

Programme Structure

Sharda School of Design, Architecture & Planning
(Department of Art & Design)

Bachelor of Visual Arts
(Specialization in Applied Art)

Programme Code: SDM0203

Batch: 2024-2028

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: I

S. No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT101	Story of Indian Art	2	0	0	2	CC
Jury Subjects							
2	ARP101	Communicative English - I	1	0	2	2	AEC
3	JDC101	Drawing & Sketching I	0	2	4	4	CC
4	JDC102	Composition I	0	2	4	4	CC
5	VBJ103	Clay Modelling	0	4	4	6	DSE
6	JDC104	Digital Design I - Adobe Illustrator	0	1	2	2	SEC
TOTAL CREDITS						20	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: II

S.No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT201	Story of World Art	2	0	0	2	CC
Jury Subjects							
2	ARP102	Communicative English- II	2	0	2	2	AEC
3	JDC201	Drawing & Sketching - II	0	2	4	4	CC
4	JDC202	Composition-2	0	2	4	4	CC
5	VBJ203	Printmaking	0	4	4	6	DSE
6	JDC204	Digital Design II - Adobe Photoshop	0	1	2	2	SEC
7		OPE (Elective)	-	-	-	2	OE
TOTAL CREDITS						22	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: III

S.No.	Subject Code	Paper Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT303	Theory Of Commercial Art - I	2	0	0	2	DSE
Jury Subjects							
2	VBJ305	Drawing & Illustration- I	0	2	6	5	CC
3	VBJ302	Photography- I	0	2	4	4	CC
4	VBJ303	Graphic Design- I	0	2	4	4	DSE
5	VBJ304	Installation Art	0	1	4	3	SEC
6		OPE (Elective)	-	-	-	2	OE
TOTAL CREDITS						20	

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Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: IV

S.No.	Subject Code	Subject Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT403	Theory of Commercial Art - II	2	0	0	2	DSE
Jury Subjects							
2	VBJ401	Drawing & Illustration II	0	4	4	6	CC
3	VBJ405	Photography II	0	2	4	4	CC
4	VBJ406	Graphic Design II	0	2	6	5	DSE
5	VBJ404	3D Printing	0	2	2	3	SEC
6	CCU108	CCU - (University Compulsory)	0	0	4	0 (AUDIT COURSE)	SURVEY/PROJECT
TOTAL CREDITS						20	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: V

S.No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT503	Global Trends in Advertising I	2	0	0	2	CC
Jury Subjects							
2	VBJ501	Digital Illustration I	0	2	4	4	CC
3	VBJ502	Typography I	0	2	4	4	CC
4	VBJ503	CAD I	0	4	4	6	CC
5	VBJ504	Commercial Cinematography	0	2	4	4	CC
6	VBJ505	Internship	0	0	3	0 (QUALIFYING COURSE)	SURVEY/ PROJECT
7	ARP505	Critical Thinking & Leadership Skills	0	0	2	0 (AUDIT COURSE)	AEC
TOTAL CREDITS						20	

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Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: VI

S.No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT603	Global Trends in Advertising -II	2	0	0	2	CC
2	VBT604	Advertising Theory and Practice - I	2	0	0	2	CC
Jury Subjects							
3	VBJ601	Digital Illustration II	0	2	4	4	CC
4	VBJ602	Typography II	0	2	4	4	CC
5	VBJ603	CAD II	0	4	4	6	CC
6	VBJ604	Advertising Campaign	0	2	4	4	CC
7	VBJ605	Case Study for Advertising Campaign	0	0	2	0 (QUALIFYING COURSE)	SURVEY/PROJECT
8	ARP506	Industrial Preparedness	0	0	2	0 (AUDIT COURSE)	AEC
TOTAL CREDITS						22	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch :2024-2028

TERM: VII

S.No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Theory Subject							
1	VBT702	Advertising Theory and Practice - 2	2	0	0	2	CC
Jury Subjects							
2	VBJ705	Visualization for Product Campaign	0	2	4	4	CC
3	VBJ706	Online Marketing	0	2	4	4	CC
4	VBJ703	Research Methodology and Report I	0	2	4	4	CC (RBL-3)
5	VBJ704	Industrial or Market Research	0	4	0	4	SURVEY/ PROJECT
6		OPE/ MOOC	-	-	-	2	OE
TOTAL CREDITS						20	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Programme Structure

Sharda School of Design, Architecture & Planning

Bachelor of Visual Arts (Applied Art)

SDM0203

Batch: 2024-2028

TERM: VIII

S.No.	Subject Code	Subjects Name	Teaching Load			Credits	Type of Course
			L	T	P		
Jury Subjects							
1	VBJ801	Visualization for Social Campaign	0	4	0	4	CC
2	VBJ803	Capstone Project or UG Research Project	0	8	8	12	SURVEY/ PROJECT (RBL-4)
TOTAL CREDITS						16	

CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Course Modules

Course Syllabus Semester - I

School: SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 1	
1	Course Code	VBT101	
2	Course Title	STORY OF INDIAN ART	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to enable students to recognize the significance of art history and its association with the creative process. 2. It aims at enumerating the growth of art in the Indian subcontinent by focusing on ancient civilizations such as the Indus Valley. 3. It aims at disseminating historical information in a narrative form of a story. 4. It enables students to examine various forms and materials used in creating ancient art works. 5. To understand the impact of political and religious history on the development of various styles in ancient art. 	
6	Course Outcomes	<p>After completing this course the students will be able to:</p> <p>CO1:- Acquire knowledge about the various phases of ancient and medieval Indian art.</p> <p>CO2:- Understand the different materials used to make art in the ancient times.</p> <p>CO3:- Articulate and interpret in detail about the different ancient Indian styles of art.</p> <p>CO4:- Critically think about form and its association with the prevalent trends in history.</p> <p>CO5:- Summarize the development of Art in India from Mauryans to Mughals in a narrative manner.</p> <p>CO6:- Develop a critical eye and analytical skills to analyse an artwork.</p>	

7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.		
8	Outline syllabus			CO Achievement
	Unit 1	Prehistoric Indian Art and Ancient Civilization		
	A	Prehistoric Art in India		
	B	Indus Valley Civilization		
	C	Rise of Vedic Age		
	Unit 2	Early Buddhist Art		
	A	Sculptures during the Mauryan Empire		
	B	Sculptures during the Shunga Empire		
	C	Amaravati Sculpture		
	Unit 3	Kushan, Gupta Period and Eastern Ghats		
	A	Gandhara School and Mathura School		
	B	Gupta Period		
	C	Khajuraho , Bhubaneswar and Konark		
	Unit 4	Art in the Southern Peninsula		
	A	Pallava dynasty and Pala-Sena Sculpture		
	B	Chalukyan and Rashtrakuta Sculpture		
	C	Chola and Hoysala Sculpture		
	Unit 5	Early Modern Painting		
	A	Pre- Mughal Trends in Indian Painting		
	B	Pala and Western Indian Manuscript Painting		
	C	Mughal Miniature Painting		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50(100)%
	Text book/s*	<ul style="list-style-type: none"> - Elements of Indian art by <i>Gupta, S.P.</i> - Story of Indian art by <i>Bhattacharya, S.K.</i> 		
	Other References	<ul style="list-style-type: none"> - Art of India: traditions of Indian sculpture painting and architecture by <i>Kramrisch, Stella</i> 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 1	
1	Course Code	JDC101	
2	Course Title	DRAWING AND SKETCHING-I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on inculcating the significance of developing hand and mind coordination. 2. It concentrates on exploring different forms by examining objects. 3. Making the students recognize the difference between spaces by practicing work in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Examining various sketching techniques such as rendering, line drawing, shading etc. . 6. Recognizing the significance of the line and demonstrating its nuances. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Define and understand the use of materials for the drawing process.</p> <p>CO2: Develop physical and visual skills related to the drawing process.</p> <p>CO3: Apply and judge proportion, scale, and spatial relationships.</p> <p>CO4: Apply arial and tonal techniques to depict light and shadow.</p> <p>CO5: Sketch human figure drawings.</p> <p>CO6: Plan , design and create through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.</p>	

7	Course Description	The course introduces students with the foundation skill which enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills. Further it focuses on acquiring new techniques in order to enhance a visual vocabulary.		
8	Outline syllabus			CO Achievement
	Unit 1	Introduction		CO1
	A	Line		
	B	Form & Space		
	C	Sketching Techniques		
	Unit 2	Shapes		CO2
	A	Two-dimensional shapes rectangle, square, triangle		
	B	Three dimensional shapes cones, cylinder, cubes, cuboid		
	C	Abstract shapes		
	Unit 3	Object study		CO3, CO4
	A	Single object study		
	B	Multiple object study by taking things from a single group eg: only three dimensional shapes like cubes, cones etc		
	C	Multiple object study by taking things from different groups eg: drapery, fruits and cones etc		
	Unit 4	Exploration of forms		CO6
	A	Regular forms		
	B	Abstract forms		
	C	Definitive forms		
	Unit 5	Human Anatomy		CO3, CO5
	A	Proportion Study		
	B	Gesture Drawing		
	C	Expression Study		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>		
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers		

School :SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 1	
1	Course Code	JDC102	
2	Course Title	COMPOSITION - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. To understand Aesthetics Experience and Applications of related Skills Used in Design 2. To identify frames through which one could enumerate a composition. 3. To recognize compositional structures of both two- and three-dimensional spaces. 4. Understanding the role of line, texture, colour and volume. 5. Creating organic and geometric forms in two dimensional spaces. 6. Composing a pictorial space by placing different elements of Composition & Design 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Describe the Aesthetic Experience, evaluation & perception</p> <p>CO2: Understand Environment as Contributors to Aesthetic Experience, Values Derived from Products and Environment</p> <p>CO3: Apply the Visual Elements of Composition Design</p> <p>CO4: Compare Tangible Elements of Art & Design</p> <p>CO5: Apply about the Colour Theory and interaction</p> <p>CO6: Integrate and create composition , artworks and designs using varied elements</p>	
7	Course Description	The course aims at introducing the students with the significance of studying elements of Art & Design and enables them to apply the same in creating and composing aesthetically evaluated works of Art & Design.	
8		Outline syllabus	CO Achievement
	Unit 1	Defining Aesthetic Experience	

A	Defining Aesthetic Experience , Composition & Types			CO1, CO2
B	Environment as Contributors to Aesthetic Experience, Value Derived from Products and Environment			
C	Factors Influencing Aesthetic Evaluation or Preference			
Unit 2	Visual Elements of Art & Design			CO3
	Dots – Types, Variations & Application			
	Lines – Types, Variations & Application			
	Typography			
Unit 3	Tangible Elements of Art & Design			CO4
	Shapes & Forms			
	Space – Positive & Negative			
	Textures			
Unit 4	Colours & Values			CO5
	Basic terminology & describing colours			
	Colour wheel selections, Colour Value and combinations			
	Colour symbolism: Emotional reactions			
Unit 5	Applications of Aesthetics Related Skills Used in Art & Design			CO1, CO2, CO3, CO4, CO5, CO6
	Complexity, Order and Novelty			
	Creative Activities and Skills			
	Developers and Promoters of Design Products			
Mode of examination	Jury			
Weightage Distribution	CA	VIVA	ETE	
	30%	30%	40%	
Text book/s*	1. Ann Marie, 2010, Fiore Understanding Aesthetics for the Merchandising and Design Professional , Fairchild Books			
Other References	2. Gavin Ambrose, Paul Harris , 2007, Basics Design 05: Colour, Bloomsbury Publication 3. Gail Greet Hannah, 2002, Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Princeton Architectural Press 4. Joshua. Field, 2018, An Illustrated Field Guide to the Principles and Elements of Art + Design, Lulu.com			

School: SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester - 1	
1	Course Code	JDC104	
2	Course Title	Digital Design - I - Adobe Illustrator	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Minor (Vocational)/ Skill Enhancement Course (SEC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The objective of the course is to digitally design & present an in-depth, innovative & creative collection by using multiple design software & techniques such as Adobe Illustrator. 2. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns 3. Working with various colourways schemes and using repeat methods effectively. 4. Students will submit the whole process of pattern creation in the form of a digital presentation along with hard copies of class assignments. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1: Use a vocational digital vector drawing tool</p> <p>CO2: Convert ideas into digital vector drawings</p> <p>CO3: Construct their sketched artistic ideas into graphics</p>	

		<p>CO4: Express original digital designs as per industrial manufacturing processes & methods</p> <p>CO5: Compile & present creative works in form of portfolio</p> <p>CO6: Create digital creative stories, design ideas & variations</p>	
7	Course Description	The course is an introduction to Illustrator, an essential digital tool for design. The students will be experiential learning through live demonstrations & industry aligned exercises.	
8	Outline syllabus		CO Achievement
	Unit 1	Getting started with Adobe Illustrator	
	A	Introduction of Vector & Bitmap, file formats, Illustrator Interface, Palettes, Drawing Motif with Pen tool	CO1
	B	Transforming Motif with Rotation, Reflect tool	
	C	Manipulating shapes with Pathfinder, Shape Builder tool, Live Paint Bucket Tool	
	Unit 2	Graphics & Prints for Product Promotion-1	
	A	Creating contour, Blending shapes	CO2
	B	Adding effects to shapes (pucker, bloat, transform)	
	C	Editing Effects using Appearance Palette	
	Unit 3	Graphics & Prints for Product Promotion -2	
	A	From Pencil to digital Format (Scanning, Tracing sketched work	CO3

	B	Graphics for Objects (Placements prints)			CO3
	C	Editing prints using layer palette			CO6
	Unit 4	Graphics & Prints for Product Promotion -3			
	A	Repeats and Pattern (types of patterns)			CO4
	B	Colourways & Colour Separation for Prints			CO4
	C	Creating Storyboard (Adding prints to silhouettes using masking technique)			CO6
	Unit 5	Portfolio development			
	A	Lay outing for Portfolio (e-portfolio, e-book)			CO5
	B	Lay outing for Portfolio (print)			CO5
	C	Portfolio Evaluation			CO6
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	1. The Graphic Designer's Digital Toolkit			
	Other References	1. Learn Adobe Illustrator CC for Graphic Design and Illustration Pdf 2. The Non Designer' s Illustrator Book by Robin Williams & John Tollett			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 1	
1	Course Code	VBJ103	
2	Course Title	Clay Modelling	
3	Credits	6	
4	Contact Hours (L-T-P)	0-4-4	
	Course Status	Major/ Discipline Specific Course (DSE)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on visualizing and creating in three-dimensional form. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of clay modelling. 3. To develop the hands-on skills for creating free standing sculpture by the means of necessary tools and techniques. 4. It focuses on understanding various measuring techniques used in clay modelling. 5. It explores unique features of different three dimensional renderings via the means of various techniques. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Understand and implement the elements and principles of art in three-dimensional forms.</p> <p>CO2:- Demonstrate various surfacing techniques for clay modelling.</p> <p>CO3:- Capture 2D to 3D relationships in clay modelling.</p> <p>CO4:-Develop the skill for measuring scale and proportion for reconstructing a 3D form.</p> <p>CO5:- Acquire the skill for creating armature in sculpting free-standing sculptures.</p> <p>CO6:- Create mixed media 3D sculptures.</p>	
7	Course Description	<p>The course offers to introduce and explore various tools and techniques for clay modelling. The students will understand the nature of clay; its manipulation and exploring its elastic behaviour to create a new or existing form. This also provides various skills and knowledge to express their creativity through traditional clay in 2D, 3D and relief works.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Introduction		
	A	Material, Tools and Application		CO2
	B	Composing with geometrical forms		CO2
	C	Texture and Rendering		CO2
	Unit 2	Clay Manipulation		
	A	Exploration with Pinch & Pull		CO2
	B	Coil, Slip & Score		CO2
	C	Slab, Slip & Score		CO2
	Unit 3	2D Development & Translation		
	A	Relief Composition		CO1
	B	Subtractive Method		CO1
	C	Additive Method		CO3
	Unit 4	Ratio & Proportion & Armature		
	A	Measuring Wire Frame/Skeleton		CO1
	B	Binding armature forms		CO5
	C	Composing Free Standing Sculpture		CO4
	Unit 5	Mixed Media		
	A	Paper Mache & Moulding		CO1
	B	POP Moulding		CO6
	C	Scrape/assemblage Sculpting		CO6
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	- <i>Clay Modelling for Beginners: An Essential Guide to Getting Started in the Art of Sculpting Clay</i> by Jeanie Hirsch		
	Other References			

Schools: SSDAP		Batch: 2024-2028	
		Academic Year: 2024-2025	
		Semester: 1 st	
1	Course Code	ARP101	
2	Course Title	Communicative English-1	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
5	Course Objective	To minimize the linguistic barriers that emerges in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardise their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1 Develop a better understanding of advanced grammar rules and write grammatically correct sentences</p> <p>CO2 Acquire wide vocabulary and punctuation rules and learn strategies for error-free communication.</p> <p>CO3 Interpret texts, pictures and improve both reading and writing skills which would help them in their academic as well as professional career</p> <p>CO4 Comprehend language and improve speaking skills in academic and social contexts</p> <p>CO5 Develop, share and maximise new ideas with the concept of brainstorming and the documentation of key critical thoughts articulated towards preparing for a career based on their potentials and availability of opportunities.</p> <p>CO6 Function effectively in multi-disciplinary teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality</p>	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Outline syllabus – ARP 101		
	Unit 1	Sentence Structure	CO Mapping

	A	Subject Verb Agreement	CO1
	B	Parts of speech	
	C	Writing well-formed sentences	
	Unit 2	Vocabulary Building & Punctuation	
	A	Homonyms/ homophones, Synonyms/Antonyms	CO1, CO2
	B	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO1, CO2
	C	Conjunctions/Compound Sentences	CO1, CO2
	Unit 3	Writing Skills	
	A	Picture Description – Student Group Activity	CO3
	B	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie SWOT Analysis – Know yourself	CO3, CO2, CO3
	C	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full-Length Feature Film)	CO2, CO3
	D	Digital Literacy Effective Use of social media	CO3
	Unit 4	Speaking Skill	
	A	Self-introduction/Greeting/Meeting people – Self branding	CO4
	B	Describing people and situations - To Sir with Love (Watching a Full-Length Feature Film)	CO4
	C	Dialogues /conversations (Situation based Role Plays)	CO4
	Unit 5	Professional Skills Career Skills	
	A	Exploring Career Opportunities	CO4, CO5
	B	Brainstorming Techniques & Models	CO4, CO5
	C	Social and Cultural Etiquettes	CO4, CO5
	D	Internal Communication	CO4, CO5
	Unit 6	Leadership and Management Skills	
	A	Managerial Skills	CO6
	B	Entrepreneurial Skills	CO6
9	Evaluations	CA-30% VIVA- 30% ETE- 40%	
10	Texts & References Library Links	<ul style="list-style-type: none"> • Blum, M. Rosen. <i>How to Build Better Vocabulary</i>. London: Bloomsbury Publication • Comfort, Jeremy (et.al). <i>Speaking Effectively</i>. Cambridge University Press 	

Course Syllabus Semester II

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 2	
1	Course Code	VBT201	
2	Course Title	STORY OF WORLD ART	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to enable students to recognise the significance of art history and its association with the creative process. 2. It aims at enumerating the growth of art in the world by focusing on ancient civilizations. 3. It enables students to examine various forms and materials used in creating ancient art works. 4. To understand the impact of political and religious history on the development of various styles in ancient art. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Gain knowledge about the various phases of ancient western and Asian art</p> <p>CO2:- Recognise the different materials used to make art in the ancient times.</p> <p>CO3:- Articulate in detail about the different ancient styles of art and compare the style of working in different cultural contexts.</p> <p>CO4:- Critically think about form and its association with the prevalent trends in history.</p> <p>CO5:- Apply the acquired knowledge into analytical and critical skills.</p> <p>CO6:- Develop an eye for visual art by drawing a comparison between ancient and current practices.</p>	

7	Course Description	The course enables students in developing critical thinking and articulation skills. It further acts as the foundation repository for the students through which they will be able to harness their own creative processes.		
8	Outline syllabus			CO Achievement
	Unit 1	Prehistoric Art		CO1
	A	Palaeolithic		
	B	Mesolithic		
	C	Neolithic		
	Unit 2	Civilizations and Ancient Art I		CO2,CO3
	A	Introduction to various civilizations in world		
	B	Mesopotamian Civilization		
	C	Egyptian Art and Civilization		
	Unit 3	Civilizations and Ancient Art II		CO3, CO5
	A	Aegean Period: Mycenae's, Crete and Cycladic Art		
	B	Art of Ancient Greece		
	C	Roman Art & Architecture		
	Unit 4	Civilizations and Ancient Eastern Art		CO4
	A	Principles of Chinese and Japanese Painting		
	B	Yellow River Civilization		
	C	Art in Ancient Japan		
	Unit 5	Art in South-East Asia		CO6
	A	Cambodian Art		
	B	Indonesian Art		
	C	Ancient Cave Art of Sri Lanka		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50(100)%
	Text book/s*	<ul style="list-style-type: none"> - Laurie Adams - <i>A History of Western Art-McGraw-Hill Humanities Social Sciences Languages (2011)</i> - Fred S. Kleiner - <i>Gardner's Art Through the Ages_ A Concise History of Western Art-Cengage Learning (2013)</i> 		
	Other References	<ul style="list-style-type: none"> - Penelope J.E. Davies, Walter B. Denny - <i>Janson's History of Art The Western Tradition, 8th Edition-Pearson (2010)</i> 		

School: SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 2	
1	Course Code	JDC201	
2	Course Title	DRAWING AND SKETCHING-II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme aims at developing and harnessing manual skills, leading to collaboration between visualized and the created. 2. It concentrates on exploring different materials such as charcoal, watercolor, pencil, ink etc. 3. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. 4. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. 5. Describing movement by studying the anatomy of human as well as animal figures. 6. Explaining the significance of line and demonstrating its nuances. 	
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Explore varied art and drawing materials. CO2:- Visualize different spaces both indoor and outdoor and transform them in two dimensional forms using different materials. CO3:- Reproduce different objects by adhering to the principles of proportion and scale. CO4:- Understand movement through anatomical studies of both animal and human beings.</p> <p>CO5:- Observe rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.</p> <p>CO6:- Create art and design works using comprehension skills.</p>	
7	Course Description	The course enables students to develop an understanding between reality and reproduction. It acts as one of the key platforms to enhance the overall creative comprehension skills and inculcate the significance of consistent practice.	

8	Outline syllabus			CO Achievement
	Unit 1	Practicing through Principles of Art		CO1
	A	Study of scale and proximity		
	B	Study of shape, perspective and proportion		
	C	Capturing Rhythm		
	Unit 2	Surface Study		CO2
	A	Study of Drapery		
	B	Object study of different materials such as glass, aluminum and wood.		
	C	Foliage Study		
	Unit 3	Outdoor Drawing		CO3
	A	Landscape		
	B	Architectural Studies		
	C	Flora and fauna Study		
	Unit 4	Human Anatomy		CO4, CO6
	A	Study of the human skeleton		
	B	Study part by part: Hands and Legs		
	C	Study part by part: Torso and Trunk		
	Unit 5	Human Anatomy and Still life		CO4, CO5
	A	Model Study with Drapery		
	B	Study of portraits		
	C	Study of Still Life: Plants, draperies and objects		
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	Anatomy and Drawing by <i>Victor Perard</i>		
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers		

School: SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-25	
Branch: Applied Art		Semester: 2	
1	Course Code	JDC202	
2	Course Title	COMPOSITION-II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The course aims at interpreting the significance of a composition which includes an in-depth study of its elements and principles. 2. Describe the components of a composition and varying degree of their impact on a layout. 3. Provide an in-depth study of dimensions, shapes and space. 4. Classify and manoeuvre natural and geometric shapes. 5. Describe the significance of pattern, rhythm, and movement in space and reproduce composition layouts keeping the latter in mind. 	
6	Course Outcomes	<p>After completing this course the students will be able to</p> <p>CO1:- Learn about the existence of Design in Everyday and varied perspectives</p> <p>CO2:- Visualize and reproduce the spaces on the basis of the principles of a good Design</p> <p>CO3:- Manage and create a visual space</p> <p>CO4:- Handle different materials and use them</p> <p>CO5:- Signify a well-developed composition and design by carefully analysing the ones around them and by studying other artist projects.</p> <p>CO6:- Compose aesthetically evaluated projects</p>	

7	Course Description	The course aids in visualizing and practicing different forms of developing a composition. It enables students to develop an understanding of creating a space in a balanced and harmonious way.		
8	Outline syllabus			CO Achievement
	Unit 1	Practicing with Principles of Art		CO1, CO5
		Emphasis, Unity & Balance		
		Scale & Proportion		
		Rhythm and Harmony		
	Unit 2	Dimensional Study		CO2, CO5
		Two dimensional Compositions		
		Three dimensional compositions		
		Spatial explorations		
	Unit 3	Composing Shapes and Space		CO3, CO5
		Geometric shape		
		Organic Shape		
		Negative and Positive Space		
	Unit 4	Art Project I		CO4
		Antique Study		
		Outdoor Study		
		Landscape / Cityscape		
	Unit 5	Art Project II		CO4, CO6
		Composing from Memory		
		Mixed Media & Photomontage		
		Presentation and Display Design		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	Lois Fichner-Rathus - Understanding Art-Wadsworth Publishing (2013) Debra DeWitte, Ralph Larmann, Kathryn Shields - Gateways to Art_ Understanding the Visual Arts-Thames & Hudson (2015)		
	Other References	Composition: Understanding Line, Notan and Color , Arthur Wesley Dow, Dover Publication, New York		

School: SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 2	
1	Course Code	JDC204	
2	Course Title	Digital Design - II - Adobe Photoshop	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
	Course Status	Minor (Vocational)/ Skill Enhancement Course (SEC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The objective of the course is to digitally design & present an in-depth, innovative & creative collection by using multiple design software & techniques such as Photoshop. 2. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns 3. Working with various colourway schemes and using repeat methods effectively. 4. Students will submit the whole process of pattern creation in the form of a digital presentation along with hard copies of class assignments. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1: Become aware of a vocational bitmap drawing tool</p> <p>CO2: Convert ideas into bitmap imagery</p> <p>CO3: Construct their sketched artistic ideas into graphics</p> <p>CO4: Express & render original digital designs as per industrial</p>	

		<p>CO5: manufacturing processes & methods Compile & present creative works in form of portfolio</p> <p>CO6: Create digital creative stories, design ideas & renderings & presentations</p>	
7	Course Description	The course is an introduction to Adobe Photoshop, an essential digital tool for design. The students will be experientially learning through live demonstrations & industry aligned exercises.	
8	Outline syllabus		CO Achievement
	Unit 1	Getting started with Adobe Photoshop	CO1
	A	Introduction of Vector & Bitmap, file formats, Resolution for different devices	
	B	Photoshop Palettes – Layer, Channels & Paths	
	C	Introduction of Photoshop selection Tools (Marquee, Magic Wand, Quick Selection tool, Pen Tool)	
	Unit 2	Graphics & Prints for Product Promotion -1	CO2
	A	Photo Montage & Collages	
	B	Graphics for T-shirt (Placements)	
	C	Compositions for Magazine/ Advertisements	
	Unit 3	Graphics & Prints for Product Promotion -2	CO3, CO6
	A	From Pencil to digital Format (Scanning, Tracing sketched work)	
	B	Repeats and Pattern (geometrical & seamless)	

	C	Colourways & Colour Separation for Prints (manual printing/ digitally printing)		
	Unit 4	Graphics & Prints for Product Promotion -3		CO4, CO6
	A	Refining Editorial Illustration		
	B	Rendering Illustration with Painting Techniques		
	C	Rendering Illustrations with Masking Techniques		
	Unit 5	Portfolio Development		CO5, CO6
	A	Lay outing for Portfolio (e-portfolio, e-book)		
	B	Lay outing for Portfolio (print)		
	C	Portfolio Evaluation		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	1. Adobe Photoshop CC Classroom in a Book by <i>Faulkner Andrew and Chavez Conrad</i>		
	Other References	1. Thinking: Objects: Contemporary Approaches to Product Design by <i>Tim Parsons</i>		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2024-2025	
Branch: Applied Art		Semester: 2	
1	Course Code	VBJ203	
2	Course Title	Printmaking	
3	Credits	6	
4	Contact Hours (L-T-P)	0-4-4	
	Course Status	Minor (Vocational)/ Discipline Specific Course (DSE)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created by the means of printmaking. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques of multiple reproductions of artistic prints. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different techniques and their uses in print media. 5. It explores the unique features of manual prints. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1: Acquire the understanding of the basic principles of printmaking, and the ability to apply these principles with specific aesthetic intent.</p> <p>CO2: Gain knowledge and skills in the use of basic tools and techniques of printmaking.</p> <p>CO3: Demonstrate various planography printmaking techniques.</p> <p>CO4: Demonstrate intaglio printmaking techniques.</p> <p>CO5: Demonstrate various relief printmaking techniques.</p> <p>CO6: Develop and present a culminating body of work.</p>	
7	Course Description	The course builds on the existing skill of observation and reproduction and enables in developing coordination between the visualized and created by the means of print media. It aims at introducing various techniques and materials of printmaking.	

8	Outline syllabus			CO Achievement	
	Unit 1	Demonstration		CO2	
	A	Tools, Machine & Materials			
	B	Composition Lay outing Process			
	C	Engraving & Relief Comparison			
	Unit 2	Stencil Prints & Block Printing		CO3, CO6	
	A	Stencil printing process			
	B	Block carving			
	C	Block printing			
	Unit 3	Relief Printing		CO1, CO5, CO6	
	A	Woodcut			
	B	Linoleum			
	C	Collagraph Print			
	Unit 4	Serigraph or Screen Printing		CO2, CO6	
	A	Screen preparation & process			
	B	Screen Print on paper			
	C	Mixing various print technique in one composition			
	Unit 5	Engraving		CO1, CO4, CO6	
	A	Dry point			
	B	Intaglio			
	C	Aquatint			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	<ul style="list-style-type: none"> - The Complete Printmaker by John Ross - The Artist's Handbook by Ray Smith 			
	Other References				

Schools: SSDAP		Batch: 2024-2028	
		Current Academic Year: 2024-2025	
		Semester: 2nd (Second)	
1	Course Code	ARP102	
2	Course Title	Communicative English -2	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
5	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1 Acquire Vision, Goals, and Strategies through Audiovisual Language Texts CO2 Synthesize complex concepts and present them in creative writing CO3 Develop MTI Reduction/Neutral Accent through Classroom Sessions & Practice CO4 Determine their role in achieving team success through defining strategies for effective communication with different people CO5 Realize their potential as human beings and conduct themselves properly in the ways of wthe orld. CO6 Acquire satisfactory competency in use of Quantitative aptitude and Logical Reasoning</p>	
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
8	Outline syllabus – ARP 102		
	Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO Mapping
	A	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	B	12 Angry Men / Ethics & Principles	
	C	The King’s Speech / Mission statement in life strategies & Action Plans in Life	

	Unit 2	Creative Writing	
	A	Story Reconstruction - Positive Thinking	CO2
	B	Theme based Story Writing - Positive attitude	
	C	Learning Diary Learning Log – Self-introspection	
	Unit 3	Writing Skills 1	
	A	Precis	CO2
	B	Paraphrasing	
	C	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	
	A	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	CO3
	B	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds	
	C	Speech Sounds Speech Music Tone Volume Diction Syntax Intonation Syllable Stress	
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	
	A	Jam sessions	CO3
	B	Extempore	
	C	Situation-based Role Play	
	Unit 6	Leadership and Management Skills	
	A	Innovative Leadership and Design Thinking	CO4
	B	Ethics and Integrity	CO4
	Unit 7	Universal Human Values	
	A	Love & Compassion, Non-Violence & Truth	CO5
	B	Righteousness, Peace	CO5
	C	Service, Renunciation (Sacrifice)	CO5
	Unit 8	Introduction to Quantitative aptitude & Logical Reasoning	
	A	Analytical Reasoning & Puzzle Solving	CO6
	B	Number Systems and its Application in Solving Problems	CO6
9	Evaluations	CA-30% MTE-30% ETE-40%	
10	Texts & References Library Links	1) Wren, P.C.&Martin H. <i>High English Grammar and Composition</i> , S. Chand& Company Ltd, New Delhi. 2) Blum, M. Rosen. <i>How to Build Better Vocabulary</i> . London: Bloomsbury Publication 3) Comfort, Jeremy(et.al). <i>Speaking Effectively</i> . Cambridge University Press. 4) The Luncheon by W. Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf	

Course Syllabus Semester III

School : SSDAP		Batch: 2024-2028		
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26		
Branch: Applied Art		Semester: 3		
1	Course Code	VBT303		
2	Course Title	Theory of Commercial Art - I		
3	Credits	2		
4	Contact Hours (L-T-P)	2-0-0		
	Course Status	Major/ Discipline Specific Course (DSE)		
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to introduce communication and design processes. 2. It aims at understanding different compositional rules in design, principles and their association with the creative process. 3. It focuses on understanding the role of typography and color in design. 4. It also deals with the growth of the advertising industry and evolution of different media of publicity. 		
6	Course Outcomes	<p>After completing this course students will be able to:</p> <p>CO1:- Recognize the principles of design and its significance in the execution of the design process.</p> <p>CO2:- Differentiate between Communication Design, Graphic Design and Visual Art.</p> <p>CO3:- Explain the different forms and types of communication which includes graphics, typography and color models.</p> <p>CO4:- Distinguish between advertising and marketing.</p> <p>CO5:- Understand various layout designs in different media of communication.</p> <p>CO6:- Assess and evaluate the importance and impact of advertising forms on society.</p>		
7	Course Description	<p>It aims to provide understanding of different elements and principles of design. It focuses on understanding different aspects of design processes and its importance in communication. It brings the students closer to the advertising world and makes them aware about its relationship with art and employment.</p>		

8	Outline syllabus		CO Achievement
	Unit 1	Design and Its Elements	CO1
	A	Introduction to Design and Communication	
	B	Elements of Design	
	C	Principles of Design and Its Importance	
	Unit 2	Theory of Communication	CO2
	A	Understanding Design Theory and Difference Between Visual Art, Graphic Design and Communication Design	
	B	Forms, Types and Importance of Communication In Design Process.	
	C	Understanding The Use of Typography and Colour In Design	
	Unit 3	Layouts In Design	CO3
	A	Introduction To Layout, Its Characteristics and Elements	
	B	Types of Grids and Rules of Design Compositions, Role of Design and Layout In Various Media of Communication	
	C	Layout In Outdoor Advertising, In- Store Designs and Page Layouts for Publications.	
	Unit 4	Introduction To Advertising	CO4, CO5
	A	Introduction to Advertising - History, Golden Age and Present Scenario	
	B	Understanding of Different Media of Publicity and Various Types of Advertising	
	C	Target Audience, Their Importance and Impact of Different Form of Publicity on Society - Children and Adults	
	Unit 5	Introduction To Advertising - II	CO6
	A	Similarities and Differences Between Advertising, Personal Selling and Public Relations	
	B	Relation of Advertising, Art and Employment	
	C	Study of Direct Marketing, Sales Promotion, Various Advertising Related Terminologies.	
	Mode of examination	Theory	
	Weightage Distribution	CA 25%	MTE 25%
			ETE 50(100)%
	Text book/s*	- <i>Communication Design - Principles, Methods and Practice by Dorge Frascara</i>	

	Other References	<ul style="list-style-type: none">- <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>, by Robin Landa;- <i>Advertising Design and Typography</i>, by Alex W. White- <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen	
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School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 3	
1	Course Code	VBJ305	
2	Course Title	DRAWING & ILLUSTRATION-I	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-6	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different forms of illustration. 5. It explores unique features of different illustration styles. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recognize and express their skills of observation in reproduction of images.</p> <p>CO2:- Sketch objects in both indoor and outdoor areas.</p> <p>CO3:- Imagine and modify objects or ideas using different techniques such as pen and ink, poster color, water color and shading using pencils.</p> <p>CO4:-Experiment with different drawing techniques and create distinctive visual forms.</p> <p>CO5:- The students will be able to conceptualize their ideas into visual illustrations.</p> <p>CO6: Develop narration-based visuals into a zine format.</p>	
7	Course Description	<p>The course improves student's existing skill of observation and reproduction and enables them in developing coordination between the visualized and created. It aims at inculcating the significance of continuous practice of manual skills in order to develop their creative skills.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Drawing I		CO1, CO3
	A	Practicing lines		
	B	Detailed Anatomy Study for Portraiture		
	C	Detailed Anatomy Study for Human Body		
	Unit 2	Drawing II		CO2
	A	Object Study		
	B	Animal Study		
	C	Architectural Study		
	Unit 3	Conceptual Study		CO4, CO3
	A	Working on Concepts		
	B	Creating Layouts		
	C	Formulating the Concept		
	Unit 4	Illustration I		CO4, CO5
	A	Introduction to Illustrations		
	B	Illustration Techniques		
	C	Various forms of Illustration		
	Unit 5	Illustration II		CO5, CO6
	A	Use of all common medium techniques in Illustration in Multi-Colour		
	B	Introduction To Zines		
	C	Zine -Making		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	<ul style="list-style-type: none"> - The Complete Guide to Drawing & Illustration: A Practical and Inspirational Course for Artists of All Abilities Book by Gray Peter 		
	Other References	<ul style="list-style-type: none"> - Creative illustration Book by Andrew Loomis 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 3	
1	Course Code	VBJ302	
2	Course Title	Photography - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course will offer skill development in the use of software to develop storyboards and Stop Motion and about how to use light in photography. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through the learner's own work. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Gain knowledge to use photographic equipment and technologies appropriate to the task.</p> <p>CO2:- Understand the principles of lighting and color theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and color to create quality images.</p> <p>CO3:- Demonstrate artistry by creating images that evoke an emotional response.</p> <p>CO4:- Analyze and Apply the mechanics of exposure to control light and influence the final product.</p> <p>CO5:- Evaluate photos with principles of composition to produce professional images.</p> <p>CO6:- Create a sound collection of best photographs to showcase as a portfolio.</p>	
7	Course Description	The course will practically profound the students in different types of photography, from portrait, to fashion, from nature to street, from architectural to Creative and Experimental photography. It will also help them edit different styles of photographs and also use the photographs in designing, advertising as well as for exhibitions and competitions.	

8	Outline syllabus			CO Achievement
	Unit 1	Introduction to Camera		CO1
	A	Introduction to different types of cameras, their mechanisms and developments.		
	B	Different Type of Frames and Angles		
	C	Photography Compositions		
	Unit 2	Basics Of Photography		CO2
	A	Understanding Camera Lighting Basics		
	B	Basic Elements of Photography - Aperture, ISO, Shutter speed		
	C	Experimenting with camera and its elements		
	Unit 3	Product Photography		CO3, CO4
	A	Introduction		
	B	Importance of product photography in magazines and newspapers		
	C	Creating table top Product photographs		
	Unit 4	Portrait Photography		CO4, CO5
	A	Introduction to Portrait photography – Both, Male and Female		
	B	Studio and Outdoor Lighting		
	C	Lifestyle Portrait Photography		
	Unit 5	Post Production		CO5, CO6
	A	Editing		
	B	Retouching		
	C	Photo exhibition		
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	Photography for Beginners – by Joseph Scolden Exposure: Understanding Light By Nigel Hicks		
	Other References	Composing Good Photographs by Marc Levoy, Stanford University		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 3	
1	Course Code	VBJ303	
2	Course Title	Graphic Design - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Discipline Specific Course (DSE)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course combines the study of visual elements, and principles of design. 2. This course gives the understanding of explorations and experimentation of typographic and visual abstractions. 3. To teach the students to explore and create design solutions for different media. 4. To learn principles of visual dynamics and its analysis and refinement of visual representations. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Understand the relationship between typography and visual representation in design. CO2:- Identify and familiarize the different types of grid layouts and importance of balancing the design composition using these grids. CO3:- Memorize the fundamentals of color theory and use them in their designs. CO4:- Develop design sensibilities to create visual harmony using colors. CO5:- Apply different design theories in creating brand identity. CO6:- Create problem solving design layouts.</p>	
7	Course Description	<p>This course combines study of the element of design language i.e fonts, colors, shapes, graphics, icons etc. to communicate to its users. The course aims at providing a skill set required for creation of visual graphics, corporate identity using different design theories. Enhances the conceptualisation and ideation process of the learners.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Basic Typography		CO1
	A	Typography And Its Anatomy		
	B	Typographic Terminologies		
	C	Principles of Design in Typography		
	Unit 2	Layout Composition and Grids		CO2
	A	Typographic Compositions		
	B	Grids And Its Types for Layouts		
	C	Designing With Type		
	Unit 3	Color Theory		CO3, CO4
	A	Introduction To Colour Theory		
	B	CMYK, RGB, PANTONE, Web Color		
	C	Creating Colour Harmony in Design		
	Unit 4	Logo Identity		CO5
	A	Rule of Thirds and Golden Ratio		
	B	Gestalt Theory and its implementation in design		
	C	Case Study of Logos		
	Unit 5	Introduction To Graphic Design Basics		CO6
	A	Conceptualizing Design Layouts Using Shapes		
	B	Designing Graphic Illusion		
	C	Finding Design Oriented Ways To Solve The Problem		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002).pdf		
	Other References	Elements-of-art-and-principles-of-design.pdf,		

School: SSDAP		Batch: 2024-2028
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26
Branch: Applied Art		Semester: 3
1	Course Code	VBJ304
2	Course Title	Installation Art
3	Credits	3
4	Contact Hours (L-T-P)	0-1-4
	Course Type	Minor (Vocational)/ Skill Enhancement Course (SEC)
5	Course Objective	<p>In this course a learner develop the following program capabilities:</p> <ol style="list-style-type: none"> 1. find creative solutions to constraints and challenges in a visual art context 2. develop individual and collaborative modes of working and apply skills in teamwork, leadership and self-management 3. develop a critically reflective arts practice, in order to continually develop, change , and plan for a future that is both informed and improved by arts practice 4. engage in autonomous and continued learning, apply new theories of practice and embrace new
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1: Experiment and develop a range of works that investigate installation from a sculptural perspective.</p> <p>CO2: Evaluate the conditions of the site in the conception and development of artwork.</p> <p>CO3: Develop and implement complex creative strategies including interventionist and other non-studio based-modes of working.</p> <p>CO4: Understand the role of material and social space.</p> <p>CO5: Analyze the function of recording and documentation and issues of temporality.</p> <p>CO6: Develop a concept into compilation of multi-media installation.</p>

7	Course Description	In this course a learner explores installation as spatial practice. They will examine installation as a hybrid form that negotiates boundaries of traditional art practices like painting, sculpture, video and film. This course focuses on the history and critical reception of installation as a practice. They will investigate how conceptual, spatial and material needs define the language and application of installation art.
8	Outline syllabus	CO Mapping
	Unit 1	Introduction
	A	Materials & Tools
	B	Conceptualization
	C	Analytical, Technical and Interpretative processes
		CO1, CO2
	Unit 2	History
	A	Everyday materials
	B	New Media
	C	Site Specific-Land Art
		CO1, CO2, CO3
	Unit 3	Art and Object-hood
	A	Installation & Theatre- Performance
	B	Sensory / Narrative Experience
	C	Non-retinal Art
		CO1, CO2, CO4
	Unit 4	Interactive Installation
	A	Participation
	B	Concept Discussion
	C	Outcomes Reality
		CO1, CO2, CO3, CO4

	Unit 5	Immersive Virtual Reality			CO5, CO6
	A	Digital- Based Installation			
	B	Electronic - Based Installation			
	C	Mobile - Based Installation			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	Installation Art, By- <i>Claire Bishop</i>			
	Other References	<ul style="list-style-type: none"> • Unexpected Art, Introduction by <i>Christian L.Frock</i>, Edited by <i>Jenny Moussa Spring</i>, Preface by <i>Florentijn Hofman</i> • Urban Interventions : Personal Projects in Public Places, Edited by <i>Robert Klanten</i>, Edited by <i>S.Ehmann</i>, Edited by <i>M. Hübner</i> • Site-Specific Art : Performance, Place and Documentation, By (author) <i>Nick Kaye</i> 			

Course Syllabus Semester - IV

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester 4	
1	Course Code	VBT403	
2	Course Title	Theory Of Commercial Art - II	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Discipline Specific Course (DSE)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a brief history of advertising and the evolution of different media. 2. It aims to elaborately discuss the various types of advertising practices and understands their application in marketing products and services. 3. It focuses on introducing the various effective marketing strategies for advertising campaigns. 4. It imparts knowledge about the current advertising trends and organisational structure of advertising agencies. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:-Identify and distinguish between illustration and posters.</p> <p>CO2:- Analyse and evaluate the need for advertising campaigns and its objectives.</p> <p>CO3:- Plan and develop effective advertising approaches for planning advertising campaigns.</p> <p>CO4:- Explain the various printing techniques used in advertising.</p> <p>CO5:- Differentiate between various types of advertising agencies and the functioning of its various departments.</p> <p>CO6:- Recognize famous personalities of the advertising world and their successful advertising campaigns.</p>	
7	Course Description	<p>It examines the historical context of advertising media by focusing on the various stages and their developments with time. It also focuses on various marketing theories and strategies used in creating effective advertising campaigns.</p> <p>It provides an understanding of the working of advertising agencies highlighting the role of different departments and career prospects.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Introduction To Illustration and Poster Design		CO1
	A	Definition, Types, Techniques and Importance of Illustration.		
	B	Posters - Historical Overview, Types, Various Sizes and Its Application In Regard To Its Types.		
	C	Significance and Effectiveness of Posters In Advertising		
	Unit 2	Advertising Campaign		CO2
	A	Meaning, Media and Need for Advertising Campaign		
	B	Campaign Objectives, Types and Process.		
	C	Structuring an Effective Campaign.		
	Unit 3	Advertising Campaign Conceptualization, Planning and Printing		CO3, CO4
	A	Marketing Mix (7 Ps of Advertising) and DAGMAR Approach		
	B	Advertising Planning Cycle, Factors Affecting Campaign Planning and Selection of Right Media for Ad Campaign		
	C	Overview of Different Printing Processes		
	Unit 4	Advertising Agencies		CO5
	A	Types of Advertising Agencies and Its Functions		
	B	Organizational Structure of Advertising Agencies, Career Hierarchy		
	C	Various Major Departments of Ad. Agencies and Its Functioning		
	Unit 5	Introduction to Copywriting		CO6
	A	Meaning, Characteristics and Copywriting Strategies For Different Advertising Media		
	B	Significance of Good Copy, Roles and Duties of a Copywriter and Art Directors		
	C	Advertising Gurus and Their Successful Campaign Case Studies		
	Mode of examination	Theory		
	Weightage Distribution	CA 25%	MTE 25%	ETE 50(100)%
	Text book/s*	- <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i> , by Robin Landa;		
	Other References	- <i>Advertising Design and Typography</i> , by Alex W. White - <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 4	
1	Course Code	VBJ401	
2	Course Title	DRAWING & ILLUSTRATION-II	
3	Credits	6	
4	Contact Hours (L-T-P)	0-4-4	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on creating a balance between the visualized and created. 2. It concentrates on inculcating skills of exploration by experimenting with different materials and techniques. 3. To develop the soft skills of drawing by focusing on anatomical study. 4. It focuses on understanding the different forms of illustration. 5. It explores unique features of different illustration styles. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recall and compare the difference between various types of anatomical studies by realising the unique skill sets required to study each one of them.</p> <p>CO2:- Visualize and compose a drawing by exploring different materials and techniques.</p> <p>CO3:- Develop their own style of drawing.</p> <p>CO4:- Create character designs and explore their own layouts.</p> <p>CO5: Experiment with different styles and forms of illustration design.</p> <p>CO6: Plan and create different types of illustration exercises in advertising.</p>	
7	Course Description	The course builds on the existing skill of observation and reproduction and enables in developing coordination between the visualized and created. It aims at introducing various techniques and materials for making illustrations.	

8	Outline syllabus			CO Achievement
	Unit 1	Drawing		CO1
	A	Life Studies of Human & Animal		
	B	Action Poses & Expression		
	C	Outdoor Sketching		
	Unit 2	Concept based Drawings		CO2
	A	Conceptual Compositions		
	B	Explorations with Black and white mediums		
	C	Explorations with color mediums		
	Unit 3	Character Development		CO3, CO4
	A	Sketching different parts of a character		
	B	Character development for illustration.		
	C	Characters for story books, animation films etc.		
	Unit 4	Illustration Technique		CO5
	A	Explorations with Mediums		
	B	Explorations with Technique		
	C	Explorations with different elements of design in Illustration.		
	Unit 5	Project based on illustration		CO3, CO6
	A	Practice of different techniques in illustrations		
	B	Exploring various forms of illustration		
	C	Exploring different materials		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	Drawing for Illustration By <i>Martin Salisbury</i>		
	Other References	The Essential Book of Drawing & Illustration A Step-by-step Guide to Artistic Excellence By Peter Gray.		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 4	
1	Course Code	VBJ405	
2	Course Title	PHOTOGRAPHY - II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course will offer professional skills and instil the use of software to develop storyboards and Stop Motion to learn how to use light in photography. 2. To learn to shoot with digital cameras maximizing the quality of the output from them. 3. To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and apply that appreciation to and through the learner's own work. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Use and experiment advanced photographic techniques to capture outdoor lighting.</p> <p>CO2:- Understand and implement the principles of lighting and photographic filters with indoor and outdoor subjects.</p> <p>CO3:- Apply professional skills and compose interesting frames using different angles.</p> <p>CO4:- Analyze and apply dramatic lighting for creative photography.</p> <p>CO5:- Experiment with flashlight and shutter speed to produce professional images for commercial photography.</p> <p>CO6:- Produce and create good photographs using editing and retouching techniques.</p>	
7	Course Description	<p>The course will practically profound the students in different types of photography, from portrait, to fashion, from nature to street, from architectural to Creative and Experimental photography. It will also help them edit different styles of photographs and also use the photographs in designing, advertising as well as for exhibitions and competitions.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Nature Photography		CO1
	A	Understanding subject and background in nature		
	B	Photography focusing nature and landscape		
	C	Photography focusing on flora and fauna		
	Unit 2	Landscape Photography		CO2
	A	Composition techniques for landscape photographs		
	B	Photographic filter		
	C	Photography editing basics		
	Unit 3	Architectural Photography		CO3, CO4
	A	Old architectural photography		
	B	New architectural photography		
	C	Play with light and shade, colour, and perspective in architectural photography		
	Unit 4	Creative Photography I		CO4,CO5
	A	Experimental Photography		
	B	Creative Flash Photography Techniques for Dramatic Lighting		
	C	Using Shutter speed for Creative Effect		
	Unit 5	Post Production		CO5, CO6
	A	Filtering		
	B	Retouching		
	C	Photo exhibition on Instagram		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	<ul style="list-style-type: none"> - The Art of Landscape Photography by Ruth Morris - Exposure: Understanding Light By Nigel Hicks 		
	Other References	<ul style="list-style-type: none"> - Advancing Your Photography By Marc Silber 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 4	
1	Course Code	VBJ406	
2	Course Title	Graphic Design - II	
3	Credits	5	
4	Contact Hours (L-T-P)	0-2-6	
	Course Status	Major/ Discipline Specific Course (DSE)	
5	Course Objective	<ol style="list-style-type: none"> 1. This course combines study of visual elements, features and principles. 2. This course gives the understanding of Explorations in visual abstractions. 3. To teach the students to explore and create complex patterns. 4. To learn principles of visual dynamics and its analysis and refinement of visual representations. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Understand the use of shapes, forms, typography and color in design layouts.</p> <p>CO2:- Prepare corporate identity using graphics.</p> <p>CO3:- Understand and use spatial relationships, grids and composition and layouts in 2D and 3D space.</p> <p>CO4:- Create visual designs using text and images.</p> <p>CO5:- Apply different design theories in creating artworks.</p> <p>CO6:- Experiment with fonts, vectors and coloring techniques in creating graphic illustrations and design solutions.</p>	
7	Course Description	This course combines study of Visual Language - critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns. To clearly understand the relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.	

8	Outline syllabus			CO Achievement
	Unit 1	Typography in Graphic Design		CO1
	A	Alignment Principles in Graphic Design		
	B	Creative Typographic Layouts		
	C	Developing Typeface Using Software		
	Unit 2	Corporate Identity		CO2
	A	Logo identity and commercial graphics		
	B	Brand Letterhead, Visiting Card, Envelope and other collateral design		
	C	Presentation of Corporate Identity or Collaterals Using Mock-ups		
	Unit 3	Colour Psychology In Graphic Design		CO3, CO1
	A	Designing with Shapes, Form, Composition, Pattern and Colours		
	B	Ideation And Conceptualisation Of Layouts		
	C	Experimenting With Various Textures and Colour		
	Unit 4	Graphic Design For Print		CO4, CO5
	A	Using Graphics For Designing Sales Promotional Material – Dangler / Wobblers/ Brochure / Docket		
	B	Conceptualisation For Creating Artwork		
	C	Balancing Image and Text To Create Visual Design		
	Unit 5	Graphics For Publication		CO6
	A	Exercising with vector illustrations for books		
	B	Experimenting With Colouring Techniques Using Softwares		
	C	Creating And Compiling Text With Vectors		
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	<ul style="list-style-type: none"> - Design Thinking, Design Theory Thomas Binder, Giorgio de De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc 		
	Other References	<ul style="list-style-type: none"> - David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011) 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2025-26	
Branch: Applied Art		Semester: 4	
1	Course Code	VBJ404	
2	Course Title	3D Printing	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Status	Minor (Vocational)/ Skill Enhancement Course (SEC)	
5	Course Objective	<p>In this course a learner develop the following program capabilities:</p> <ol style="list-style-type: none"> 1. Knowledge and understanding of basic 3D Modelling, texturing and rendering. 2. To understand and should have the ability to create 2. 3D design using digital 3D tools. 3. Knowledge and Understanding of functional and aesthetic requirements of architecture and the application of those in virtual environments. 4. Skills in experimentation, critical analysis and the discriminatory selection of computer software for specific end uses. 5. Quality of the work produced; with the balance of the student's artistic expression & sensitivity as well as technical understanding, with integration of techniques and subject. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Demonstrate and present their work using Digital 3D tools.</p> <p>CO2:- Sketch and construct a still life object in the form of a 3D Model.</p> <p>CO3:- Understand 3D Visualization and Animation.</p> <p>CO4:- Develop conceptual 3D models using textures.</p> <p>CO5:- Apply different lighting and camera angles for creating a basic animation.</p> <p>CO6:- Create and conceptualize their ideas into 3D digital models.</p>	

7	Course Description	In this module the students will learn to visualize and use 3D software to create digital 3D models. This course is designed for students to learn both practical and theoretical knowledge in constructing and managing 3-dimensional modeling and texturing. It is a highly interdisciplinary and complex subject of artistic expression and technological understanding.		
8	Outline syllabus			CO Achievement
	Unit 1	Introduction to 3D Modeling (Interface/Tools/Working)		CO1
	A	Introduction to Advance 3D Modeling		
	B	User Interface and basic working		
	C	Modeling 3D Objects using modifiers		
	Unit 2	Working with conceptual 3D Model with texture		CO4
	A	Modifiers & Splines		
	B	2D Spline & 3D Modeling		
	C	Mesh Editing		
	Unit 3	Lightning and basic rendering		CO5
	A	Working with Lights		
	B	Camera & Animation Basics		
	C	Texture and Materials		
	Unit 4	Render output in Still Image		CO1, CO2
	A	Introduction to Rendering		
	B	Rendering and output settings		
	C	Render Styles		
	Unit 5	Render output in Animation		CO3, CO6
	A	VR output		
	B	3D Project		
	C	Final project		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	3d Printing For Total Beginners by Iylah .M Fuller (Author)		
	Other References	3D PRINTING from beginners to experts By Salvatore Del Vecchio		

CCU - Community Connect

SCHOOL: SSDAP		TEACHING DEPARTMENT: Art & Design	ACADEMIC SESSION : 2025-26	FOR STUDENTS BATCH – B.Design /B.V.A 2025-26
1	Course Number	CCU108		
2	Course Title	Community Connect		
3	Credits	2 (Audit}		
3.01	(L-T-P)	(0-0-4)		
4	Learning Hours	4		
5	Course Objectives	<p>1. The objective of assigning the project related to community work is to expose our students to different social and infrastructural issues faced by the people in different sections of society in rural areas.</p> <p>2. This type of project work will help the students to develop better understanding of problems of people living in a less privileged position in the society, may be socially, medically, economically, in the built fabric or otherwise.</p> <p>3. This type of live project work will help our students to connect their class-room learning with practical issues/problems in the rural setup.</p>		
6	Course Outcomes	<p>1. The community connect project will enable our students to acquire knowledge and skills which will help them understand, project and perceive rural setup.</p> <p>2. These types of activities will give practical exposure to our students to understand different current issues, analyse them from a rural perspective & suggest solutions for the same.</p> <p>3. They will learn to do research.</p>		
7	Theme	<p>Major Sub-themes for research:</p> <p>a. Impact of government projects in community</p> <p>b. Social issues through surveys</p> <p>c. Environment issues through primary and secondary surveys</p> <p>d. Economic issues, through census and primary surveys.</p> <p>e. Technology-adaption</p> <p>f. Infrastructure Issues.</p>		

8.1	Guidelines for Faculty Members	<p>It will be a group assignment.</p> <p>There should be not more than 8 students in each group.</p> <p>The faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report.</p> <p>The questionnaire should be well design and it will carry at least 20 questions (Including demographic questions).</p> <p>The faculty will guide the student to prepare the PPT.</p> <p>The topic of the research should be related to social,</p>
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		<p>economic, infrastructural or environmental issues concerning the common man in a rural setup. The Final output shall be a report of 2,500 to 3,000 words with relevant charts, tables and photographs. The student shall submit the report to CCC-Coordinator signed by the faculty guide by 25 March 2019. The students have to send the hard copy of the report and PPT, and then only they will be allowed for ETE.</p>
8.2	Role of CCC-Coordinator	<p>UG- B. DES, Semester 1 The CCC Coordinator will supervise the whole process and assign student's assignment.</p> <ol style="list-style-type: none"> 1. The coordinator will teach, guide, access & evaluate students work allocated to them.
8.3	Layout of the Report	<p>Abstract (250 words)</p> <ol style="list-style-type: none"> a. Introduction b. Literature review(optional) c. Objective of the research d. Research Methodology e. Data Collection f. Finding and discussion g. Conclusion and recommendation h. References <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p>Title Page: The following elements must be included:</p> <ul style="list-style-type: none"> • Title of the article; • Name(s) and initial(s) of author(s), preferably with first names spelled out; • Affiliation(s) of author(s); • Name of the faculty guide and Co-guide <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> • Use a normal, plain font (e.g., 12-point Times Roman) for text. • Use italics for emphasis. • <i>Use the automatic page numbering function to number the pages.</i> • <i>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</i> <p>Reference list: The list of references should only include works that are cited in the text and that have been published or accepted for publication.</p>

		<p>The entries in the list should be in alphabetical order.</p> <p>Journal article Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)</p> <p>Article by DOI Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z</p> <p>Book Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)</p> <p>Book chapter Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)</p> <p>Online document Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007</p> <p>Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see www.issn.org/2-22661-LTWA-online.php</p> <p>For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. End Note style (zip, 2 kB)</p> <p>Tables: All tables are to be numbered using Arabic numerals.</p> <p>Figure Numbering: All figures are to be numbered using Arabic numerals.</p>
8.5	Format:	<p>The report should be Spiral/ hardbound</p> <p>The Design of the Cover page to report will be given by the Coordinator- CCC</p> <p>Cover page Acknowledgement Content Project report Appendices</p>
8.6	Important Dates:	<p>Students should prepare questionnaire and get it approved by concern faculty member and submit the final questionnaire within ----- to CCC- Coordinator.</p> <p>Students will complete their survey work within ----- and submit the same to concern faculty member. (Each group should complete 50 questionnaires)</p> <p>The student should show the 1st draft of the report to concern faculty member within 5th March 2019 and submit the same to concern faculty member.</p> <p>Faculty members should give required inputs, so that</p>

		<p>students can improve their project work and make the final report submission on -----.</p> <p>The students should submit the hard copy and soft copy of the report to CCC-Coordinator signed by the faculty guide within -----.</p> <p>The students should submit the soft copy of the PPT to CCC-Coordinator signed by the faculty guide within -----.</p> <p>The final presentation will be organised on -----.</p>
8.7	ETE	<p>The students will be evaluated by panel of faculty members on the basis of their presentation on ----- Nov 2026.</p>

9	Course Evaluation	
9.01	Continuous Assessment	60%
	Questionnaire design & Discussion	20 Marks
	PPT Presentation on data and survey	20 Marks
	Report Writing	20 Marks
9.02	ETE(PPT presentation & Report)	40%

Course Syllabus Semester - V

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 5	
1	Course Code	VBJ501	
2	Course Title	Digital Illustration - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<p>1. The programme is aimed to improve the conceptualization and visualization abilities for illustration.</p> <p>2. It aims at enhancing student's illustration skills using digital software.</p> <p>3. Preparing students to use contemporary software and create aesthetically pleasing designs.</p> <p>4. Introducing illustration tools and techniques in order to widen their digital skills.</p>	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Memorize and recall various digital image-making applications and equipment.</p> <p>CO2:- Analyze and evaluate different illustration methods as they relate to caricature drawing.</p> <p>CO3:- Develop digital image-making techniques and incorporate them into the character design process.</p> <p>CO4:- Understand the method of drawing facial expressions of the characters.</p> <p>CO5:- Prepare and develop characters for various narrations.</p> <p>CO6:- Demonstrate the development of visual and conceptual skills required to create a successful illustrative narration through the process of idea development, refinement, and assessment.</p>	
7	Course Description	This course takes students beyond the basics covered in Introduction to Computer Graphics, and explores advanced image creation and manipulation tools, effects, graphic illustration techniques, and typographic functions in applying the digital medium to problems in design.	

8	Outline syllabus			CO Achievement
	Unit 1	Knowing the Softwares		CO1
	A	Introduction To Illustration Software		
	B	Types Of Digital Art		
	C	Explorations		
	Unit 2	Caricature Drawing I		CO2
	A	Introduction To Raster And Vector Graphics		
	B	Character Illustration Through Basic Shapes		
	C	Setting The Tone Of Expression		
	Unit 3	Caricature Drawing II		CO3
	A	Sketching And Drawing Humans And Animal Figures		
	B	Fundamentals Of Character Design		
	C	Illustrating Using Pen Tool		
	Unit 4	Study of Expressions		CO4, CO5
	A	Facial Features And Expressions		
	B	Learning Characters Expressions		
	C	Developing The Characters In Details		
	Unit 5	Narrative Illustration		CO6
	A	Developing Characters For A Narration		
	B	Digital Coloring Using Gradients And Filters		
	C	Illustration Compilation		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	<i>The-mad-art-of-caricature</i> by Tom-Richmond		
	Other References	<i>Cartoon Faces: How to Draw Heads, Features & Expressions</i> by Cartoon Academy		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 5	
1	Course Code	VBJ502	
2	Course Title	Typography - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<p>1. The programme is intended to introduce the basics of typography and its association with graphic design.</p> <p>2. It focuses on developing an understanding about the expressive powers of</p> <p>3. typography and its impact on overall design.</p> <p>4. It focuses on enumerating the basic principles of typographical design and its application.</p> <p>5. It focuses on introducing the various techniques and material involved in the measurement process in typography.</p>	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recognize and remember the construction of type on a grid.</p> <p>CO2:- Distinguish between kerning, leading and tracking and recall various typographic terminologies and implement them in different design formats.</p> <p>CO3:- Summarize various units of measuring type such as didot, cicero, metric system etc.</p> <p>CO4:- Develop an understanding for copy fitting and setting up typefaces in various formats.</p> <p>CO5:- Understand the method of calculating column sizes for different publications.</p> <p>CO6:- Create typographic compositions that express the emotions of the words.</p>	
7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detailed format, by giving them assignments that harness both their critical as well as creative	

		skills. The studio provides a space through which the students will widen their understanding of typographical designs by exploring different media and areas such as environmental spaces, printing technology and creating their own interpretation of typefaces. They will also learn Typographic Hierarchy			
8	Outline syllabus			CO Achievement	
	Unit 1	Introduction To Typography			CO1
	A	Evolution of Typefaces			
	B	Construction Of Type Using Grid			
	C	Study of Different Typefaces and Fonts			
	Unit 2	Basics of Typography			CO2
	A	Kerning, Tracking, Leading			
	B	Developing Typographic Hierarchy			
	C	Proportions and Sizes			
	Unit 3	Type Measurements I			CO3
	A	Introduction of type measurements.			
	B	Point Systems, Pica, En, and Ems.			
	C	Didot, Cicero and Metric System.			
	Unit 4	Type Measurements II			CO4, CO5
	A	Copy fitting, counting of characters.			
	B	Setting of copy in type.			
	C	Area calculation of typewritten copy.			
	Unit 5	Expressive Power of Typography			CO6
	A	Exploring Expressive Aspects Of Type			
	B	Typographic Composition Designs			
	C	Capturing The Emotional Aspect Of The Word.			
	Mode of examination	Jury			
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%	
	Text book/s*	<i>The Art of Calligraphy: David Harris</i> <i>Modern Calligraphy and Hand Lettering : Lisa Engelbrecht</i>			
	Other References	- David Diringer - <i>The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)</i>			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 5	
1	Course Code	VBJ503	
2	Course Title	Computer Aided Design-I / CAD I	
3	Credits	6	
4	Contact Hours (L-T-P)	0-4-4	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme intends to demonstrate various problem-solving areas of design. 2. It aims at making them aware about the various graphic software such as Photoshop, InDesign and Illustrator in detail. 3. It illustrates different problems – solving methods of design. 4. It prepares them to comprehend the difference between indoor and outdoor advertising. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recognize different domains and areas associated with design problems.</p> <p>CO2:- Apply their knowledge of the designing software such as Photoshop, Illustrator and InDesign.</p> <p>CO3:- Create and conceptualise creative visual designs.</p> <p>CO4:- Identify advanced ways to solve design problems.</p> <p>CO5:- Develop abstract vector art using textures and tools.</p> <p>CO6:- Compose and create designs using photo shop effects</p>	
7	Course Description	The course enables students to develop an understanding about the various domains of design problems. It caters to focus on their coordination between the visualization and creation by providing them with the necessary tools.	
8	Outline syllabus		CO Achievement
	Unit 1	Software Explorations I (Adobe In-design)	
	A	Designing for Publication	
	B	Margin, Bleed, Non Bleed, Safe Area	
	C	Gutter, Drop Cap, Text Pull Out, Image Embedding	
		CO1	

	Unit 2	Software Explorations II (Adobe In=design)		
		Designing Newsletter and Magazines	CO2	
		Design grid, masthead, color balance, alignment		
		Amalgamation of text and images		
	Unit 3	Vector Illustrations		
		Basics of transforming and editing	CO3	
		Creating repeated shapes, gradient effects and opacity		
		Vector maps / wall stickers / character art / mascots		
	Unit 4	Abstract Vector Art		
		Mandala vectors / patterns / comic art	CO4, CO5	
		Abstract background and wallpapers		
		Exploring burn tool, smart object, adjustment layers, filters, half-tone patterns		
	Unit 5	Creativity with Photoshop		
		Exploring Photoshop Effects	CO6	
		Twirl / Clouds / Fire / Water Reflection / Lens Flare		
		Transparent Text In Image Exercise		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)		
	Other References	<ul style="list-style-type: none"> ● Indesign Beginners Hand-out ● Learn Adobe CC for Graphic Design and Illustration by Dena Wilson and Peter Lourekas 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 5	
1	Course Code	VBJ504	
2	Course Title	Commercial Cinematography	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to comprehend the various techniques and material used in the discipline of photography. 2. It aims at analysing different techniques of portraiture photography. 3. It focuses on enabling the skill of exploration by navigating through outdoor photography. 4. It also aims at developing a comprehension of different materials and their treatment. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recognize and explore photographic techniques with reactive use of lighting.</p> <p>CO2:- Analyse distinctive techniques of indoor & outdoor photography.</p> <p>CO3:- Assess different techniques of product & portraiture photography.</p> <p>CO4:- Prepare good compositions for commercial photo shoots.</p> <p>CO5:- Demonstrate advanced darkroom techniques.</p> <p>CO6:- Summarize the knowledge of contemporary photographic practices, studios and will be able to create their own archive.</p>	
7	Course Description	The course highlights important techniques and materials used in photography along with their application by practice. It focuses on creating a link between the basic conventional techniques and contemporary practices.	
8	Outline syllabus		CO Achievement
	Unit 1	Black & White Photography	CO1
	A	Techniques Of B & W Photography	
	B	Fundamental Understanding Of Camera, Basic Lighting, Electronic Flash	
	C	Creative Use Of Light & Contrast	

	Unit 2	Indoor & Outdoor			
	A	Introduction To Digital & Colour Photography, Developing Techniques, Intensification And Toning Process.			CO2
	B	Multiple Panel Photography (Panoramic)			
	C	Copying Through Enlarger			
	Unit 3	Product & Portraiture Shoot			
	A	Portraiture : Use Of Different Texture Screens And Solarization Line Effect Of Photography			CO3, CO4
	B	Product Photography			
	C	Explorations For Commercial Shoots			
	Unit 4	Printing Practices			
	A	Advanced Techniques In Dark-room Practice, Dodging & Burning.			CO5
	B	Colour Photography Printing Technique.			
	C	Creative Use Of Print Contrast			
	Unit 5	Photographic Archive			
	A	Introduction To The Idea Of Archive			CO6
	B	Photography Archives Of India (Shergil Sundaram Foundation, Sahmat, Chennai Photo Biennale, Museo Camera Centre For The Photographic Arts)			
	C	Making Photo Book As An Archive Project			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	<ul style="list-style-type: none"> • Bernhard Suess - Creative Black and White Photography_ Advanced Camera and Darkroom Techniques-Allworth Press (2003) • (Masters Series Buffalo, N.Y.) William S. McIntosh - Classic Portrait Photography_ Techniques and Images from a Master Photographer (Masters Series (Buffalo, N.Y.))-Amherst Media, Inc. (2004) 			
	Other References	https://www.museocamera.org/photography-museum https://aaa.org.hk/en http://ssaf.in			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 5	
1	Course Code	VBT503	
2	Course Title	Global Trends In Advertising - I	
3	Credits	2	
	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Core Course (CC) (RBL-1)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a brief history of Design and role of Bauhaus. 2. It aims at elaborately discussing the various types of advertising practice and understanding their application. 3. It focuses on introducing the various trends in advertising today. 4. It further deals with comprehending the various media such as Books, Films, and Television in Advertising. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recall global digital advertising and its various modes.</p> <p>CO2:- Understand films and television as a global trend in advertising.</p> <p>CO3:- To conduct preliminary research, analyze and assess the future of interactive advertising in the global context.</p> <p>CO4:- Understand the target audience for better advertising and marketing.</p> <p>CO5:- Develop effective social media and mobile marketing campaigns.</p> <p>CO6:- Evaluate and create cost effective contemporary marketing practices.</p>	
7	Course Description	<p>It examines the historical context of Designing and Visual Communication by focusing on the various stages and their development with time. Besides the above mentioned it also focuses on exploring the different media such as books, films, and television in global trends in advertising, resulting they will make report on the subject matter.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Introduction To Advertising Trends		CO1
	A	Computer Imaging, Digital Photography, Design, Type		
	B	Film, The Moving Image, Animation, Television		
	C	Computer Generated Imagery Design And Illustration Graphic Design		
	Unit 2	Films As Global Trend In Advertising		CO2
	A	Brief History Of Films And Television		
	B	Elements For Films (Music, Screenplay, Dialogue, Narration Etc.)		
	C	Television As A Means Of Visual Communication.		
	Unit 3	Interactive Books As Emerging Trend		CO3
	A	Publishing Industry In Digital Age		
	B	Interactive Graphic Novels		
	C	Future Of Interactive Marketing		
	Unit 4	Digital Marketing Trends		CO4, CO5
	A	Audience Targeting		
	B	Social Media And Video Podcasts		
	C	Mobile Marketing		
	Unit 5	Global Interactive Advertising Trends		CO6
	A	Ooh Advertising Trends		
	B	Interactive Advertising Case Studies		
	C	Contemporary Examples Of Innovative Marketing Campaigns		
	Mode of examination	Theory (Rubric Based Evaluation)		
	Weightage Distribution	CA	MTE	ETE
		25%	25%	50 (100) %
	Text book/s*	<ul style="list-style-type: none"> - <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>, by Robin Landa; - <i>David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)</i>-Dover Publications (2011) 		
	Other References	<ul style="list-style-type: none"> - <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen - https://www.adsoftheworld.com/ 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 05	
	Course Code	VBJ505	
	Course Title	Internship (Survey/ Project)	
	Credits	3 (0 Credit NGPA QUALIFYING COURSE)	
	Contact Hours (L-T-P)	0-0-3	
	Course Status	Major/ (Survey / Project)	
	Course Objective	<p>The objective of the course is to</p> <ol style="list-style-type: none"> 1. Sensitize the students about the growth of regional art and advertising practiced in local and regional areas of India 2. Build a self-study and self-exploratory approach in the students. 3. Develop authentic documenting and creatively expressive report writing skills of students. 	
	Course Outcomes	<p>Students will be able-</p> <p>CO1: To understand and experience local and regional advertising techniques.</p> <p>CO2: To outline the production process involved in the advertising of readily available brands.</p> <p>CO3: To view functionality in detail and make authentic records and contributions to the design industry.</p> <p>CO4: To inspect the problems associated with in the design framework.</p> <p>CO5: To create solutions to problems by designs and contribute towards social upliftment through design.</p> <p>CO6: To build authentic documentation report</p>	

	Course Description	The course Survey Documentation is a summer field project in which students individually or in a group will study the various advertising techniques adopted by regional and local brands. They will record, categorize and disseminate the information, through both graphic, written, photographic mediums. The resulting document in form of report should include following details about the materials, process, tools and techniques involved in creating it; as well as the applications of the Advertising Campaigns.	
	Outline syllabus		CO Achievement
	Unit 1	Basic Research Study	CO1
A	Learning about Identifying existing advertising problems existing in the locality		
B	Do detailed study about the techniques of advertising adopted by regional brands.		
C	Preparing a brief presentation on the problems identified.		
	Unit 2	On Site Study and Hypothesis	CO2, CO1
A	To understand the procedure and growth of advertising in India after independence.		
B	Observation- Study of wall advertisements, sign painters, hoarding and various other media.		
C	Observation- Photographic and/or video graphic documentation of existing advertising in the locality.		
	Unit 3	Data Collection	CO3
A	Collection of data on the basis of study of target audience, imagery, typography and market research about the advertising campaigns through survey/questionnaire/ interview.		
B	Recording of data using pictures, videos, sketches and sample collection.		
C	Documenting the collected data.		

	Unit 4	Data Analysis			
	A	SWOT analysis			CO4
	B	Problem identification			
	C	Finding solutions to its impact on the audience.			
	Unit 5	Design solution & Documentation			
	A	Providing solutions to the problems identified in the form of creatives.			CO5, CO6
	B	Preparation of documents.			
	C	Authenticating the document with design or advertising firm			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		30%	30%	40%	
	Text book/s*	https://www.afaqs.com/news/advertising/27648_special-national-brands-with-regional-tongue			
	Other References	https://www.marketingmind.in/most-watched-ads-in-regional-indian-languages-in-2020/			

School: SSDAP		Batch: 2024-2028
		Current Academic Year: 2026-27
		Semester: 5th
1	Course Code	ARP505
2	Course Title	Critical Thinking & Leadership Skills
3	Credits	0 Credit (Audit)
4	Contact Hours (L-T-P)	0-0-2
	Course Status	Active/ AEC
5	Course Objective	To enhance holistic development of students and improve their elements of Leadership Skills, Leadership Traits, and Leadership Attributes in conjunction with Critical thinking and problem-solving abilities. To up skill and upgrade students across Aptitude and Reasoning Skills. By the end of this semester, a student will have entered the threshold of his/her employability enhancement and skill-building activity exercise.
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1: Identify the critical factors that influence a student’s performance and improving their planning and management of teams and tasks</p> <p>CO2: Describe your own interpersonal relationship style and its impact on those they lead</p> <p>CO3: Be better able to lead the variety of people they manage and control resources</p> <p>CO4: Understand the communication processes necessary to develop an effective team</p> <p>CO5: Develop higher level strategic critical thinking and problem-solving skills</p> <p>CO6: Demonstrate higher level of quantitative aptitude and reasoning tools for making business decisions</p>
7	Course Description	This course bundle allows students to acquire and build a rudimentary level of leadership vision, mission and strategy along with acquiring critical thinking and problem-solving capabilities. Students will also acquire advanced Quantitative Aptitude and Reasoning skills
8	Outline syllabus – ARP	CO MAPPING
	Unit 1	Introduction to Leadership Theories

	A	Define Leadership – Understanding the Concepts of Leadership and learn to define and interpret Leadership	CO1
	B	Leadership Philosophies – Understand and interpret Leadership Philosophies and learn to apply them in their lives	CO2
	C	Behavior Studies of Leaders – Understand, assimilate, imbibe and learn the behavioral patterns and attributes of different leaders	CO3
	D	Leaders and their styles of Leadership – Know about some of the distinguished leaders across domains and get acquainted with their leadership styles	CO3
	Unit 2	Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical	
	A	Coding Decoding, Ranking & Their Comparison Level-2	CO4
	B	Series, Blood Relations & Number Puzzle	CO5
	Unit 3	Critical Thinking & Problem Solving	
	A	Identify the assumptions needed to analyze the case or problem	CO2
	B	Identify the relevant information presented in the case or problem	CO2
	C	Identify the alternative solutions to the problem or case	CO2
	D	Solve problems effectively and creatively	CO2
	Unit 4	Team Building & Team Synergy	
	A	Introduction to and Understanding of Teams	CO2
	B	Team Building & Team Synergy Activities and Games	CO2
	Weightage Distribution	CA – 30 % VIVA 30% ETE 40%	
	Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand Quantum CAT – Arihant Publications Quicker Maths- M. Tyra Dare to Lead – Brene Brown Leaders eat Last – Simon Sinek Critical Thinking Skills – Stella Cottrell</i>	

Course Syllabus Semester - VI

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 6	
1	Course Code	VBJ601	
2	Course Title	Digital Illustration - II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<p>1. The programme is aimed to improve the conceptualisation and visualisation abilities for illustration.</p> <p>2. It aims at enhancing student's texturing and rendering skills on software.</p> <p>3. Preparing students to create concept art for books, games and films</p> <p>4. It focuses on developing student's cognitive and artistic sensibilities for creating impactful illustrations.</p>	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Memorize basic principles, tools and techniques of digital matte painting.</p> <p>CO2:- Experiment with different photo manipulation compositions, lighting and rendering methods.</p> <p>CO3:- Develop digital image-making techniques such as texturing and shading for creating digital landscapes.</p> <p>CO4:- Prepare matte painting compositions with different scenic concepts.</p> <p>CO5:- Combine different effects to create photorealistic illustrations.</p> <p>CO6:- Modify, enhance, and deliver digital illustrations.</p>	
7	Course Description	<p>This course introduces drawing strategies, concepts, and specialized illustration techniques used by designers and illustrators. Students create illustrations in digital formats. Emphasis is on modelling approaches and rendering skills, as well as expressive and historical perspectives that an illustrator-designer must have conceptualising a matte painting for books, films and games.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	Matte Painting I		CO1
	A	Introduction To Matte Painting		
	B	Basic Principles of Digital Matte Painting		
	C	Tools and Techniques		
	Unit 2	Matte Painting II		CO2
	A	Explorations With Photo Manipulations		
	B	Basic Extraction and Composition Techniques		
	C	Lighting and Rendering		
	Unit 3	Digital Compositions I		CO3
	A	Creating Scenic / Fantasy Landscape		
	B	Conceptualisation & Layout		
	C	Texturing and Shading		
	Unit 4	Digital Compositions II		CO4, CO5
	A	Photorealistic Compositions		
	B	Visualisation and Conceptualisation		
	C	Development and Execution		
	Unit 5	Images Exploration		CO6
	A	Explorations with Multiple Images		
	B	Image Compilation For Panorama		
	C	Layout Development and Execution		
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	<i>Digital Matte Painting, Techniques, Tutorials and Walk Through</i>		
	Other References	<i>Digital-Painting-with-krita-2.9-chapters1-2.pdf</i>		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 6	
1	Course Code	VBJ602	
2	Course Title	Typography - II	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on introducing the art of calligraphy. 2. It focuses on developing an understanding about the letters formation of both serif and sans serif type to create good commercial designs. 3. It aims to provide an understanding about how visuals and texts are arranged together to create impressive designs. 4. It focuses on techniques and sizes of different publications for marketing purposes. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Practice and create commercial designs using calligraphic strokes.</p> <p>CO2:- Distinguish between letter formation of serif and sans serif typefaces in calligraphy.</p> <p>CO3:- Understand the relationship between text and image in a well composed layout.</p> <p>CO4:- Memorize and apply typographic measurements while designing for various publications.</p> <p>CO5:- Create aesthetically appealing designs using balance and hierarchy.</p> <p>CO6:- Compose typographic layouts in different sizes and arrangements.</p>	

7	Course Description	It takes the student on a journey where they explore the various soft skills of typography in a detailed format, by giving them assignments that harness both their critical as well as creative skills. The studio provides a space through which the students will widen their understanding of typographical designs by exploring different media and areas such as environmental spaces, printing technology and creating their own interpretation of typeface. They will also learn Typographic Hierarchy.	
8	Outline syllabus		CO Achievement
	Unit 1	Calligraphy I	CO1
	A	Calligraphy Basic Strokes On A Grid	
	B	Designing with Calligraphic Strokes	
	C	Calligraphic Letters Formation	
	Unit 2	Calligraphy II	CO2
	A	Practicing Sans Serif Typefaces	
	B	Practicing Serif Typefaces	
	C	Creating Designs Using Calligraphy	
	Unit 3	Typographic Layouts	CO3
	A	Relationship Between Text And Image	
	B	Balancing The Emotional Aspect Of Both	
	C	Creating Designs By Amalgamating The Two.	
	Unit 4	Designing With Type	CO4
	A	Typographical Measurement Making For Publications.	
	B	Typographic Composition	
	C	Double Spread Magazine Layout Using Type	

	Unit 5	Typography And Composition			
	A	Composition With Different Sizes Of Type.			CO5, CO6
	B	Justification And Arrangement Of The Composed Text.			
	C	Typographic Hierarchy And Dominance			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	- <i>Lessons in Typography, Creative Core Book 3</i> by Jim Krause			
	Other References	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011)			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 6	
1	Course Code	VBJ603	
2	Course Title	Computer Aided Design - II / CAD - II	
3	Credits	6	
4	Contact Hours (L-T-P)	0-4-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to improve visualization and reproduction abilities. 2. It aims at enhancing their graphic skills in software such as Photoshop, InDesign and Illustrator in detail. 3. Analysing the utility of different software according to the need of design. 4. Introducing advanced software tools in order to widen their digital vocabulary. 	

6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Analyse different design tools and platforms by experimenting at various platforms.</p> <p>CO2:- Apply knowledge of the designing softwares such as Photoshop, Illustrator and Indesign.</p> <p>CO3:- Create designs in accordance to different design briefs.</p> <p>CO4:- Distinguish separate different categories of design according to the purpose.</p> <p>CO5:- Amalgamate different software to create a coherent design.</p> <p>CO6:- Plan and prepare contemporary designs for brand marketing.</p>	
7	Course Description	<p>The course enables students to enhance the digital skills and enables them to create coherent designs. It caters to comprehending various platforms of graphic designing by focusing on unique briefs and activities.</p>	
8	Outline syllabus		CO Achievement
	<p>Unit 1</p> <p>A</p> <p>B</p> <p>C</p>	<p>Posters for outdoor advertising</p> <p>Indoor vs outdoor posters and sizes</p> <p>Conceptualizing a series of posters</p> <p>Designing posters and creative hoardings</p>	CO1
	Unit 2	Exploration I – Advertising Design	

	A	Creative wobblers & danglers	CO2
	B	Understanding shapes, image selection and headline	
	C	Layout and Design	
	Unit 3	Exploration II - Publications	CO3
	A	Designing Book Jackets / Folders / Dockets	
	B	Experimenting with graphics, colors, symmetry, type	
	C	Creating Digital Drawings	
	Unit 4	Exploration III – Digital Design	CO4, CO5
	A	Designing E-mailer / Blogs	
	B	Layout and visual arrangement	
	C	Creating engaging content using text and graphics	
	Unit 5	Exploration IV - Merchandising	CO6
	A	Creative T-shirt Patterns and Designs	

	B	Understanding contemporary design trends			
	C	Developing merchandising materials for promotion			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	Bob Gordon, Maggie Gordon - The Complete Guide to Digital Graphic Design-Thames & Hudson Ltd (2002)			
	Other References	<ul style="list-style-type: none"> · Learn Adobe CC For Graphic Design and Illustration by Dena Wilson and Peter Lourekas · CorelDraw X7 User Guide 			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 6	
1	Course Code	VBJ604	
2	Course Title	Advertising Campaign	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a widened understanding of Advertising Design-I followed with digital explorations. 2. It intends to introduce the research methodology for Campaign Design and Senior Design Project Research 3. It emphasises on the process of developing a corporate identity in varied formats. 4. The programme aids with understanding the point of sale marketing. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Plan strategies and consistent design formats for developing digital marketing campaigns.</p> <p>CO2:- Learn the methodology related to video creation.</p> <p>CO3:- Create and develop video content for the promotion of different brands and products.</p> <p>CO4:- Survey and conduct necessary research, designing and execution for creating social awareness campaigns.</p> <p>CO5:- Understand the concept of Point of Sale and develop strategies for advertising and</p>	

		<p>promotion.</p> <p>CO6:- Analyze the target audience and produce effective campaigns for awareness of social issues.</p>	
7	Course Description	The course is intended to provide the essential professional knowledge for necessary research and creative tools of designing in conducting a campaign design leading to varied concepts; Developing Corporate Identity, Senior Design Projects, Web Interface Design and Point of Sale.	
8	Outline syllabus		CO Achievement
	Unit 1	Digital Marketing	CO1
	A	Introduction to strategies for developing digital marketing campaigns	
	B	Consistency in types of formats and sizes - lead ads / carousel ads / cover photos / social media pages	
	C	Application to display ads / gif posts / email marketing	
	Unit 2	Video Commercials I	CO2
	A	Types of Video ads - instream ads / bumper ads / display ads / trueview ads / overlay ads	
	B	Ideation of content for the video and targeting the ad	
	C	Harnessing the power and making impact	
	Unit 3	Video Commercials II	CO3
	A	Developing Concept / Script	
	B	Creating Storyboard	
	C	Video Compilation for advertising	
	Unit 4	Social Awareness Campaign	

	A	Social media awareness campaign on any current issue / social concern / environmental problem			CO4
	B	Research report focusing on target audience responses towards the existing problem and finding solutions to it			
	C	Branding of organization / NGO (logo and stationery design)			
	Unit 5	Campaign Execution			CO5, CO6
	A	Developing and visualising concepts to produce an effective digital media campaign			
	B	Social media campaign for selected problem			
	C	Execution and display			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	<ul style="list-style-type: none"> - Big-Book-of-Digital-Marketing.pdf by digital firefly marketing - A Beginner's Guide to Facebook Ads: A Simple Step-by-Step Tutorial 			
	Other References	<ul style="list-style-type: none"> - https://www.marketing-schools.org/types-of-marketing/point-of-sale-marketing.html#link2 - https://www.youtube.com/watch?v=gi4yDTUar_8 			

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2026-27	
Branch: Applied Art		Semester: 6	
1	Course Code	VBT603	
2	Course Title	Global Trends In Advertising - II	
3	Credits	2	
	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a brief history of Design and role of Bauhaus. 2. It aims at elaborately discussing the various types of advertising practice and understanding their application. 3. It focuses on introducing the various trends in advertising today. 4. It further deals with comprehending the various media such as Books, Films, and Television in Advertising. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:-Recall global digital advertising and its various modes.</p> <p>CO2:- Understand films and television as a global trend in advertising.</p> <p>CO3:- Analyse and assess the future of interactive advertising in the global context.</p> <p>CO4:- Understand the target audience for better advertising and marketing.</p> <p>CO5:- Develop effective social media and mobile marketing campaigns.</p> <p>CO6:- Evaluate and create cost effective contemporary marketing practices.</p>	

7	Course Description	It examines the historical context of Designing and Visual Communication by focusing on the various stages and their development with time. Besides the above mentioned it also focuses on exploring the different media such as Books films and television in global trends in advertising	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction To Advertising Trends	CO1
	A	Advertising trends across world	
	B	Advertising agencies and its functions	
	C	Case study of global trends timeline and analysis	
	Unit 2	Films and TV In Advertising	CO2
	A	Brief History Of Films And Television	
	B	Elements For Films (Music, Screenplay, Dialogue, Narration Etc.)	
	C	TV commercials study and concept analysis	
	Unit 3	Magazines/print media and advertising	CO3
	A	History and global development of trends of advertising in print media	
	B	Design and concept analysis of popular advertisements	
	C	Role of print media and entertainment industry in advertisement growth, its impact, pros and cons	
	Unit 4	Digital Marketing Trends	CO4, CO5
	A	Audience Targeting	
	B	Social Media And Video Podcasts	
	C	Mobile Marketing	
	Unit 5	Global Interactive Advertising Trends	
	A	Ooh Advertising Trends	

	B	Case study and analysis of advertisements in interactive marketing and promotion			CO6
	C	Contemporary Examples Of Innovative Marketing Campaigns			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50(100)%	
	Text book/s*	<ul style="list-style-type: none"> ● <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>, by Robin Landa; ● David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)-Dover Publications (2011) 			
	Other References	<ul style="list-style-type: none"> ● <i>Show What You Mean: Visual Literacy for Graphic Design and Mass Communication</i> by Kim Golombisky and Rebecca Hagen ● https://www.adsoftheworld.com/ 			

School : SSDAP		Batch : 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 6	
1	Course Code	VBT604	
2	Course Title	Advertising Theory and Practice -I	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a deeper understanding of advertising, marketing, and promotion. 2. It intends to introduce the theories related to consumer behaviour 3. It aims to highlight the decision-making process of the consumers. 4. The programme aids with understanding various theories of marketing and promotion in detail. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Memorize and understand the importance of research in marketing.</p> <p>CO2:- Analyze and assess various theories of advertising and promotion.</p> <p>CO3:- Explain the concepts and theories related to integrated marketing communication.</p> <p>CO4:- Understand marketing and customer relationships.</p> <p>CO5:- Analyze and evaluate the influence of advertising on buying behaviour.</p> <p>CO6:- Explain consumer decision making process while buying products or services.</p>	
7	Course Description	<p>The course provides a deeper understanding about similarities and differences between advertising, promotion, marketing and consumer purchase behaviour. This gives an insight about how customer relationships help in building a brand.</p>	
8		Outline syllabus	CO Achievement

	Unit 1	Advertising And Market Research			
	A	Importance of Research in Marketing			CO1
	B	The Economics and Function of Advertising			
	C	Branding and Packaging			
	Unit 2	Advertising and Promotion			
	A	Advertising and Promotion's Role in Brand Marketing			CO2, CO3
	B	Brand Placement and Evolving Aspects of Integrated Marketing Communication			
	C	Cognitive, Social and Cultural Theories of Advertising and Promotion			
	Unit 3	Advertising and Marketing			
	A	Marketing Concepts - Sales, Production and Competition			CO4
	B	Value Proposition			
	C	Marketing and Customer Relationships			
	Unit 4	Consumer Behaviour I			
	A	Meaning and Definition of Consumer Behaviour			CO5
	B	Nature And Characteristics Of Consumers In India And Abroad			
	C	Influence Of Advertising On Buying Behaviour			
	Unit 5	Consumer Behaviour II			
	A	Theories of Consumer Behaviour			CO6
	B	Consumer Decision Making Process			
	C	Customer Relationship As Competitive Advantage			
	Mode of examination	Jury			
	Weightage Distribution	CA	VIVA	ETE	
		25%	25%	50(100)%	
	Text book/s*	<i>Advertising and Promotion Communicating Brands</i> by Chris Hackley.			
	Other References	- <i>Consumer Behaviour (Text and Cases)</i> by Suja R Nair, Himalaya Publishing House			

School: SSDAP		Batch: 2024-2028	
Programme: B. Design		Current Academic Year: 2026-27	
Branch: B Design		Semester: 06	
	Course Code	VBJ605	
	Course Title	Case Study for Advertising Campaign	
	Credits	0 (Audit)	
	Contact Hours (L-T-P)	0-0-2	
	Course Status	Major (/ Survey/ Project) (0 Credit NGPA QUALIFYING COURSE) (RBL-2)	
	Course Objective	The objective of the course is to sensitize the students about the recent award winning national and international advertising campaigns in all media. Build a self-study and self-exploratory approach in the students. Develop authentic documenting and creatively expressive report writing skills of students.	
	Course Outcomes	Students will be able- CO1: To get familiarize with industry principles and practices. CO2: To identify and analyze an appropriate problem. CO3: To develop teamwork and apply prior acquired knowledge in problem. CO4: To demonstrate effective verbal and written communication skills. CO5: To practice designer's or merchandiser's responsibilities, self-understanding, self-discipline and ethical standards. CO6: To identify the career preferences and professional goals.	

	Course Description	The summer internship project aims to offer students the opportunity to study various national and international brands. Students will acquire understanding creative and marketing skills for effective communication to target audience. The study must be recorded in form of notes, audio/video recording, drawings, and illustrations. Student can choose to present their finding in form of a report or a case study.	
	Outline syllabus		CO Achievement
	Unit 1	Brand Research Study	CO1, CO2
	A	Identifying existing advertising campaigns in national and international markets.	
	B	Do detailed study about the marketing strategies of various brands from different domains.	
	C	Preparing a brief presentation on the problems identified.	
	Unit 2	Market Study	CO2
	A	To understand the marketing messages from brands in various media.	
	B	Observation- Comparative study of various brands at national and global level	
	C	Documentation of research findings.	
	Unit 3	Data Collection	CO3, CO4
	A	Collection of data on the basis of study of target audience, imagery, typography and market research about the advertising campaigns through survey/ questionnaire/ interview.	
	B	Recording of data using pictures, videos, sketches and sample collection	
	C	Documenting the collected data.	
	Unit 4	Data Analysis	
	A	SWOT analysis	

	B	Problem identification			CO5
	C	Finding solutions to its impact on the audience.			
	Unit 5	Design solution & Documentation			CO6
	A	Providing solutions to the problems identified in the form of creatives.			
	B	Preparation of documents.			
	C	Authenticating the document with design or advertising firm			
	Mode of examination	Jury (Rubric Based Evaluation)			
	Weightage Distribution	CA	MTE	ETE	
		30%	30%	40%	
	Text book/s*	https://www.afaqs.com/news/advertising/27648_special-national-brands-with-regional-tongue			
	Other References	https://www.marketingmind.in/most-watched-ads-in-regional-indian-languages-in-2020/			

School: SSDAP		Batch: 2024-2028
Programme: BVA		Current Academic Year: 2026-27
Branch: Applied Art		Semester: 6
1	Course Code	ARP506
2	Course Title	Industrial Preparedness
3	Credits	0 (Audit)
4	Contact Hours (L-T-P)	0-0-2
Course Status		Active / AEC
5	Course Objective	To enhance holistic development of students and improve their employability skills. Provide a 360-degree exposure to learning elements of Business English readiness program, behavioral traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 4 th phase of employability enhancement and skill building activity exercise.
6	Course Outcomes	<p>After completion of this course, students will be able to:</p> <p>CO1: Develop a creative resume, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management.</p> <p>CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios.</p> <p>CO3: Develop skills of personal branding to create a brand image and self-branding</p> <p>CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments</p> <p>CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out</p> <p>CO6: Demonstrate higher level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.</p>
7	Course Description	This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathize others with level-4 of quant, aptitude and logical reasoning

8	Outline syllabus – ARP506		
	Unit 1	Ace the Interview	CO MAPPING
	A	HR Sensitization (Role Clarity KRA KPI Understanding JD) Conflict Management	CO1
	B	Negotiation Skills Personal Branding	CO3, CO4
	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed Writing Cover Letters Relationship Management	CO1, CO3
	Unit 2	What is Personality? Who Am I? Creating a positive impression	
	A	Group Discussion, Email writing	CO4
	B	Personal Interviews and Mock PI's followed by personalized feedback	CO4
	C	Story Telling and Analogies	CO5
	Unit 3	Accent neutralization and Power Dressing	
	A	JAM for confidence Building	CO6
	B	MTI reduction - Phonetics (V and A)	CO6
	Unit 4	Written Communication	
	A	Writing a Letter of Recommendation for Higher Studies	CO1
	B	Email Etiquettes	CO2
	Unit 5	Problem Solving and Case Studies	
	A	Real time Case Study Solving Exercises	CO4
	B	Intra student Mock Situation Handling Exercises	CO4
	Evaluation Weightage	<i>(CA) Class Assignment/Free Speech Exercises / JAM – 60% (ETE) Group Presentations/Mock Interviews (MIP's)/GD/ Reasoning, Quant & Aptitude– 40%</i>	
	Text book/s*	<i> Power of Positive Action (English, Paperback, Napoleon Hill) Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon Goal Setting (English, Paperback, Wilson Dobson</i>	

Course Syllabus Semester -VII

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 7	
1	Course Code	VBJ705	
2	Course Title	Visualization for Product Campaign	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a widened understanding of product campaign planning and execution. 2. It intends to introduce the research methodology for Campaign and Research Project. 3. It emphasises on the process of developing a 360-degree branding and promotional campaign. 4. The programme aids with understanding the point of sale marketing. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recall and summarize basic principles of research methodology for campaign planning.</p> <p>CO2:- Develop different concepts for branding.</p> <p>CO3:- Produce creative packaging related to the product and services.</p> <p>CO4:- Apply marketing strategies for creating posters, hoardings, standees etc.</p> <p>CO5:- Develop digital campaigns around the brand for effective reach.</p> <p>CO6:- Understand the complete design development process around advertising campaigns.</p>	
7	Course Description	The course is intended to provide the essential professional knowledge for necessary research and creative tools of designing in conducting a product campaign design with different concepts.	

8	Outline syllabus			CO Achievement
	Unit 1	Research Methodology For Campaign Planning		CO1
	A	Understanding target audience through questionnaire and market research		
	B	S.W.O.T. analysis and marketing research for opted Product/ service / social cause		
	C	Compilation & Presentation of Research Report		
	Unit 2	Major Campaign Project		CO2
	A	Branding & Collateral (Logo and Stationery Design)		
	B	Ideation and Layouts		
	C	Mock-ups and presentation		
	Unit 3	Campaign Project Execution I		CO3, CO4
	A	Product redesign and packaging		
	B	Campaign Advertisements for Print Media (newspaper / magazine ads)		
	C	Posters / Hoardings / Standees		
	Unit 4	Campaign Project Execution II		CO5
	A	Display design related to the brand/ service		
	B	Digital Campaign for Social Media		
	C	Designing accessories related to the brand		
	Unit 5	Campaign Project Refinement		CO6
	A	Refinement and iteration		
	B	Design development process		
	C	Final display of the campaign		
	Mode of examination	Jury		
	Weightage Distribution	CA 30%	VIVA 30%	ETE 40%
	Text book/s*	<ul style="list-style-type: none"> - Layout Index by Jim Krause - The Big Book of Design and Ideas by David Carter 		
	Other References	<ul style="list-style-type: none"> - How to Understand and Use Design and Layout by David Dabner. 		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 7	
1	Course Code	VBJ706	
2	Course Title	Online Marketing	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
Course Status		Major Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. This programme will enable students to understand the digital customer behaviour, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimise ROI. 2. This course aims to help students plan and execute transformational digital marketing strategies and best practices. 3. It will provide a complete picture on what digital marketing skills, project management and automation skills you can acquire at the end of the courses. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Memorize the scope, challenges and opportunities of various social media platforms.</p> <p>CO2:- Develop social media campaigns.</p> <p>CO3:- Produce content for brand building.</p> <p>CO4:- Apply marketing strategies for creating promotional online campaigns.</p> <p>CO5:- Understand brand interaction with its users and create online display ads.</p> <p>CO6:- Plan and prepare video advertisements.</p>	
7	Course Description	<p>The course is intended to provide the essential professional knowledge for building online marketing strategies for a business. It focuses on the changing trends of emerging new media and technologies for effective marketing and communication.</p>	

8	Outline syllabus			CO Achievement
	Unit 1	New Media Advertising		CO1
	A	Introduction To Social Media Marketing		
	B	Changing Trends and Leveraging the Potential of New Media		
	C	Scope, Challenges and Opportunities		
	Unit 2	Social Media Marketing -I		CO2
	A	Search Engine Optimization		
	B	Explorations for different social media platforms		
	C	Case Studies and Campaign Development		
	Unit 3	Social Media Marketing- II		CO3, CO4
	A	Use of Digital Media in Brand Building		
	B	Content Creation and Promotion		
	C	Conceptualisation and Execution		
	Unit 4	Introduction To Google Ads		CO5
	A	Google AdWords & Online Display Advertising		
	B	Email Marketing and Content Marketing		
	C	Building Relationships through digital interactivity and creating blogs for various domains.		
	Unit 5	Online Marketing Strategies		CO6
	A	Mobile Marketing		
	B	Video Ads Development		
	C	Planning and Execution		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	- <i>The Art of Digital Marketing</i> by Ion Dodson		
	Other References	- <i>ultimate-guide-to-digital-marketing.pdf</i>		

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 7	
1	Course Code	VBT702	
2	Course Title	Advertising Theory and Practice - II	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme focuses on different domains of advertising and marketing such as public relations, retail management and international marketing. 2. It highlights the sales promotion techniques and theories used by brands for increasing sales. 3. It provides a better understanding of public relation processes and tools such as press releases, press conferences, exhibitions etc. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Understand the interconnectedness of public relations and advertising.</p> <p>CO2:- Analyse and assess the role of strategic marketing planning and developments.</p> <p>CO3:- Explain and execute the theories of sales promotion in their studio projects.</p> <p>CO4:- Summarize the concepts of trade and explain various international marketing theories.</p> <p>CO5:- Apply retail marketing techniques for campaign planning and execution.</p> <p>CO6:- Explain consumer rights and various advertising laws and professional ethics.</p>	
7	Course Description	The course is aimed to provide knowledge about sales and retail management techniques to initiate sales. It gives an overview of market supply chains, complexities and differences existing in global markets. It explains the impact of culture on the target audience for developing strong brand communication.	
8	Outline syllabus		CO Achievement
	Unit 1	Public Relations	CO1
	A	Public Relations: Concept, Meaning, Definitions, Role of PR	
	B	Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and Distinctions	

	C	Principles, Process and tools of Public Relations: Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools.			
	Unit 2	Marketing Management			CO2, CO3
	A	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview.			
	B	Theories of Sales Promotion			
	C	Issues and Developments in Marketing: Green marketing, Cyber marketing, Relationship marketing and other developments in marketing.			
	Unit 3	International Marketing Management			CO4
	A	Introduction to International Marketing, Nature, scope and different complexities of International Marketing.			
	B	Impact of culture on global advertising concepts and strategies.			
	C	Concept of Free Trade and Regional Economic Groupings, Selection of Global Markets, Segmentation and Positioning, Product Planning, Developing international Pricing Policies and Strategies for Export.			
	Unit 4	Retail Management			CO5
	A	Marketing Channels & Supply Chains: Emergence , role and types of marketing channels and their characteristics.			
	B	Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning			
	C	Consumer demographics & lifestyles, consumer needs & desires, consumer shopping attitude and retailers action.			
	Unit 5	Advertising Laws & Ethics			CO6
	A	Different Marketing Environments: their Influences, Challenges and Opportunities, Competitions.			
	B	Overview of Consumer Rights, Copyright Act, Patent laws, Design Act, Competition Act, Digital Laws; Various Ethical Issues.			
	C	Advertising Laws Best Practices			
	Mode of examination	Jury			
	Weightage Distribution	CA 25%	VIVA 25%	ETE 50(100)%	
	Text book/s*	- Advertising Management, Second Edition (2011) by Jethwaney Jaishri & Jain Shruti, Oxford Publication			
	Other References	- Marketing Management/ Essentials of Marketing.pdf			

School : SSDAP		Batch : 2024-2028	
Programme: BVA		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 7	
1	Course Code	VBJ703	
2	Course Title	Research Methodology and Report - I	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Status	Major/ Core Course (CC) (RBL-3)	
5	Course Objective	<p>After successful completion of this course, student should be able to:</p> <ol style="list-style-type: none"> 1 To let the students, undertake independent research. 2 To inculcate the analytical abilities and research skills among the students. 3 To understand relevant and contemporary studies specifically supporting the students' independent research. 4 To identify and analyse appropriate literature and position their research projects within the area of study. 5 To efficiently concise area of research and well articulate it in a Proposal. 	
6	Course Outcomes	<p>After completing this course students will be able to :</p> <p>CO1: Examining different elements of a dissertation thesis and identifying an area of research.</p> <p>CO2: Identifying and narrowing down research questions by critical investigation, and evaluation of a chosen research topic relevant to design.</p> <p>CO3: Engage in systematic discovery and analysis of critical literature appropriate to the topic.</p> <p>CO4: Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.</p>	

		<p>CO5: Communicate research concepts and contexts in a concise written Proposal.</p> <p>CO6: Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.</p>	
7	Course Description	The course builds on the existing skill of analysis, observation and application by enabling independent research projects. It helps presenting findings in response to a chosen question or proposition by backing it with appropriate literature and data (collected and analysed using various research methodologies).	
8	Outline syllabus		CO Achievement
	Unit 1	Introduction	CO1
	A	Introduction to research	
	B	Formats and Guidelines	
	C	Selection of areas of research	
	Unit 2	Research Question	CO1, CO2
	A	Basic Overview & Research Objective	
	B	Formulating Hypothesis	
	C	Formulating the research problem and defining the research objectives	
	Unit 3	Literature Review	CO3
	A	Surveys (demonstrates a familiarity with a body of knowledge and establishes the credibility of your work)	
	B	Synthesis (summarises prior research and says how your project is linked to it)	
	C	Present (demonstrates that you have learnt from others and that your research is a starting point for new ideas)	
	Unit 4	Research Methodology	
	A	Understanding relevant research methods	

	B	Selecting Research Methodology			CO4
	C	Drafting Outline of Research Paper			
	Unit 5	Proposal Writing			CO5, CO6
	A	Title			
	B	Summary & Key Words			
	C	Final Presentation			
	Mode of examination	Jury (Rubric Based Evaluation)			
	Weightage Distribution	CA	VIVA	ETE	
		30%	30%	40%	
	Text book/s*	<ul style="list-style-type: none"> ● Essentials of Research Methodology and Dissertation Writing by <u>Kanan Yelikar</u> · 2009 ● A Step-By-Step Guide on Writing the Dissertation By <u>Michael Amanfi</u> · 2019 ● Writing the Literature Review :A Practical Guide :By <u>Sara Efrat Efron, Ruth Ravid</u> · 2018 ● Literature Review and Research Design ,A Guide to Effective Research Practice By <u>Dave Harris</u> · 2019 			
	Other References	Writing Proposals A Handbook of What Makes Your Project Right for Funding By <u>Edoardo Binda Zane</u> · 2016			

School: SSDAP		Batch: 2024-2028	
Programme: BVA		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 07	
	Course Code	VBJ704	
	Course Title	Industrial or Market Research	
	Credits	4	
	Contact Hours (L-T-P)	0-4-0	
	Course Status	Major (Core/ Industrial Training/ Survey/ Project) (FSIC)	
	Course Objective	This course will expose students to apply theories learned in the classroom in the industry and provides current technological developments relevant to the subject area of training. Students will be able to explore and identify the career preferences and professional goals.	
	Course Outcomes	<p>Students will be able-</p> <p>CO1: To get familiarize with industry principles and practices.</p> <p>CO2: To identify and analyze an appropriate problem.</p> <p>CO3: To develop teamwork and apply prior acquired knowledge in problem.</p> <p>CO4: To demonstrate effective verbal and written communication skills.</p> <p>CO5: To practice designer's or merchandiser's responsibilities, self-understanding, self-discipline and ethical standards.</p> <p>CO6: To identify the career preferences and professional goals.</p>	

	Course Description	The industrial or market research aims to offer students the opportunity to apply their past acquired knowledge in problem solving. Students will acquire skills important for time management, discipline, self-learning and effective communication. The duration of the internship should be at least 4-6 weeks.	
	Outline syllabus		CO Achievement
	Unit 1	Identify an organisation for summer Industrial Training	CO2
	A	Identify an industrial organisation related to the study path carried out at the university.	
	B	Internship offer letter.	
	C	Identification of industry mentor, who will oversee the internship program.	
	Unit 2	Internship Objectives	CO2
	A	Define objectives and conditions for the internship, ensuring students that it is related	
	B	Studying the Company's background.	
	C	Understanding the Job requirements.	
	Unit 3	Internship work plan & execution	CO4
	A	The internship work plan is drawn up by developing team work and applies prior acquired knowledge in problem solving.	
	B	Time & project management	
	C	Demonstrate and execute projects with the team.	
	Unit 4	Evaluation	CO5
	A	Submission of assignments	
	B	Evaluation by Industry mentor	
	C	Self-evaluation	
	Unit 5	Internship Report Writing	

	A	Report writing			CO6
	B	Plagiarism checks of report			
	C	Approval of report			
	Mode of examination	Jury			
	Weightage Distribution	CA	MTE	ETE	
		30%	30%	40%	
	Text book/s*	Art Market Research A Guide to Methods and Sources, 2d Ed. By <i>Tom McNulty</i>			
	Other references				

Course Syllabus

Semester- VIII

School : SSDAP		Batch: 2024-2028	
Programme: Bachelor of Visual Arts		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 8	
1	Course Code	Subject Code: VBJ801	
2	Course Title	Visualization for Social Campaign	
3	Credits	4	
4	Contact Hours (L-T-P)	0-4-0	
Course Status		Major/ Core Course (CC)	
5	Course Objective	<ol style="list-style-type: none"> 1. The programme is intended to provide a widened understanding of social campaign planning and execution. 2. It intends to introduce the research methodology for Campaign and Research Project. 3. It emphasises on the process of developing a 360 degree promotional campaign around a social concern. 4. The programme aids with understanding the mind-set of the target audience and spreading awareness issued in public interest. 	
6	Course Outcomes	<p>After completing this course student will be able to:</p> <p>CO1:- Recall and summarize basic principles of research methodology for campaign planning.</p> <p>CO2:- Develop different concepts and layouts for awareness campaigns.</p> <p>CO3:- Plan and prepare concept boards and presentations for 360 degree campaigns.</p> <p>CO4:- Apply marketing strategies for creating display design and accessories for spreading awareness around the social cause.</p> <p>CO5:- Develop digital campaigns around the social issues existing in the society for effective awareness.</p> <p>CO6:- Understand the complete design development process around advertising campaigns for a social cause.</p>	
7	Course Description	The course is intended to provide the essential professional knowledge for necessary research and creative tools of designing in developing an advertising campaign with different concepts for spreading awareness about social issues.	

8	Outline syllabus			CO Achievement
	Unit 1	Research On Social Concerns		CO1
	A	Selection Of Topic For Campaign		
	B	Understanding Target Audience Through Questionnaire And Research		
	C	Compilation & Presentation Of Research Report		
	Unit 2	Planning Of Social Campaign		CO2
	A	Concepts Development		
	B	Ideation And Layouts		
	C	Finalisation Of Concepts		
	Unit 3	Campaign Project Execution I		CO3
	A	Concept Boards And Presentations		
	B	Campaign Advertisements For Print Media (Newspaper / Magazine Ads)		
	C	Awareness Posters / Hoardings / Standees		
	Unit 4	Campaign Project Execution Ii		CO4, CO5
	A	Display Design Related To The Social Cause		
	B	Digital Campaign For Social Media		
	C	Designing Accessories Related To The Cause		
	Unit 5	Campaign Project Refinement		CO6
	A	Refinement And Iteration		
	B	Design Development Process		
	C	Final Display Of The Campaign		
	Mode of examination	Jury		
	Weightage Distribution	CA	VIVA	ETE
		30%	30%	40%
	Text book/s*	<ul style="list-style-type: none"> - Layout Index by Jim Krause - The Big Book of Design and Ideas By David Carter 		
	Other References	<ul style="list-style-type: none"> - How to Understand and Use Design and Layout by David Dabner 		

School: SSDAP		Batch: 2024-2028	
Programme: BVA		Current Academic Year: 2027-28	
Branch: Applied Art		Semester: 08	
	Course Code	VBJ803	
	Course Title	Capstone Project or UG Research Project	
	Credits	12	
	Contact Hours (L-T-P)	0-8-8	
	Course Status	Major (Core/ Industrial Training/ Survey/ Project) (RBL-4)	
	Course Objective	The course is in continuation to the course Contextual studies. In this course the students will be able to construct and present the design concepts developed in ‘Contextual Studies’ into final products/ research papers/ patents, etc. The objective is to let students develop a professional portfolio with a research-based domain specialization, to seek employment, establish a business or apply for higher education.	
	Course Outcomes	After completing this course student will be able to: CO1: To design creative solutions for complex design problems in consideration of cultural/ societal/ environmental needs. CO2: To construct design solutions in consideration with environmental and ethical principles. CO3: To execute the project using feasible project and finance management techniques. CO4: To implement presentation & marketing techniques to effectively communicate the developed	

		<p>design solutions.</p> <p>CO5: To author case studies/ researchpapers/ patents/ book chapters on their designs.</p> <p>CO6: To create industry ready design solutions in form of product collections.</p>	
	Course Description	The industrial or market research aims to offer students the opportunity to apply their past acquired knowledge in problem solving. Students will acquire skills important for time management, discipline, self-learning and effective communication. The duration of the internship should be at least 4-6 weeks.	
	Outline syllabus		<i>CO Achievement</i>
	Unit 1	Identify an organisation for summer Industrial Training	<i>CO2</i>
	A	Identify an industrial organisation related to the study path carried out at the university.	
	B	Internship offer letter.	
	C	Identification of industry mentor, who will oversee the internship program.	
	Unit 2	Internship Objectives	<i>CO2</i>
	A	Define objectives and conditions for the internship, ensuring students that it is related	
	B	Studying the Company's background.	
	C	Understanding the Job requirements.	
	Unit 3	Internship work plan & execution	<i>CO4</i>
	A	The internship work plan is drawn up by developing team work and applies prior acquired knowledge in problem solving.	
	B	Time & project management	
	C	Demonstrate and execute projects with the team.	
	Unit 4	Evaluation	

	A	Submission of assignments			C05
	B	Evaluation by Industry mentor			
	C	Self-evaluation			
	Unit 5	Internship Report Writing			C06
	A	Report writing			
	B	Plagiarism checks of report			
	C	Approval of report			
	Mode of examination	Jury (Rubric Based Evaluation)			
	Weightage Distribution	CA	MTE	ETE	
		30%	30%	40%	
	Text book/s*	An Introduction to Capstone in Applied Analysis: A Fundamental Guide for Students and Instructors by <i>Narayan Thapa</i>			
	Other references				