

**SCHOOL OF DESIGN**  
**B.V.AGRAPHIC DESIGN (YEAR: I)- Scheme of Examination**  
**Batch: 2023-2027**

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1	BVI042A	FORM DERIVATIONS & MATERIAL STUDIES	Core & Minor for other discipline	0	0	8	8	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-I</b>	<b>Minor</b>	4	0	0	4	4
	3	BDE122B	DESIGN FOUNDATION	Core	0	0	8	8	4
	4	DCH001A	ENVIRONMENTAL SCIENCE	VAS	2	0	0	2	2
	5	DEN001A	COMMUNICATION SKILLS	AEC	2	0	2	4	3
	6	DIN001A	CULTURE EDUCATION-I	VAS	2	0	0	2	2
	7		<b>OPEN ELECTIVE-I</b>	<b>Inter-disciplinary courses</b>	3	0	0	3	3
<b>TOTAL =</b>								<b>31</b>	<b>22</b>

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
II	1	BVI043A	ART APPRECIATION	Core & Other discipline Minor	4	0	0	4	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-II</b>	<b>Minor</b>	4	0	0	4	4
	3	BVI044A	VISUAL NARRATIVE & STORYBOARDING	Core	0	0	4	4	2
	4	BVI045A	GRAPHIC DESIGN FUNDAMENTALS	Core	0	0	4	4	2
	5	BVI106A	COMPUTER GRAPHICS-I	SEC	0	0	6	6	3
	6	DEN002A	PROFESSIONAL SKILLS	SEC	2	0	2	4	3
	7	DIN002A	CULTURE EDUCATION-II	VAS	2	0	0	2	2
	8		<b>OPEN ELECTIVE-II</b>	<b>Inter-disciplinary courses</b>	3	0	0	3	3
<b>TOTAL =</b>								<b>31</b>	<b>23</b>

**NOTE:** Exit option available after Semester: II/Year: I, with **1-YEAR CERTIFICATE IN GRAPHIC DESIGN** after securing

**49Credits (22 Cr. + 23 Cr. + 4 Cr.),** provided they secure **4 credits** in the following Skill-Enhancement Course, offered during the SUMMER TERM; in addition to **6 credits** from skill-based courses earned during FIRST AND SECOND SEMESTER (BVA155A + DEN002A).

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BDE128A	CRAFTS DESIGN & DEVELOPMENT	Summer Term Course (SEC)	0	0	8	8	4

## **B.V.AGRAPHIC DESIGN (YEAR: II)- Scheme of Examination**

**Batch: 2023-2027**

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
III	1	BVI046A	BRAND IDENTITY DESIGN & DEVELOPMENT	Core & Minor for other discipline	0	0	8	8	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-III</b>	<b>Minor</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
	3	BVI012A	COMPUTER GRAPHICS-II	Core	0	0	6	6	3
	4	BVI009B	STILL PHOTOGRAPHY	Core	0	0	4	4	2
	5	DEN003A	LIFE SKILLS-I (PERSONALITY DEVELOPMENT)	VAS	1	0	2	3	2
	6	DIN003A	VALUE EDUCATION-I	VAS	2	0	0	2	2
	7		<b>OPEN ELECTIVE-III</b>	<b>Inter-disciplinary courses</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>
	<b>TOTAL =</b>							<b>30</b>	<b>20</b>

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
IV	1	BVI047A	GRAPHIC DESIGN PROJECT	Core & Minor for other discipline	0	0	8	8	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-IV</b>	<b>Minor</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
	3	BVI031A	COMPUTER GRAPHICS-III	Core	0	0	6	6	3
	4	BVI020B	DIGITAL & PRINT PRODUCTION	Core	0	0	4	4	2
	5	BVI015B	MOTION PHOTOGRAPHY	Core	0	0	4	4	2
	6	BVI048A	SEMIOTICS & INFORMATION GRAPHICS	Core	3	0	0	3	3
	7	DMA011C	LIFE SKILLS-II	VAS	1	0	1	2	2
	8	DIN004A	VALUE EDUCATION-II	VAS	1	0	0	1	1
	<b>TOTAL =</b>							<b>32</b>	<b>21</b>

**NOTE:**

- Exit option available after Semester: IV/Year: II, with **2-YEAR UG DIPLOMA IN GRAPHIC DESIGN** after securing **90Credits (22 Cr. + 23 Cr. + 20 Cr. + 21 Cr. + 4 Cr.)**, provided they secure **4 credits** in the following Skill-Enhancement Course, offered during the second year's SUMMER TERM.

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BVI049A	MAGAZINE DESIGN PROJECT	Summer Term Course (SEC)	0	0	8	8	4

- Students continuing to **THIRD YEAR of the UG Program** will undergo a 'SUMMER INTERNSHIP' in the GRAPHIC DESIGN/ADVERTISING FIRM OR SIMILAR INDUSTRY(120 hrs. of work/4-week), which will be evaluated in Semester: V/Year: III, through a Seminar/Presentation (L-T-P=0-0-0/4-credit).

**B.V.AGRAPHIC DESIGN (YEAR: III)- Scheme of Examination**  
**Batch: 2023-2027**

Semester	Sr · n o.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
<b>V</b>	1	BVI050A	PACKING DESIGN & PRODUCTION	Core & Minor for other discipline	0	0	8	8	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-V</b>	<b>Minor</b>	4	0	0	4	4
	3	BVI022A	MOTION GRAPHICS (2-D ANIMATION)	Core	0	0	6	6	3
	5	BVI038A	COMPUTER GRAPHICS-IV	Core	0	0	6	6	3
	6	BVI051A	VFX & POST PRODUCTION	Core	0	0	4	4	2
	8	BDE133A	SUMMER INTERNSHIP	Core	0	0	0	0	4
	<b>TOTAL =</b>							<b>28</b>	<b>20</b>

Semester	Sr · n o.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
<b>VI</b>	1	BVI027B	FUNDAMENTALS OF WEB DESIGNING	Core & Minor for other discipline	0	0	8	8	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-VI</b>	<b>Minor</b>	4	0	0	4	4
	3	BVI052A	COMPUTER GRAPHICS-V	Core	0	0	6	6	3
	4	BVI053A	INTELLIGENT GRAPHIC DESIGN	Core	3	0	0	3	3
	5	BVI054A	SOCIAL COMMUNICATION DESIGN	Core	0	0	6	6	3
	6	BDE036B	PORTFOLIO DEVELOPMENT	Core	0	0	4	4	2
	7	BDE031A	EDUCATIONAL TRIP	Core	0	0	0	0	2
	<b>TOTAL =</b>							<b>31</b>	<b>21</b>

**NOTE:** Exit option available after Semester: VI/Year: III, with **UG DEGREE IN GRAPHIC DESIGN** after securing **129 Credits (22 Cr. + 23 Cr. + 20 Cr. + 21 Cr. +24 Cr. + 19 Cr.)**.

## **B.V.AGRAPHIC DESIGN (YEAR: IV)- Scheme of Examination**

**Batch: 2023-2027**

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
<b>VII</b>	1	BVI028B	CREATIVE CONTENT WRITING	Core & Minor for other discipline	4	0	0	4	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-VII</b>	<b>Minor</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
	3	BVI025A	GRAPHIC DESIGN COLLECTION (LIVE PROJECT)	Core	0	0	12	12	6
	4	BDE041B	FINAL PORTFOLIO	Core	0	0	2	2	1
	<b>TOTAL =</b>							<b>22</b>	<b>15</b>

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
<b>VIII</b>	1	BVI035B	START-UPS & SELF-EMPLOYABILTY	Core & Minor for other discipline	4	0	0	4	4
	2		<b>ALLIED-DISCIPLINE ELECTIVE-VIII</b>	<b>Minor</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
	3	BDE040B	INDUSTRY APPRENTICESHIP (OFF-CAMPUS TRAINING)	Core	0	0	0	0	4
	4	BDE037B	RESEARCH PROJECT & DISSERTATION	Core	0	0	24	24	12
	<b>TOTAL =</b>							<b>32</b>	<b>24</b>

**NOTE:** Students will be awarded a **B.V.A. (UG Degree-Honours with Research)** in **GRAPHIC DESIGN** after securing **166 Credits (22 Cr. + 23 Cr. + 20 Cr. + 21 Cr. +20 Cr. + 21 Cr.+ 15 Cr. + 24 Cr.)**.

### **Title of Degree Program**

B.V.A in 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

**1. Total Credit for Batch 2023-2027= 164**

**2. Total Relaxation= nil**

### **Semester Wise Credit Distribution**

1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	Total	Minimum credit Required
22	23	20	21	20	21	15	24	166	166

### **MINOR COURSES IN FASHION ALLIED DISCIPLINES**

The National Education Policy 2020 (NEP2020) introduces a transformative vision for education in India, emphasizing a multidisciplinary and holistic approach to learning. One of the key components of this new policy is the concept of a "Minor" in undergraduate programs, which offers students the opportunity to explore additional fields of study alongside their major discipline. In the light of the above, our Fashion Design Program offers students the opportunity to not only specialize in the captivating world of Fashion but also broaden their knowledge and expertise through minors in, Graphic Design, Jewelry Design, or Interior Design.

The concept of a Minor allows students to pursue their passion and develop a diverse skill set by engaging with subjects beyond their primary area of study. It offers a unique opportunity for interdisciplinary learning, enabling students to acquire knowledge and competencies in multiple disciplines. Through the Minor programs, the Fashion Design discipline strive to empower students with a well-rounded education, equipping them with the versatility and adaptability required in today's dynamic professional landscape.

By choosing a Single minor in **GRAPHIC, JEWELRY OR INTERIOR DESIGN**, students open themselves up to new possibilities and can explore and delve deeper into different facets of other allied design practices.

The following is the list of Minor Courses available in the three allied disciplines of Fashion Design. Students will get to choose the discipline at the beginning of the Program and take up all the minor courses of the chosen discipline.

### **JEWELLERY DESIGN MINOR COURSES**

*Note: Detailed syllabus of these courses can be found in the program document of Jewlery Discipline Major.*

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1.		JEWELLERY SKETCHING & RENDERING		0	0	8	8	4
II	2.		HISTORY OF JEWELLERY DESIGN & CONTEXT		4	0	0	4	4
III	3.		INDIAN JEWELLERY INDUSTRY OVERVIEW		4	0	0	4	4
IV	4.		JEWELLERY RETAIL & EXPORTS		4	0	0	4	4
V	5.		INTERNATIONAL JEWELLERY INDUSTRY OVERVIEW		4	0	0	4	4
VI	6.		THEME-BASED JEWELLERY DESIGN		0	0	8	8	4
VII	7.		DESIGN & LAW		4	0	0	4	4
VIII	8.		VISUAL MERCHANDING		4	0	0	4	4

## INTERIOR DESIGN MINOR COURSES

*Note: Detailed syllabus of these courses can be found in the program document of Interior Discipline Major.*

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1.		Visual Representational TECHNIQUES		0	0	8	8	4
II	2.		ARCHITECTURAL PLANNING STUDIO		0	0	8	8	4
III	3.		FURNITURE DESIGN& MODEL MAKING		0	0	8	8	4
IV	4.		Furniture Design & MODEL MAKING-II		0	0	8	8	4
V	5.		EXHIBITION & RETAIL DESIGN		0	0	8	8	4
VI	6.		FABRIC AND FURNISHING FOR INTERIORS		0	0	8	8	4
VII	7.		INTERIORS FOR THE FUTURE		4	0	0	4	4
VIII	8.		PROJECT MANAGEMENT &ENTREPRENEURSHIP		4	0	0	4	4

## FASHION DESIGN MINOR COURSES

*Note: Detailed syllabus of these courses can be found in the program document of Fashion Discipline Major.*

Semester	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1.		FUNDAMENTALS OF FASHION		4	0	0	4	4
II	2.		BASICS OF GARMENT CONSTRUCTION		0	0	8	8	4
III	3.		SURFACE DESIGN		0	0	8	8	4
IV	4.		FASHION DESIGN PROJECT		0	0	8	8	4
V	5.		DESIGN ENTREPRENEURSHIP		4	0	0	4	4
VI	6.		LIFESTYLE ACCESSORY DESIGN		0	0	8	8	4
VII	7.		BRAND DESIGN DEVELOPMENT		4	0	0	4	4
VIII	8.		FASHION & SUSTAINIBILITY		4	0	0	4	4