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**FACULTY OF DESIGN**

**SYLLABUS AND COURSE STRUCTURE**

**B.V.A IN GRAPHIC DESIGN**

**BATCH (2022– 26)**

**Title of Degree Program**

**B.V.A- Graphic Design**

**Definition of credit hour:**

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

**Degree plan**

Following is the list of courses from

**SEMESTER- I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BDE122A | Design Foundation | 0 | 0 | 8 | 8 | 4 |
| 2 | BDE123A | Basic Art & Design  | 0 | 0 | 6 | 6 | 3 |
| 3 | BVI001A | Dimensional Practice | 0 | 0 | 6 | 6 | 3 |
| 4 | BDE124A | Fundamentals of Computer | 0 | 0 | 2 | 4 | 2 |
| 5 | DCH001A | Environmental Science | 2 | 0 | 0 | 2 | 2 |
| 6 | DEN001A | Communication Skills | 2 | 0 | 2 | 4 | 3 |
| 8 | DIN001A | Culture Education-I | 2 | 0 | 0 | 2 | 2 |
|  |  | **Total** | 6 | 0 | **24** | 32 | 19 |

**SEMESTER – II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI002A | History of Art  | 3 | - | - | 3 | 3 |
| 2 | BVI003A | Art & Aesthetics | 3 | - | - | 3 | 3 |
| 3 | BVI004A | Rendering techniques | - | - | 6 | 6 | 3 |
| 4 | BVI005A |  Graphic Print | - | - | 4 | 4 | 2 |
| 5 | BVI006A | Computer Graphic -1  | - | - | 6 | 6 | 3 |
| 6 | BVI007A | Typography | - | - | 4 | 4 | 2 |
| 7 | DEN002A | Professional Skills  | 2 | -- | 2 | 4 | 3 |
| 8 | DIN002A | Culture Education-II | 2 | - | - | 2 | 2 |
|  |  | **Total** | **10** | **-** | **22** | **32** | **21** |

**SEMESTER – III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI008A | History of Advertising | 2 | 0 | 0 | 2 | 2 |
| 2 | BVI009A | Photography -I  | 0 | 0 | 4 | 4 | 2 |
| 3 | BVI010A | Production Design | 0 | 0 | 4 | 4 | 2 |
| 4 | BVI011A |  Workshop – I Material exploration  | 0 | 0 | 4 | 4 | 2 |
| 5 | BVI012A | Computer Graphic -II  | 0 | 0 | 6 | 6 | 3 |
| 6 | BVI013A | Design Project –I Storyboard Design | 0 | 0 | 6 | 6 | 3 |
| 7 | DEN003A | Life Skill-1(personality Development) | 1 | 0 | 2 | 3 | 2 |
| 8 | DIN003A | Value Education and Ethics -1  | 1 | 0 | 0 | 1 | 1 |
| 9 |   | Open Elective | 3 | 0 | 0 | 3 | 3 |
|  |  | Total | 7 | - | 26 | 33 | 20 |

**SEMESTER – IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI014A | Strategic Communication & Consumer Behavior | 2 | 0 | 0 | 2 | 2 |
| 2 | BVI015A | Photography- II | 0 | 0 | 4 | 4 | 2 |
| 3 | BVI016A | Motion Graphics- I  | 0 | 0 | 4 | 4 | 2 |
|  | BVI017A | Advertising Film Making  | 0 | 0 | 4 | 4 | 2 |
| 4 | BVI018A | 3D (Modeling & illustration)  | 0 | 0 | 6 | 6 | 3 |
| 5 | BVI019A | Design Project- II Branding& Corporate Identity | 0 | 0 | 6 | 6 | 3 |
| 6 |   | Life Skill-2(aptitude) | 1 | 0 | 2 | 3 | 2 |
| 7 | DIN 004A | Value Education and Ethics-2  | 1 | 0 | 0 | 1 | 1 |
| 8 |   | Open Elective | 3 | 0 | 0 | 3 | 3 |
| 9 |   | Total | 7 | - | 26 | 33 | 20 |

**SEMESTER – V**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI020A | Printing and Production Methods | 3 | 0 | 0 | 3 | 3 |
| 2 | BVI021A | Packaging Design | 0 | 0 | 4 | 4 | 2 |
| 3 | BVI022A | Motion Graphics – II  | 0 | 0 | 4 | 4 | 2 |
| 4 | BVI023A | White Board Animation | 0 | 0 | 6 | 6 | 3 |
| 5 | BVI024A |  3D (Texturing & Rendering) | 0 | 0 | 6 | 6 | 3 |
| 6 |   | Elective (ANY ONE COURSE) |  0 |  0 | 06 | 06 | 03 |
| 7 | BVI025A | Design Project-III- Communication Design |
| 8 | BVI026A | Design Project-III- Video Production |  |  |  |  |  |
| 9 |   | Open Elective | 3 | 0 | 0 | 3 | 3 |
|  |   | Total | 6 | - | 26 | 32 | 19 |

**SEMESTER – VI**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI027A | Web Designing | 0 | 0 | 4 | 4 | 2 |
| 2 | BVI028A | Content Writing & Management | 3 | 0 | 0 | 3 | 3 |
| 3 | BVI029A | Interdisciplinary Art  | 0 | 0 | 4 | 4 | 2 |
| 4 | BVI030A | Workshop II – Video Installation | 0 | 0 | 4 | 4 | 2 |
| 5 | BVI031A |  Computer Graphic – III  | 0 | 0 | 6 | 6 | 3 |
| 6 |   | Elective (ANY ONE COURSE) |   |   | 0 | 0 | 0 |
| 7 | BVI032A | 3D (Animation, Camera & Visualization) | 0 | 0 | 6 | 6 | 3 |
| 8 | BVI033A | Application Design. |  |  |  |  |  |
| 9 | BVI034A | Intellectual Property Design | 3 | 0 | 0 | 3 | 3 |
| 10 |   | Open Elective | 3 | 0 | 0 | 3 | 3 |
|  |  | TOTAL  | 9 | - | 24 | 33 | 21 |

**SEMESTER – VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI035A | Entrepreneurship | 2 | 0 | 0 | 2 | 2 |
| 2 | BVI036B | Research project –I | 0 | 0 | 10 | 10 | 5 |
| 3 | BVI037B | Portfolio Development  | 0 | 0 | 10 | 10 | 5 |
| 4 | BVI038B | Computer Graphic – IV | 0 | 0 | 8 | 8 | 4 |
| 5 | BVI039B | Walkthrough Animation Design | 0 | 0 | 8 | 8 | 4 |
|  |  | Total | 2 | - | 36 | 38 | 20 |

**SEMESTER – VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BVI040B | Office Training (Internship) | - | - | 34 | 34 | 17 |
| 2 | BVI041B | Portfolio Submission | - | - | 12 | 12 | 6 |
|  |  | Total | - | - | 34 | 34 | 23 |