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**FACULTY OF DESIGN**

**SYLLABUS AND COURSE STRUCTURE**

**M.V.A IN GRAPHIC DESIGN**

**BATCH (2022 – 24)**

**Title of Degree Program**

**M.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

**M.V.A in Graphic Design Semester I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | MVI001 | Marketing Management & integrated Marketing communication | **6** | **0** | **0** | **6** | **6** |
| 2 | MVI002 | StrategicBusinessCommunication | **6** | **0** | **0** | **6** | **6** |
| 3 | MVI003 | 360 Campaign plan | **0** | **0** | **6** | **6** | **3** |
| 4 | MVI004 | Art Journal | **0** | **0** | **6** | **6** | **3** |
| 5 | MVI005 | **Digital Design -I** | **0** | **0** | **6** | **6** | **3** |
| 6 | MVI006 | **Advertising Methods** | **0** | **0** | **6** | **6** | **3** |
|  |   | **Total** | **12** | **0** | **24** | **36** | **24** |

**M.V.A in Graphic Design Semester II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | MVI007 | Consumer Behavior  | **4** | **0** | **0** | **4** | **4** |
| 2 | MVI008 | Advertising Media Strategies | **4** | **0** | **0** | **4** | **4** |
| 3 | MVI009 | 360 Degree Campaign Design II | **0** | **0** | **8** | **8** | **4** |
| 4 | MVI010 | Promotional Information Design  | **0** | **0** | **6** | **6** | **3** |
| 5 | MVI011 | Art Journal -II | **0** | **0** | **8** | **8** | **4** |
| 6 | MVI012 | Digital Branding | **0** | **0** | **6** | **6** | **3** |
|  |   | **Total** | **8** | **0** | **24** | **30** | **22** |

**M.V.A IN GRAPHIC DESIGN SEMESTER III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SR. NO.** | **COURSE CODE** | **COURSE TITLE** | **L** | **T** | **P** | **CONTACT HRS.** | **CREDITS** |
| 1 | MVI013 | VISUAL MERCHANDISING  | 0 | 0 | 8 | 8 | 4 |
| 2 | MVI014 | DIGITAL DESIGN -II | 0 | 0 | 8 | 8 | 4 |
| 3 | MVI015 | UI/UX DESIGNING - I | 0 | 0 | 8 | 8 | 4 |
| 4 | MVI016 | DIGITAL PORTFOLIO AND POST PROCESSING | 0 | 0 | 8 | 8 | 4 |
|  |  | TOTAL | 0 | 0 | 32 | 32 | 16 |

**M.V.A in Graphic Design Semester IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | MVI017 | UI/UX Designing – II | **0** | **0** | **12** | **6** | **6** |
| 2 | MVI018 | DESERTATION  | **0** | **0** | **12** | **6** | **6** |
| 3 | MVI019 | INTERNSHIP | **0** | **0** | **24** | **24** | **12** |
|  |  | Total | **0** | **0** | **48** | **36** | **24** |