | | H | M | | | | | H | M | |
| CO4 | H | | M | | | | | | H | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Geometry of Design: Studies in Proportion and Composition by Kimberly Elam Publisher: Princeton Architectural Press, 2001
2. Designing the User Interface: Strategies for Effective Human-Computer Interaction B. Shneiderman, 3rd Ed., Addison Wesley, 2000.
3. Design: Beyond Human –Computer Interaction, J. Preece, Y. Rogers and H. Sharp, John Wiley & Sons, Delhi, 2003.
4. Human Computer Interaction , A. Dix, J. Finlay, G.D Abowd and R. Beale, 3rd Ed., Pearson Education Ltd., 2004.
5. Interdisciplinary Interaction Design by James Pannafino
6. The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte

| | | |
|----------------|---|-----------------|
| BVG604A | Workshop II - Video Installation | 0-4-0[2] |
|----------------|---|-----------------|

Objective

- 1- Understand the installation art
- 2- Difference between site specific performance, Video art & digital methods.
- 3- To make student use their motion based knowledge for making art installation.
- 4- Learn video production software's.

| | |
|---------------|--|
| Unit 1 | Introduction to Installation Art. Understanding Video art, Digital Video & Site Specific performance. |
| Unit 2 | Conceptual Video Art, Projection Mapping, Video (Motion Based) |
| Unit 3 | Video production tools in creative & experimental ways. Video Production methods for presentations. |
| Unit 4 | Video Production in Social, Video Production with different Materials & Spatial Environments. Video Editing & Video production software's. |
| Unit 5 | Projection based Electronic Presentation |

Course Outcome (CO)

At the end of the course students will have:

- CO1- An ability to understand the installation art.
CO2- An ability to differentiate between site specific performance, Video art & digital methods.
CO3- An ability to use their previous motion based knowledge into creating video art.
CO4- An ability to use tools and techniques video production software's.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | | H |
| CO2 | H | | | | | | | | | H |
| CO3 | M | | H | M | | | | | M | |
| CO4 | | M | | | | | | M | | |

H = Highly Related; M = Medium L = Low

Reference Books

1. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, by Ascher, Steven, Pincus, Edward
2. Dream Worlds -by Hans Bacher
3. Vision – Colour& Composition for films by Hans Bacher

| | | |
|----------------|-----------------------------|-----------------|
| BVG605A | Computer Graphic III | 0-6-0[3] |
|----------------|-----------------------------|-----------------|

Objectives :

- 1.To make students aware about sound effects.
- 2.To provide knowledge about the utility and application of SFX in animation.
- 3.To create the understanding of software used for SFX and their output techniques.

| | |
|---------------|---|
| Unit 1 | Introduction of SFX, Types and Design. |
| Unit 2 | Create Special Effects with props & makeup effects. |
| Unit 3 | The benefits and drawbacks of Chroma shoots.Types of Chroma and keying process. |
| Unit 4 | Optical Flow & 2D Tracking, Planar Tracking & Match Moving Live footages. |
| Unit 5 | Creating sound FX methods, Post-Process methods audio fx, Compiling SFX Shots into movie. |

Course Outcome (CO)

At the end of the course students will have:

CO1- An ability to develop Understanding of sound effects.

CO2- An ability to Utilize and apply SFX.

CO3- An ability to develop the knowledge of software and the input & export technicalities of SFX.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | | | | H | | | | H | | |
| CO2 | H | L | M | | | | | | M | |
| CO3 | | | M | L | | | | M | | L |
| CO4 | M | H | | | | | | | H | |

H = Highly Related; M = Medium L = Low

Reference Books

1. Computer Graphics – Nobuhiko Mukai
2. Design, Animate & Create with Computer Graphics –by Max Wainewright
3. Visual Communication: More Than Meets the Eye By G. Harry Jamieson / Intellect Books, 2007.

| | | |
|----------------|---|-----------------|
| BVG606A | ELECTIVE (A) -3D (Animation, Camera & Visualization) | 0-8-0[4] |
|----------------|---|-----------------|

Objectives:

1. To Gained basic concepts and understanding of tools related to 3D production.
2. To become comfortable with Principles of animation.
3. To understand the fundamentals of strong 3D design.

| | |
|---------------|--|
| Unit 1 | Introduction of camera, types, parameters |
| Unit 2 | Camera with auto animation, Constraints, basic rigging methods, Motion panel |
| Unit 3 | Rigging technique, product animation with deformers, Modifiers animation, Bone tool, linking and space wraps. |
| Unit 4 | Principles of animation, 3d product animation and composition workflow, Introduction of Keys, auto key mode, curve editor, |
| Unit 5 | Biped and pre-set animation workflow, motion mixer, Movie renders outputs. |

Course Outcome (CO)

At the end of the course students will have:

CO1- An ability to develop Understanding of Camera with auto animation.

CO2- An ability to Utilize and apply different techniques, tools, linking and wraps.

CO3- An ability to develop the knowledge of pre-set animation workflow .

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | | H | |
| CO2 | H | | M | | | | | H | H | |
| CO3 | | H | M | H | | | | H | | M |
| CO4 | M | | H | | | | | H | M | |

H = Highly Related; M = Medium L = Low

Recommended Text:

1. Animation from pencils to pixels: classical techniques for digital animators, Tony White
ISBN-10: 0240806700
2. 3D Automotive Modeling: An Insider's Guide to 3D Car Modeling and Design for ... By
Andrew Gahan
3. Introducing Autodesk Maya 2012 ByDariusDerakhshani

Reference Books:

1. Wright'sCompositing Visual Effects: Essentials for the Aspiring Artist [Paperback]2007) -
Paperback (2007) by S.Wright
2. Compositing Visual Effects – Essentials for aspiring artists, Steve Wright
3. Modeling, UV Mapping, and Texturing 3D Game Weapons By Christian Chang, Luke
Ahearn
4. Maya Studio Projects: Game Environments and Props By Michael McKinley

| | | |
|----------------|--|-----------------|
| BVG606B | ELECTIVE (B) - Application Design | 0-8-0[4] |
|----------------|--|-----------------|

Objective

- 1- To give an introduction of framework for applications.
- 2- To understand different platforms and sizes optimization accordingly.
- 3- To gather a knowledge of framing and working of an application.

| | |
|---------------|---|
| Unit 1 | Introduction about the Framework of Android & IOS platform |
| Unit 2 | Working on Designs Basics via understanding of Responsive web apps and optimized sizes as per Platform |
| Unit 3 | Introduction to Adobe XD, UI/UX Design and Collaboration tool, Wireframe, background |
| Unit 4 | Creating UI Elements, Working Tools, Gestures, Navigation controllers, Tables, Forms, Tabs, |
| Unit 5 | Compiling all the designs like Welcome Screen, Tabs, Landing Page, Buttons, Gateway in one single coding file for Software deployment, Icon Design. |

Course Outcome (CO)

At the end of the course students will have:

- CO1- An ability to develop basic knowledge of framework for applications.
CO2- An ability to develop an understanding of different platforms and sizes optimization.
CO3- An ability to have a knowledge for framing and function of an application.
CO4- An ability to achieve a hold on adobe XD, UI/UX design tools.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | M | M | H | | | | | | M | |
| CO3 | | H | | | | | | | H | M |
| CO4 | H | | | M | | | | H | | M |

H = Highly Related; M = Medium L = Low

Reference Books

1. Web Application Design Patterns, PawanVora
2. Designing Mobile App, by José Vittone, Javier Cuello
3. Simple and Usable Web, Mobile, and Interaction Design by Giles Colborne
4. The Essential Guide to User Interface Design of Interaction Design, W.O. Galitz, John Wiley & Sons

B.V.A in Graphic Design Semester VII

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|-----------|---------|---|----------|---|-----------|--------------|-----------|------|
| 1 | BVG701A | Entrepreneurship | 3 | - | - | 3 | 3 | C |
| 2 | BVG702A | Communication and Personality Development | 3 | - | - | 3 | 3 | C |
| 3 | BVG603A | Research project –I | - | | 6 | 6 | 3 | C |
| 4 | BVG704A | Portfolio Development | - | - | 8 | 8 | 4 | C |
| 5 | BVG705A | Computer Graphic – IV | - | - | 6 | 6 | 3 | C |
| 6. | BVG706A | Walkthrough Animation Design | - | - | 8 | 8 | 4 | C |
| | | Total | 6 | - | 28 | 34 | 20 | C |

| | | |
|----------------|-------------------------|-----------------|
| BVG701A | Entrepreneurship | 3-0-0[3] |
|----------------|-------------------------|-----------------|

Objective

1. Be able to apply problem solving approaches to work challenges and make decisions using sound Design methodologies
2. Be able to apply a systematic design approach to commercial projects and have strong design and research skills in the chosen discipline specialization
3. Communicate effectively across all modes: listen, speak, write and draw
4. Balance the technical, economic, social and ethical demands of a problem in sustainable and culturally sensitive ways.

| | |
|---------------|---|
| Unit 1 | Introduction to Entrepreneurship -Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and entrepreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment. |
| Unit 2 | Evolution of Entrepreneurs - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors in mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs. |
| Unit 3 | Creating and starting the venture - Steps for starting a small industry-selection of types of organizations. Managing, growing and ending the new venture - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, going public ending the venture. |
| Unit 4 | Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units. Fiscal and Tax concessions available. Women Entrepreneurs Reasons for Low/no women Entrepreneurs, their Role, Problems and Prospects |
| Unit 5 | Project Management – Introduction to project management, principles of management, establishment and financial implications, project resourcing, time management |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to describe product/project development and the associated business processes.

CO2: An ability to describe team operation and its dynamics.

CO3: An ability to communicate effectively in writing (both textually and graphically).

CO4: An ability to undertake self-directed study.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | H | | H | | | | | H | | H |
| CO3 | H | M | | H | | | | H | M | |
| CO4 | H | | | H | | | | H | | H |

H = Highly Related; M = Medium L = Low

Reference Books

1. Entrepreneur development of small business by PoornimaCharatimath
2. General theory of Entrepreneurship by Shane and Scott
3. Entrepreneurship, starting, developing and managing a new enterprise by Peters-Hisrich
4. NICMAR Construction Machines & Equipment, 1990
5. James D Steven, Techniques for Construction Network Scheduling, McGraw Hill Book Co.
6. R.I. Peurifoy, Construction Planning Equipment and Methods, McGraw Hill, 2007
7. L.S. Srinath "Pert and CPM" Orient Longman.
8. Construction Management and Accounts – S.P. Chandola

| | | |
|----------------|--|-----------------|
| BVG702A | Communication and Personality Development | 3-0-0[3] |
|----------------|--|-----------------|

Objective

1. To encourage the all round development of students by focusing on soft skills.
2. To make the engineering students aware of the importance, the role and the content of soft.
3. Skills through instruction, knowledge acquisition, demonstration and practice. To develop and nurture the soft skills of the students through individual and group activities.
4. To expose students to right attitudinal and behavioral aspects and to build the same through activities.

| | |
|---------------|--|
| Unit 1 | INTRODUCTION TO PERSONALITY DEVELOPMENT 6 The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analyses. |
| Unit 2 | ATTITUDE & MOTIVATION Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation |
| Unit 3 | SELF-ESTEEM -Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking. |
| Unit 4 | OTHER ASPECTS OF PERSONALITY DEVELOPMENT Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics – Good manners and etiquette. |
| Unit 5 | EMPLOYABILITY QUOTIENT Resume building- The art of participating in Group Discussion – Acing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions. |

Course Outcome (CO):

At the end of this course students will have:

CO1: Ability to effectively communicate through verbal/oral communication and improve the listening

CO2: An ability to write precise briefs or reports and technical documents . Actively participate in group discussion / meetings / interviews and prepare

CO3: An ability to deliver presentations. Become more effective individual through goal/target setting, self motivation

CO4: An ability to develop team work, Inter-personal relationships, conflict management and leadership quality

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | H | | | | H | H | |
| CO2 | H | | M | | | | | | M | |
| CO3 | | M | | H | | | | M | | H |
| CO4 | H | | H | | | | | H | | H |

H = Highly Related; M = Medium L = Low

Reference Books

1. How to Win Friends & Influence People, by Dale Carnegie
2. Personality Development & Communication Skills, Skill Enhancement Course Sec-1, by Louis Puthery
3. Personality Development & Communication Skills, by F.C. Sharma

| | | |
|----------------|-------------------------|-----------------|
| BVG703A | Research Project | 0-6-0[3] |
|----------------|-------------------------|-----------------|

Objective

1. It is vital characteristic of professional Designer that the various types of skills and knowledge are tightly integrated and applied holistically. In fact, in design skills only have real meaning and value when they are applied in this way. In this module of Bsc program, students will conduct focused research in a specialized area of graphic design and produce a report presenting their conclusion. Students will then be required to integrate their findings with core graphic design skills and apply them in the development of this project, thereby demonstrating a holistic approach to design environments that positively impact the quality of people's life.
2. This is a self-generated project that enables students to pursue a specialist area of their own Choice. This individual project work will be taken under the guidance of faculty advisor to demonstrate knowledge and professional interest.
3. The paper will focus on the current and emerging relevant issues and trends in the graphic industry.

| | |
|---------------|--|
| UNIT 1 | <p>Students will present seminar on topics related to current and emerging issues in different areas of graphic designing like international and domestic graphic industry, history of graphic, printing and production method, cinema and film history, branding and corporate identity, sign and symbols.</p> <p>Students will give a power point presentation and a report on the given topic and shall evaluate by the panel of examiners.</p> <p>A copy of research project report has to be submitted with the department at the time of final assessment.</p> |
|---------------|--|

Course Outcome (CO):

At the end of this course students will have:

CO1: Students will present seminar on topics related to current and emerging issues in different areas of graphic designing like international and domestic graphic industry, history of graphic, Printing and production method, cinema and film history, branding and corporate identity, Sign and Symbols.

CO2: Students will give a power point presentation and a report on the given topic and shall evaluate by the panel of examiners.

CO3: A Copy of Research project report has to be submitted with the department at the time of final assessment.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | | Program Specific Outcome | | |
|-----------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------|------|------|
| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 | M | H | M | | | M | H | M | | M | |
| CO2 | M | H | M | | | M | H | M | | M | |
| CO3 | M | H | M | | | M | H | M | | M | |

H = Highly Related; M = Medium L = Low

Reference Books

| | | |
|----------------|------------------------------|-----------------|
| BVG704A | Portfolio Development | 0-8-0[4] |
|----------------|------------------------------|-----------------|

Objective

1. Design portfolio is the expression of student to translate themes into design. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance, culture, nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further on translated into projects. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

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|---------------|--|
| UNIT 1 | Students will present a portfolio of all the files/ folders/ projects created during study in I to III year. The portfolio should include projects, industrial visit reports, any other projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student. A Copy of Portfolio must be submitted with the department at the time of final assessment. |
|---------------|--|

Course Outcome (CO):

At the end of this course students will have:

CO1: Students will present a portfolio of all the files/ folders/ projects created during the course of study in I to III year. The portfolio should include projects, industrial visit reports, any other projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO 1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 | L | H | H | H | M | L | H | H | | L | M |

H = Highly Related; M = Medium L = Low

| | | |
|----------------|----------------------------|-----------------|
| BVG705A | Computer Graphic IV | 0-6-0[3] |
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OBJECTIVE

1. The program (VFX Course) includes fundamentals of film making, with Chroma shoot, 3D modeling, creating photo realistic lighting, particle effects.
2. Students will learn to develop visual effects in tandem with characters and story.
3. Focus on seamless integration of CGI and live action.
4. Internship and Placement Opportunities with Well-Known Animation & VFX Studios.
5. Training and Assistance in Building Portfolios, Show-reel and Resume.

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|---------------|---|
| Unit 1 | What is VFX, Types and methods, uses of VFX. Script Analysis and VFX Breakdown. |
| Unit 2 | Creating particles effects and simulation with after effects, how it works. |
| Unit 3 | Introduction of particle system in 3d max, How Forces reacts with the particle simulations. |
| Unit 4 | Space Wraps with particles, exporting and composting workflow. |
| Unit 5 | Introduction of cloth simulation, fire, water and Fume effects Particles simulations with Live-Action footages. |

Course Outcome (CO):

At the end of this course students will have:

CO1: An ability to identify common visual effects used in motion graphics.

CO2: An ability to Use various techniques for emulating realistic optical effects

CO3: An ability to combine techniques to create rich environments and predict common pitfalls in planning visual effects sequences

CO4: An ability to merge elements from various sources to achieve intended effect.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | | | | H | | | | H | H | |
| CO3 | H | H | | | | | | | | H |
| CO4 | M | | M | | | | | | H | |

H = Highly Related; M = Medium L = Low

Reference Books:

1. The Animation Bible: A Practical Guide to the Art of Animating from Flipbooks to Flash
MaureenFurniss
2. Drawn to Life: 20 Golden Years of Disney Master Classes: Volume 1: The Walt Stanchfield
Lectures, Walt Stanchfield
3. Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guptill
4. Digital Lighting & Rendering, Second Edition by Jeremy Birn
5. Lighting and Rendering in Maya: Lights and Shadows by Jeremy Birn
6. Compositing Digital Images, by T. Porter and T. Duff.
7. The Art and Science of Digital Compositing, Ron Brinkmann

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|----------------|-------------------------------------|-----------------|
| BVG706A | Walkthrough Animation Design | 0-8-0[4] |
|----------------|-------------------------------------|-----------------|

OBJECTIVE :

- 1- To develop understating of AR & VR from work frames to functioning.
- 2- To develop understanding of different platforms and mediums of AR & VR
- 3- To use these understandings into creating one work of AR & VR.

| | |
|---------------|--|
| Unit 1 | What is augmented reality how it works, Differences between AR &VR , workflow of AR & VR |
| Unit 2 | Capturing an Image to use as Image Target, Uploading Image Targets to cloud based websites workflow, Adding Material Colors to Objects |
| Unit 3 | Basic workflow of unity and commands, 3d max and unity workflow, exporting methods 3d to unity. |
| Unit 4 | Create AR business card, VR based Video Playback App basics |
| Unit 5 | Product presentation with AR and VR techniques |

Course Outcome (CO)

At the end of this course students will have:

- CO1- An ability to Upload Image Targets to cloud based websites workflow
CO2- An ability to developed skills of 3-D max and achieve a hold on exporting methods.
CO3- An ability to use these understandings into creating one work of AR & VR.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

| Course Outcome | Program Outcome | | | | | | | Program Specific Outcome | | |
|-----------------------|------------------------|-----|-----|-----|-----|-----|-----|---------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 | H | | | | | | | H | | |
| CO2 | H | | M | | | | | | H | M |
| CO3 | | H | | H | | | | H | | |
| CO4 | | H | | | | | | H | | |

H = Highly Related; M = Medium L = Low

Reference Books:

1. Virtual Reality (The MIT Press Essential Knowledge series), by Samuel Greengard
2. Facial Expressions: A Visual Reference for Artists, Mark Simon, Publisher: Watson-Guptill
3. Research Handbook on the Law of Virtual and Augmented Reality by Woodrow Barfield and Marc J. Blitz
4. Digital Lighting & Rendering, Second Edition by Jeremy Birn
5. Lighting and Rendering in Maya: Lights and Shadows by Jeremy Birn
6. Virtual and Augmented Reality in Education, Art, and Museums, by Giuliana Guazzaroni and Anitha S. Pillai (editors)

B.V.A in Graphic Design Semester VIII

| S. No. | Code | Subject | L | T | P | Contact Hrs. | Credits | Type |
|--------|-----------------|---------------------------------|---|---|---|--------------|-----------|------|
| 1. | BVG 801A | Office Training (Internship) | - | - | - | - | 18 | C |
| 2. | BVG 802A | Portfolio Submission | - | - | - | - | 6 | C |
| | | Total | - | | | | 24 | |

| | | |
|----------------|-------------------------------------|---------------|
| BVG801A | OFFICE TRAINING (INTERNSHIP) | 0-18-0 |
|----------------|-------------------------------------|---------------|

OBJECTIVE

1. To encourage students to work in with relevant industries.
2. An avenue to enhance academics learning through hands on work experience.
3. Get advice on career from knowledgeable and experienced professionals.
4. Gain exposure to a professional work atmosphere.

| | |
|---------------|--|
| UNIT 1 | <ol style="list-style-type: none"> 1. In the VI semester, student will undergo a 12 weeks training in a Graphics designing industry /manufacturing unit/ Graphics export unit so that they can understand the existing working practices, conditions and acquire an in depth technical knowhow. 2. The student shall prepare a report on the training given by the organization He/she will submit the report. The student has to submit the certificate regarding successful training with the organization. 3. A Copy of Report has to be submitted with the department along with the performance certificate issued by the firm Manager/ Owner and one with the Firm (where internship is pursued). 4. After the Internship, student has to appear in front of jury members for a presentation seminar, who will judge the performance based on their presentation, report & Viva-voce and award marks to student. 5. Project Report to be submitted 6. Background of industry 7. Number of employees 8. Project detail on which assisted 9. Task and deadlines 10. Manufacturing process 11. Hand & Computer sketches 12. Experience 13. Any other details |
|---------------|--|

Course Outcome (CO):

At the end of this course students will have:

- CO1: An able to place themselves and their work in the context of their selected discipline
- CO2: An understand their specialist area and the career opportunities available
- CO3: An understand how to promote themselves and their work professionally.
- CO4: The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES
AND PROGRAM SPECIFIC OUTCOMES:**

| Course Outcome | Program Outcome | | | | | | | | Program Specific Outcome | | |
|----------------|-----------------|-----|-----|-----|-----|-----|-----|-----|--------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 | H | H | H | M | L | | H | M | | L | M |
| CO2 | H | M | M | M | M | | H | H | | H | H |
| CO3 | H | M | H | M | M | | H | H | | H | M |
| CO4 | H | M | H | M | H | | H | H | H | H | H |

H = Highly Related; M = Medium L = Low

| | | |
|----------------|-----------------------------|--------------|
| BVG802A | Portfolio Submission | 0-6-0 |
|----------------|-----------------------------|--------------|

Objective:

- To assess the performance of student in the practical training, a final jury will be conducted in the month of January, after commencement of the new session.
- The student have to be present in the jury along with their training reports (properly binded), on the basis of which marks for VI sem. will be awarded.
- The jury will be taken on the Training Report & not on the sheets.

Note: Students has to follow the instructions as guided in the training manual.