



JECRCTM
UNIVERSITY
BUILD YOUR WORLD

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	4	0	0	4	4
2	MVI002	StrategicBusinessCommunication	4	0	0	4	4
3	MVI003	360 Campaign plan	0	0	6	6	3
4	MVI004	Art Journal	0	0	4	4	2
5	MVI005	Digital Design -I	0	0	6	6	3
6	MVI006	Advertising Methods	0	0	6	6	3
		Total	8	0	22	30	19

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