Programme Structure

Sharda School of

Design, Architecture & Planning

Department of Art & Design

Bachelors in Design

Programme Code: SDM0201

(Specialization in Communication Design)

Batch: 2025-2029

HOD
Art & Design

Dean
SSDAP

1.1 Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

- **Transformative educational experience**
- **Enrichment by educational initiatives that encourage global outlook**
- **Develop research, support disruptive innovations and accelerate Entrepreneurship**
- **Seeking beyond boundaries**

Sharda School of Design, Architecture and Planning

1.2 Vision, Mission and Core Values of the School

Vision of the School

To be amongst the top institutes in India imparting quality education and professional skills to the students to emerge as creative professionals of global caliber and thus the society in large.

Mission of the School

- **To create and sustain a stimulating and responsive academic inclusive environment.**
- **To regularly enhance the teaching contents & techniques in keeping with Current and future trends.**
- **To provide a competitive and career-oriented programme.**
- **To encourage students to be socially responsive and Responsible**

Core Values

- **Innovation**
- **Awareness**
- **Information**

Department of Art & Design

1.2.1 Vision and Mission of the Department

Vision of the Department

To be at the center of excellence in art & design education to shape future-ready professionals catering the needs of the design industry and the society.

Mission of the Department

- **To create a global center of innovation and excellence in art and design industry.**
- **Promoting in-depth research in art and design studies for sustainable practices.**
- **To inculcate critical, analytical, cognitive, speculative and creative problem-solving skills.**
- **To develop a sense of social and professional ethics and values.**
- **To develop the essence of craftsmanship, future technological and vocational skills.**

1.3 Programme Educational Objectives (PEO)

PEO1: Graduates will acquire the basic knowledge about the evolution of design as a distinct body of knowledge.

PEO2: Graduates will demonstrate profound design thinking and managerial decision-making abilities based on ethical and professional standards.

PEO3: Graduates will work on global trends and environmental issues using technology as a successful creative entrepreneur.

PEO4: Graduates will pursue higher studies to become successful academicians and lead researchers.

1.3.2 Map PEOs with School Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1: Graduates will acquire the basic knowledge about the evolution of design as a distinct body of knowledge.	**3**	**1**	**3**	**2**
PEO2: Graduates will demonstrate profound design thinking and managerial decision-making abilities based on ethical and professional standards.	**3**	**2**	**2**	**2**
PEO 3: Graduates will work on global trends and environmental issues using technology as a successful creative entrepreneur.	**3**	**2**	**1**	**1**
PEO4: Graduates will pursue higher studies to become successful academicians and lead researchers.	**1**		**1**	**3**

1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)

1.3.2 Map PEOs with Department Mission Statements:

PEO Statements	Department Mission-1	Department Mission-2	Department Mission-3	Department Mission-4	Department Mission-5
PEO1: Graduates will acquire the basic knowledge about the evolution of design as a distinct body of knowledge.	**3**	**1**	**1**	**-**	**-**
PEO2: Graduates will demonstrate profound design thinking and managerial decision-making abilities based on ethical and professional standards.	**3**	**3**	**3**	**3**	**3**
PEO 3: Graduates will work on global trends and environmental issues using technology as a successful creative entrepreneur.	**3**	**2**	**2**	**3**	**3**
PEO4: Graduates will pursue higher studies to become successful academicians and lead researchers.	**3**	**2**	**-**	**2**	**-**

1. Slight (Low) 2. Moderate (Medium) 3. Substantial (High)

1.3.3 Program Outcomes (PO's)

PO1. Design knowledge: Apply the knowledge of Design fundamentals, Design specialization to the solution of complex Design problems.

PO2. Problem analysis: Identify, formulate, review research literature, and analyze complex Design problems reaching substantiated conclusions using elements and principles of art and Design through empirical & historical research.

PO3. Design/development of solutions: Design solutions for complex Design problems, design components and processes that meet the specified needs with appropriate consideration for the public health and safety, cultural, societal, and environmental considerations.

PO4. Conduct investigations of complex problems: Use research-based knowledge and research methods including design explorations, interpretation of data, and synthesis of the information to provide qualitative conclusions.

PO5. Modern tool usage: Select, apply appropriate techniques, resources, and modern industrial Design techniques and digital tools including forecast and modelling to complex Design activities with an understanding of the limitations.

PO6. The design engineering and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional Design practice.

PO7. Environment and sustainability: Understand the impact of the professional Design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Design practice.

PO9. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10. Communication: Communicate effectively on complex Design activities with the Design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO11. Project management and finance: Demonstrate knowledge and understanding of the Design, management principles and apply these to one's own work, as a member and leader in a team, to manage projects in multidisciplinary environments.

PO12. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PSO1 : Interior and product design practice:
To design products and spaces fulfilling human needs and solving challenges through use of contemporary technology and imaginative abilities.

PSO2 : Fashion design practice:
To integrate the knowledge of design & critical thinking in the domain of fashion and textiles with business & professional practices

PSO3 : Communication design practice:
To be able to demonstrate knowledge of representational processes using visual as well as digital and new media as mediums of representation.

1.3.4 Mapping of Program Outcome Vs Program Educational Objective

	PEO1	PEO2	PEO3	PE04
PO1	3	1	2	1
PO2	3	3	1	1
PO3	1	1	3	1
PO4	1	2	3	3
PO5	1	2	3	1
PO6	1	3	3	2
PO7	1	2	3	1
PO8	2	2	2	3
PO9	2	3	1	1
PO10	1	3	2	1
PO11	1	3	2	1
PO12	3	1	2	3
PSO1				
PSO2				
PSO3	3	3	3	3

1. Slight (Low) **2. Moderate (Medium)** **3. Substantial (High)**

1.3.5 Program Outcome Vs Courses Mapping Table:

Program Outcome Courses	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
Semester-1																
DCT1104	History of Art & Design- I	2.5	2.4	2.2	2.0	1.7	2.4	2.4	1.8	1.8	2.8	1.4	2.5			1.8
SKP1010	Communicative Essentials-I									1	2.6	1	2			
DCJ1106	Drawing & Sketching -I	1	2	2	2	2	2	3	2	2	1.2	2	3			2
DCJ1107	Elements and Principles of Design	2	2	3	2	2	2	2	2	2	3.0	2	2			2
CDJ1102	Design Skills-I	3	3	2	3	3	1	1	1	1	1.5	1	1			3
DCJ1104	Digital Design-I Adobe Illustrator			2		3		1	1		2.2	1	2			3
DCJ1105	Basic material Studies	2	2	2	3	2	2	2		3	2	2	3	2	2	2
Semester-2																
DCT1204	History of Art &Design - II	2.5	2.5	2.3	1.5	1.5	2.5	2.5	2.0	1.5	3.0	1.0	2.5			1.8
SKP1020	Communicative Essentials- II	1.0								1.0	2.5	1.0	2.0			
DCJ1206	Advanced Drawing & Sketching	2.3	2.0	2.0	2.5	2.0	2.2	2.8	2.2	2.3	2.2	1.5	2.2			1.0
DCJ1207	Composition	3.0	2.0	2.0	1.3	3.0	2.5	2.0	2.0	2.2	1.4	1.7	3.0			2.0
CDJ1201	Design Skills-II	3.0		2.7		2.7	1.0	1.0	1.0	1.0	2.7	1.0	1.0			2.0

DCJ1204	Digital Design- II Adobe Photoshop			2.0		3.0		1.3	1.0		2.2	1.0	2.3			2.0
DCJ1205	Forms & Spaces	2	2	2	3	2	2	2		3	2	2	3	2	2	2
	OPE/ MOOC															
	Ai- Basics in Architecture and Design															
Semester-3																
CDJ2301	Introduction to Interaction Design	2.3	2.3	2.3	1.0	1.8		2.0	1.0	2.0	1.0	1.3	2.3			3.0
CDJ2302	Basics of Photography	1.4	1.7	2.2	1.5	1.8	2.0	2.4	2.0		1.0	1.8	1.3			3.0
CDJ2306	Visual Language I	2.5	2.2	2.3	2.7	2.8	1.8	1.2	1.5	1.7	2.6	1.6	2.0			3.0
CDT2303	Theory of Communication Design	3.0	2.0	2.0	1.3	3.0	2.5	2.0	2.0	2.2	1.4	1.7	3.0			3.0
CDJ2304	Installation Art			2.0		3.0		1.3	1.0		2.2	1.0	2.3			3.0
	OPE/ MOOC - Elective															
NV41001	AI- Principles in Architecture and Design															
Semester-4																
CDJ2401	Elements of Interface Design	2.3	2.6	1.8	2.2	2.0	2.3	2.3	2.0	2.0	2.8	2.8	2.2			3.0
CDJ2405	Advanced Photography	2.0	1.5	1.5	1.8	2.0	1.8	1.8		1.0	2.2	2.0	1.0			3.0
CDJ2403	Visual Language II	2.7	1.8	2.8	2.2	2.0	2.0	2.2	2.0	2.0	2.8	2.0	1.7			3.0
CDT2403	Theory of Advertising	2.0	1.5	1.5	1.8	2.0	1.8	1.8		1.0	2.2	2.0	1.0			3.0
CDJ2407	3D Printing	1.3	1.3	2.3	1.3	3.0				1.5	1.5	2.3	3.0			3.0

CDJ2405	Brand Identity	2.0	2.3	2.7	2.8	2.4	2.2	1.5	1.5	2.2						3.0
CCU2108	Community Connect						2.7		2.2				2.1		2	
Semester-5																
CDJ3501	User Research & Prototyping	3.0	2.6	2.8	2.2	2.0	2.3	2.3	2.0	2.0	2.8	2.8	2.2			3.0
CDJ3502	Advanced Graphics	3.0	2.0	1.8	2.5	2.2	2.5	2.5	2.3	3.0	2.5	2.2	3.0			3.0
CDJ3505	Basis of 3D	2.6	1.0	2.8	3.0		2.0	2.0		3.0	3.0	3.0	2.2		3	3.0
CDJ3506	2D Digital	3.0	2.0	1.8	2.5	2.2	2.5	2.5	2.3	3.0	2.5	2.2	3.0			3.0
CDT3504	Content for Media	2.0	1.5	1.5	1.8	2.0	1.8	1.8		1.0	2.2	2.0	1.0			3.0
DCT3501	Research Methods															
DCJ3502	Design Documentation (RBL 1)	3.0	2.7	3.0	2.7	3.0	2.8	2.5	3.0	2.0	2.2	3.0	3.0			3.0
NV41002	AI- Project in Design															
Semester-6																
CDJ3602	Designing Interfaces for Web	3.0	2.0	1.8	2.5	2.2	2.5	2.5	2.3	3.0	2.5	2.2	3.0			3.0
DCT3601	IPR for Design															
CDJ3608	Advanced CAD (3D)	2.8	2.8	3.0	2.7	3.0	2.8	2.5	3.0		2.2	3.0	3.0			3.0
CDJ3606	Motion Graphics and Video Editing	3.0	2.0	1.8	2.5	2.2	2.5	2.5	2.3	3.0	2.5	2.2	3.0			3.0
CDJ3609	Digital Communication Marketing															
DCJ3602	Field Study/Design Minor ProjectRBL2	2.2	2.0		2.0	2.5	3.0	2.8	3.0	1.0	3.0	3.0	3.0			3.0

	Industrial Preparedness	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CDJ3607	Contextual studies for Communication Design (PBL1)	2.3	2.8	3.0	2.5	3.0	3.0	3.0	2.0	2.0	2.2		3.0		3.0	
Semester-7																
CDJ4706	Designing Interfaces for Mobile and Emerging Technologies	2.8	3.0	3.0	2.3	3.0	2.8	2.5	2.0	2.0	2.2		3.0			3.0
DCT4706	Entrepreneurship & Professional Practice in Design	2.7	2.3	1.3	1.8	2.2	2.8	1.3	1.3	2.6	1.2	1.8	1.3		1	
CDJ4707	Capstone communication Design Project (PBL 2)	3.0	1.0	3.0		1.0	2.0	2.0	2.0	2.5	3.0	3.0	3.0			3.0
	OPE/MOOC - Elective															
DCJ4704	Summer Project / Internship (FSIC-Prerequisite)	3.0	1.0	2.5	2.0	2.0	2.0	1.0	3.0	3.0	3.0	3.0	3.0		3.0	
Semester- 8																
DCJ4803	Internship Apprenticeship	3.0	1.0	2.5	2.0	2.0	2.0	1.0	3.0	3.0	3.0	3.0	3.0			3.0

1. Slight (Low) **2. Moderate (Medium)** **3. Substantial (High)**

Programme structure
Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: I

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
1.	39141	DCT1104	History of Art & Design – I	2	0	0	2	CC
Jury Courses								
1.	39144	DCJ1106	Drawing & Sketching	0	2	4	4	CC
2.	39145	DCJ1107	Elements and Principles of Design	0	2	4	4	CC
3.	39148	CDJ1102	Design Skills I	0	2	4	4	DSE
4.	39142	DCJ1104	Digital Design I - Adobe Illustrator	0	1	2	2	SEC
5.	39143	DCJ1105	Basic Material Studies	0	1	2	2	AEC
6.	18045	**SRP1010**	Communicative Essentials I	1	0	2	2	AEC
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 Design (Communication Design)
Batch: 2025-2029
TERM: II

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
1.	39157	DCT1204	History of Art & Design - II	2	0	0	2	CC
Jury Courses								
1.	39160	DCJ1206	Advanced Drawing & Sketching	0	1	4	3	CC
2.	39161	DCJ1207	Composition	0	1	4	3	CC
3.	39133	CDJ1201	Design Skills II	0	2	4	4	DSE
4.	39073	DCJ1204	Digital Design II - Adobe Photoshop	0	1	2	2	SEC
5.	39074	DCJ1205	Forms and Spaces	0	1	2	2	AEC
6.	18055	SKP1020	Communicative Essentials -2	1	0	2	2	AEC
7.			OPE/MOOC	0	0	2	2	OE
8.			AI- Basics in Architecture and Design	2	0	2	0	NCVAC
Total Credits - 20								

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Programme structure
Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: III

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
Theory Subjects								
1.	39178	CDT2303	Theory Of Communication Design	2	0	0	2	CC
Jury Subjects								
1.	39179	CDJ2301	Introduction to Interaction Design	0	4	4	6	CC
2.	39180	CDJ2302	Basics of Photography	0	2	2	3	DSE
3.	39182	CDJ2306	Visual Language I	0	1	4	3	CC
4.	39181	CDJ2304	Installation Art	0	2	4	4	SEC
5.	36676	NV41001	AI- Principles in Architecture and Design	2	0	2	0(Audit)	NCVAC
6.			OPE/MOOC	0	0	2	2	OE
Total Credits - 20								

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Programme structure
Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: IV

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
Theory Subjects								
1.	39208	CDT2403	Theory of Advertising	2	0	0	2	CC
Jury Subjects								
1.	39209	CDJ2401	Elements of Interface Design	0	4	4	6	CC
2.		CDJ2403	Visual Language II	0	2	4	4	CC
3.	39211	CDJ2405	Brand Identity	0	2	2	3	CC
4.	39212	CDJ2406	Advanced Photography	0	2	2	3	DSE
5.	39213	CDJ2407	3D Printing	0	1	2	2	SEC
6.		CCU2108	Community Connect	0	0	4	0 (Qualifying)	AEC
7.			AI- Application in Architecture and Design	2	0	2	0	Audit
Total Credits - 20								

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Programme structure
Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: V

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
Theory Subjects								
1.	39236	CDT3504	Content for Digital Media	2	0	0	2	CC
2.	39228	DCT3501	Research Methods	2	0	0	2	CC
Jury Subjects								
1.	39237	CDJ3501	User Research & Prototyping	0	4	4	6	CC
2.	39238	CDJ3502	Advanced Graphics	0	2	4	4	CC
3.	39239	CDJ3505	Basics of 3D	0	2	2	3	SEC
4.	39240	CDJ3506	2D Digital	0	2	2	3	CC
5.	39229	DCJ3502	Design Documentation (RBL1)	0	0	4	0 (Audit)	Survey/ Project
6.	36677	NV41002	AI- Project in Design	2	0	2	0	NCVAC
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 Design (Communication Design)
Batch: 2025-2029
TERM: VI

S No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
Theory Subjects								
1.	39246	DCT3602	IPR for Design	2	0	0	2	CC
Jury Subjects								
1.	39248	CDJ3601	Designing Interfaces for Web	0	4	4	6	CC
2.	39249	CDJ3606	Motion Graphics and Video Editing	0	2	2	3	SEC
3.	39250	CDJ3607	Contextual Studies for Communication Design (PBL1)	0	2	4	4	CC
4.	39251	CDJ3608	Advanced CAD (3D)	0	2	2	3	CC
5.	39251	CDJ3609	Digital Communication Marketing	0	1	2	2	CC
6.	39247	DCJ3602	Field Study/Design Minor Project (RBL2)	0	0	4	0 (Audit)	Survey/ Project
7.			Industrial Preparedness	0	0	2	0 (Audit)	
Total Credits - 20								

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Programme structure

Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: VII

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
Theory Subjects								
1.	39253	DCT4706	Entrepreneurship & Professional Ethics in Design	2	0	0	2	CC
Jury Subjects								
1.	**39257**	CDJ4706	UI/ UX for Emerging Technologies	0	1	2	2	CC
2.	**39258**	CDJ4707	Capstone Communication Design Project (PBL2)	0	6	12	12	Project/CC
3.	39256	DCJ4704	Sumer Project /Internship (FSIC-Prerequisite)	0	0	4	2	Internship
4.		NV4004	Ace the Interview	0	0	2	2	OE
5.			OPE/ MOOC	-	-	-	2	OE
Total Credits - 20								

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

NOTE: The Summer Project will be completed after 6th Semester in the Summer Break and the evaluation will take place in 7th Semester.

Programme structure
Sharda School of Design, Architecture & Planning
Bachelor of Design (Communication Design)
Batch: 2025-2029
TERM: VIII

S. No.	Paper ID	Proposed code	Subjects	Teaching Load			Credits	Types of Courses
				L	T	P		
1.	39261	DCJ4803	Internship Apprenticeship	-	-	-	20	Internship
Total Credits - 20								

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Course Module

Course Syllabus
Semester - 1

School: SSDAP		**Batch: 2025-2029**	
Programme: B.Design		**Current Academic Year: 2025 - 2026**	
Branch: Foundation		**Semester: I**	
1	**Course Code**	**DCT1104**	
2	**Course Title**	**History of Art -I**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	**2-0-0**	
	Course Type	Compulsory CC	
5	**Course Objective**	To know about the interrelation of Human Evolution and Art. To make the students understand the true meaning of Art. To develop an appreciation of Art. To study and understand the influence of various eras on the development of art from the classical to current modern times	
6	**Course Outcomes**	CO1 Learn basic terminology of Art & Design studies. CO2 Contextualise and empathise with Art and Design CO3 Understand the timeline, distinguish various styles, genres, and movements, and apply them in practice. CO4 Learn to appreciate different forms of artistic expression through history. CO5 Identify and translate the learning through application in verbal and textual communication. CO6 Observes and appreciates Art and Design and expresses it by writing about it.	
7	**Course Description**	The course aims to inculcate aesthetic sensibilities in the learner by practicing observation, and representation. In this course, the learner will learn to use observational and analytical presentation as well as writing to represent the study of art & design accurately. The learner will also develop a comprehensive understanding of a sustainable model for human existence, and its interrelations with the other art practices.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Design and Cultural Expressions**	CO1, CO2
	A	Prehistoric to early civilizations	
	B	Greco Roman Civilization	
	C	Gothic: Illumination in Dark Ages	
	Unit 2	The Evolution of Style	CO1, CO2
	A	Renaissance: newer dimensions	
	B	Baroque and drama	
	C	Rococo and decorative arts	
	Unit 3	Design and Aesthetics in Ancient India	CO1, CO2,CO3, CO6
	A	Indus Valley Civilization	
	B	Vedic Period	
	C	Mauryan Empire & Gupta Empire the "Golden Age" of India	
	Unit 4	Artistic Transformations Regional Kingdoms to Mughal Era	CO1, CO2, CO3
	A	Rise of Regional Kingdoms: Pallavas, Chalukyas, and Rashtrakutas	

	B	Islamic Invasions and Sultanates			
	C	Mughal Empire			
	Unit 5	**Abstraction, and Modernity**			CO3, CO4, CO6
	A	Art & Craft Movement and Art Nouveau			
	B	Impressionism and Post-Impressionism			
	C	Fauvism, Nature, geometry, and Cubism			
	Mode of exam	Theory			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		25%	25%	50%	
	Text book/s*	Janson's History of Art (https://baixardoc.com/documents/jansons-history-of-art-5ce70315e7099)			
	Other References	Meaning of Art by Herbert Read (https://archive.org/details/in.ernet.dli.2015.529212/page/n3/mode/2up) Understanding Art by Louis Fischer A History of Western Art, Laurie Schneider Adams (https://archive.org/details/A_History_of_Western_Art/page/n75/mode/2up)			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	2	2	3	2	3	1	3	2	2	1	1	1
CO2	3	-	2	-	2	2	3	-	-	2	-	2	2	2	2
CO3	2	2	-	2	2	2	-	-	3	-	2	2	1	1	1
CO4	3	3	3	2	2	3	3	2	2	3	1	3	1	1	1
CO5	2	2	2	3	1	-	2	1	2	3	1	3	3	3	3
CO6	3	2	2	1	1	2	2	1	1	3	1	3	3	3	3
Average	2.5	2.4	2.2	2.0	1.7	2.4	2.4	1.8	1.8	2.8	1.4	2.5	1.8	1.8	1.8

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Foundation		**Semester: I**	
1	**Course Code**	**DCJ1106**	
2	**Course Title**	**Drawing And Sketching**	
3	**Credits**	**4**	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Type	Compulsory CC	
5	**Course Objective**	The programme focuses on inculcating the significance of developing hand and mind coordination. It concentrates on exploring different forms by examining objects. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. Examining various sketching techniques such as rendering, line drawing, shading etc. Recognizing the significance of line and demonstrating its nuances.	
6	**Course Outcomes**	The students will be able: CO1: To Use materials common to the drawing process CO2: To Develop physical and visual skills related to the drawing process. CO3: To judge proportion, scale, and spatial relationships. CO4: To use Arial and tonal techniques to depict light and shadow. CO5: Would be able to understand human anatomy. CO6: Would be able to understand through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.	
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 Mapping
	Unit 1	**Introduction**	
	A	Line	
	B	Form & Space	
	C	Sketching Techniques	
	Unit 2	**Shapes**	
	A	Two-dimensional shapes rectangle, square, triangle	
	B	Three dimensional shapes cones, cylinder, cubes, cuboid	
	C	Abstract shapes	
	Unit 3	**Object study**	
	A	Single object study	
	B	Multiple object study by taking things from a single group ex: only three-dimensional shapes like cubes, cones etc	
	C	Multiple object study by taking things from different groups ex: drapery, fruits and cones etc	
	Unit 4	**Exploration of forms**	
	A	Regular forms	
	B	Abstract forms	
	C	Definitive forms	
	Unit 5	**Human Anatomy**	
	A	Proportion Study	

	B	Gesture Drawing			
	C	Expression Study			
	Mode of exam	Jury			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	30%	40%	
	Text book/s*	Anatomy and Drawing by Victor Perard			
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers			

Course Articulation table:

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	3	3	2	1	2	3	2	1	2
CO2	1	3	2	2	1	3	3	2	2	1	2	3	-	1	1
CO3	-	2	1	3	-	2	-	1	1	2	3	3	3	-	2
CO4	1	-	1	1	2	1	2	1	2	-	-	3	2	2	-
CO5	1	1	1	2	3	2	2	2	3	1	3	3	3	3	1
CO6	2	2	2	-	2	2	3	2	1	1	2	3	1	2	2
AVG.	1	2	2	2	2	2	3	2	2	1.2	2	3	2	2	2

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**			
Programme: B. Design		**Current Academic Year: 2025-2026**			
Branch: Foundation		**Semester: I**			
1	**Course Code**	**DCJ1107**			
2	**Course Title**	**Elements & Principles of Design**			
3	**Credits**	**4**			
4	**Contact Hours (L-T-P)**	0-2-4			
	Course Type	Compulsory CC			
5	**Course Objective**	To introduce students to the fundamental elements and principles of design. To develop an understanding of how visual components interact in design. To apply design principles in creating visually effective compositions. To enhance observational and analytical skills for design evaluation. To encourage experimentation with different media and techniques.			
6	**Course Outcomes**	CO1: Identify and describe the fundamental elements and principles of design. CO2: Analyze and evaluate the impact of design elements in various compositions. CO3: Apply visual elements effectively in two- and three-dimensional compositions. CO4: Develop critical thinking in structuring visual hierarchy and balance. CO5: Experiment with textures, colors, and spatial arrangements. CO6: To integrate and create composition, artworks and designs using varied Elements			
7	**Course Description**	This course provides an in-depth understanding of the fundamental elements and principles of design that govern visual composition. Through theory and practice, students will explore the role of these components in creating aesthetically strong and functionally effective designs.			
8	**Outline syllabus**				CO Mapping
	Unit 1	**Introduction to Design**			CO1, CO2
	A	Definition of design, significance in visual communication			CO1, CO2
	B	Historical overview and evolution of design principles			CO1, CO2
	C	Case studies of famous design compositions			CO1, CO2
	Unit 2	**Elements of Design**			CO3
	A	Dot & Line – Types, characteristics, and expressive qualities			CO3
	B	Shape & Form – Geometric vs. Organic, Positive & Negative space			CO3
	C	Color – Theory, psychology, color harmonies			CO3
	Unit 3	**Principles of Design**			CO4
	A	Balance – Symmetrical, asymmetrical, radial			CO4
	B	Contrast, Emphasis, and Focal Point			CO4
	C	Movement, Rhythm, Repetition and Visual Hierarchy			CO4
	Unit 4	**Textures, Pattern, Space & Composition**			CO5
	A	Texture & Pattern – Tactile vs. Visual			CO5
	B	Space – Perspective, depth, light & composition techniques			CO5
	C	Proportion & Scale in design			CO5
	Unit 5	**Application & Experimental Design**			CO6
	A	Integration of elements & principles in real-world design			CO6
	B	Mixed media experiments & digital compositions			CO6
	C	Final project: Creating a visual composition demonstrating mastery of design elements & principles			CO6
	Mode of exam	Jury			
	Weightage Distribution	CA	MTE	ETE	
		30%	30%	40%	

	Text book/s*	Wucius Wong, Principles of Two-Dimensional Design David A. Lauer & Stephen Pentak, Design Basics	
	Other References	Gavin Ambrose & Paul Harris, Basics Design 05: Colour, Bloomsbury Publication Johannes Itten, The Elements of Color Joshua Field, An Illustrated Field Guide to the Principles and Elements of Art + Design	

Course Articulation table:

POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	2	3	2	1	3	1	2	2	-	2
CO2	3	3	3	1	2	2	2	3	2	3	1	1	-	1	-
CO3	2	-	2	-	3	1	1	2	1	3	-	3	3	2	2
CO4	1	2	2	3	-	3	2	3	3	3	-	2	2	1	3
CO5	3	1	2	2	-	2	3	1	2	3	-	3	2	-	1
CO6	2	3	3	3	-	3	-	-	2	3	3	1	1	3	3
AVG.	2	2	3	2	2	2	2	2	2	3.0	2	2	2	2	2

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Foundation		**Semester: I**	
1	**Course Code**	**CDJ1102**	
2	**Course Title**	**Design Skill- I**	
3	**Credits**	**4**	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Type	Compulsory CC	
5	**Course Objective**	The course aims at interpreting the concept of Fashion Design as product, process & service To develop an understanding of Creative Thinking, Tools & Techniques To provide an in-depth study and application of the Design Thinking & Innovation To develop an Experiential understanding towards Design To ideate, create and present design works	
6	**Course Outcomes**	CO 1: -The students shall be able to define Design in creative & industrial terms CO2: -The students shall be able to understand Creative Thinking methods and application of the same in real world scenario CO3: - The students shall be able to develop themselves as a design thinker CO 4: -The students shall be able to understand Fashion as Design, basic terminologies, key concepts, theories, material and processes CO 5: -The students shall be able to evaluate, appraise and compare the various design works of prominence in fashion and related fields CO 6: -The students shall be able to integrate various Creative & Design Thinking tools and techniques to Create and innovate Concepts	
7	**Course Description**	The course Design Skills-I introduces Fashion as Design and developing creative and design thinking skills of an individual with an understanding of Design from various perspectives, research and applicability of the learnt concepts. The pedagogy used is learning by doing with various knowledge processes and a mix to think explicitly about the most appropriate range and sequence of learning activities.	
8	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to Design**	
	A	Introduction to Design	CO1
	B	Three-Dimensional Design-Product, Process & Service	CO2, CO3
	C	Design as Solution – converting Challenges into Opportunities	CO2, CO3
	Unit 2	**Creative Thinking &Experiencing Design**	
	A	Introduction to Principles of Creativity	CO2
	B	Creative Thinking Tools &Techniques, its application	CO4
	C	Understanding about the added value, emotions & conflicts	CO6
	Unit 3	**Design Thinking for Innovation**	
	A	Understanding Design Thinking & Innovation	CO3, CO4
	B	Design Making & Design Breaking	CO3, CO4
	C	Repeating Design & Experimentation	CO3, CO4
	Unit 4	**Fashion & Design**	
	A	Introduction to fashion as Design	CO3, CO4
	B	Fashion Design Terminologies, key concepts & theories	CO5, CO6
	C	Fashion Design – Basic Materials, processes	CO3, CO4
	Unit 5	**Integrated Design Projects**	
	A	Understanding the concept behind creation of Design	CO3, CO4
	B	Study of a Designer's style and creation	CO5, CO6
	C	Creating conceptual Integrated Design Project	CO5, CO6

	Mode of exam	Jury			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	30%	40%	
	Text book/s*	Aspelund K., 2015, DESIGNING: An Introduction: Idea Searching for Design, Fairchild Books			
	Other References	Kenzie S.M., 2014, How to Develop your Own Style, Bloomsbury Publishing. Parsons T., 2019, Thinking: Objects: Contemporary Approaches to Product Design, Thinking: Objects: Contemporary Approaches to Product Design, Bloomsbury Publishing. Bramston D., Y.L. 2017 How to Research and Develop Design Concepts, Bloomsbury Publishing. Stipelman S., 1996, Illustrating Fashion: Concept Bloomsbury Publishing. Creation, Bloomsbury Publishing.			

Course Articulation table:

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	1	1	1						3	
CO2	3	3	3	3	3	1	1	1	1		1	1		3	
CO3	3	3	3	3	3	1	1	1	1		1	1		3	
CO4	3	1	1	2	2	1	1	1	1	1	1	1		3	
CO5	3	3	3	3	3							1		3	
CO6	3	3	3	3	3	2	2	2	1	2	2	3		3	
AVG.	3	3	2	3	3	1	1	1	1	1.5	1	1	0	3	0

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm Design		**Semester-I**	
1	**Course Code**	**DCJ1104**	
2	**Course Title**	**Digital Design - Adobe Illustrator**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Compulsory SEC	
5	**Course Objective**	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. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns Working with various colour ways schemes and using repeat methods effectively. 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**	After completion of the course, student will be able to Use a vocational digital vector drawing tool Convert ideas into digital vector drawings Construct their sketched artistic ideas into graphics Analyse & Express original digital designs as per industrial manufacturing processes & methods Compile & present creative works in form of portfolio Create digital creative stories, design ideas & variations	
7	**Course Description**	The course is an introduction to Illustrator, 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 Illustrator**	CO1
	A	Introduction of Vector & Bitmap, file formats,	
	B	Transforming Motif with Rotation, Reflect tool	
	C	Manipulating shapes with Path Finder, Shape Builder tool, Live Paint Bucket Tool	
	Unit 2	**Graphics & Prints for Fashion, Lifestyle & Interior Products -1**	CO2
	A	Creating contour, Blending shapes	
	B	Adding effects to shapes (pucker, bloat, transform)	
	C	Editing Effects using Appearance Palette	
	Unit 3	**Graphics & Prints for Fashion, Lifestyle & Interior Products -2**	CO3, CO5

	A	From Pencil to digital Format (Scanning, Tracing sketched work)			
	B	Graphics for Objects (Placements prints)			
	C	Editing prints using layer palette			
	Unit 4	**Graphics & Prints for Fashion, Lifestyle & Interior Products -3**			CO4, CO6
	A	Repeats and Pattern (types of patterns)			
	B	Colourways & Colour Separation for Prints			
	C	Creating Story Board (Adding prints to silhouettes using masking technique)			
	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**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	Streeter, L. (2011). Essential Fashion Illustration: Digital. Rockport Publishers.			
	Other References	Tallon, K. (2008). Digital Fashion Illustration: With Photoshop and Illustrator. Anova Books. Hume, R. (2020). Fashion and Textile Design with Photoshop and Illustrator: Professional Creative Practice. Bloomsbury Publishing.			

Course Articulation table:

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
CO1			1		3		1	1		1	1	2		3	
CO2			1		3		1	1		1	1	2		3	
CO3			2		3		1	1		2	1	2		3	
CO4			3		3		1	1		3	1	2		3	
CO5			2		3		2	1		3	1	3		3	
CO6			3		3		2	1		3	1	3		3	
AVG.	0	0	2	0	3	0	1	1	0	2.2	1	2	0	3	0

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm Design		**Semester-I**	
1	**Course Code**	**DCJ1105**	
2	**Course Title**	**Basic Materials Studies**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Compulsory AEC	
5	**Course Objective**	Course is designed to familiarize students to work with advanced materials which are used in the field of design quite extensively.	
6	**Course Outcomes**	After completion of this course, student will able to: CO1-Understand the nature of material, properties and behaviour along with the practical applications and specifications CO2: Make students aware of different sizes and types of material. Difference in the materials with respect to need and applications. CO3: Understand the handling of materials and introduced them with different installations process CO4: Understand and complications of design and installation CO5: Understand the installation procedures of various designs CO6: Will be to apply the basic texture and materials applications.	
7	**Course Description**	This will include the applications of different materials along with specifications. It will also make them understand various elements which contribute to design.	
8	**Outline syllabus**		CO Achievement
	Unit 1	**Introduction to materials**	
	A	A) Introduction and Importance of materials	CO1
	B	B) Classification of different kinds of materials	CO2, CO3
	C	C) Understanding the physical properties, appearance, uses etc.	CO2, CO3
	Unit 2	**Properties and Applications of materials**	
	A	A) Various products and by-products of the material	CO2
	B	B) Various finishes and textures	CO4
	C	C) Properties and Applications Wood, bamboo, clay, rubber, glass, cane, leather, fabric, jute, Paper, Plastic, Steel, Aluminium, etc.	CO6
	Unit 3	**Exploration of Materials**	
	A	A) Market research	CO3, CO4

	B	B) Tools and Techniques & Industrial practices			CO3, CO4
	C	C) Exploration of materials such as Wood, bamboo, clay, rubber, glass, cane, leather, fabric, jute, Paper, Plastic, Steel, aluminum, etc. Introduction to making material boards.			CO3, CO4
	Unit 4	**Basic hands on practices**			
	A	A) Types of finishes for different materials			CO3, CO4
	B	B) Process of finishes			CO5, CO6
	C	C) Minor Project/ Prototyping			CO3, CO4
	Unit 5	**Design Process of a Final Project**			
	A	A) Need Identification and research			CO3, CO4
	B	B) Conceptualization, Form Generation and Theme board			CO5, CO6
	C	C) Final designed Project and post Design Analysis			CO5, CO6
	Mode of examination	Jury			
	Weightage Distribution	**CA**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	• Interior Design Illustrated BY: Francis D. K. Ching (Author) • The Interior Design Handbook BY: Frida Ramstedt (Author) • The Interior Design Reference & Specification Book updated & revised: Everything Interior Designers Need to Know Every DayBY: Chris Grimley (Author)			
	Other References	Interior Detailing: Concept to Construction 1st Edition BY: David Kent Ballast (Author)			

Course Articulation table:

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1		1	3	2	2	1	2		2		3	3
CO2	2	2	2	3	2	2	2		3	2	2	3	2
CO3	1	3			1	2		2	2		3	2	
CO4	2	3	2	2		2	2	2	3	3	1	3	3
CO5													
CO6													

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Academic Year: 2025-2026**	
Branch: Foundation		**Semester: I**	
1	**Course Code**	**SKP1010**	
2	**Course Title**	**Communicative Essentials-1**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	1-0-2	
	Course Type	Compulsory AEC	
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**	After completion of this course, students will be able to: CO1 Develop a better understanding of advanced grammar rules and write grammatically correct sentences CO2 Acquire wide vocabulary and punctuation rules and learn strategies for error-free communication. CO3 Interpret texts, pictures and improve both reading and writing skills which would help them in their academic as well as professional career CO4 Comprehend language and improve speaking skills in academic and social contexts 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. CO6 Function effectively in multi-disciplinary teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality	
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**		CO Mapping
	Unit 1	**Sentence Structure**	CO1
	A	Subject Verb Agreement	
	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**	CO3
	A	Picture Description – Student Group Activity	CO3, CO2, 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	CO2, CO3
	C	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full-Length Feature Film)	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
	Mode of exam				
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		30%	30%	40%	
	Text book/s*	Evaluations			
	Other References	Texts & References | Library Links			

Course Articulation Table:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	3		2	-	-	-
CO4	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVERAGE	0	0	0	0	0	0	0	0	1	2.6	1	2	0	0	0

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Course Syllabus
Semester - II

School: SSDAP		Batch: 2024-2028	
Programme: B. Design		Current Academic Year: 2024-2025	
Branch: Foundation		Semester: II	
1	Course Code	TDC204	
2	Course Title	History of Art II	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Type	Compulsory	
5	Course Objective	To know about the interrelation of Human Evolution and Art. To make the students understand the meaning of Art. To develop an appreciation of Art. To study and understand the influence of various eras on the development of art from the classical to current modern times.	
6	Course Outcomes	After the completion of the course, students will be able to: CO1: Learn basic terminology of Art & Design studies. CO2: Contextualize and empathize on Art and Design CO3: Understand the timeline and distinguish various styles, genres and movements and apply them in practice. CO4: Learn to appreciate different forms of artistic expression through history. CO5: Identify and translate the learning through application in verbal and textual communication. CO6: Observe and appreciate Art and Design and express it by writing about it.	
7	Course Description	The course aims to inculcate aesthetic sensibilities in the learner by practicing observation, and representation. In this course, the learner will learn to use observational and analytical presentation as well as writing to represent the study of art & design accurately. The learner will also develop a comprehensive understanding of a sustainable model for human existence, and its interrelations with the other art practices.	
8	Outline syllabus		CO Mapping
	Unit 1	Shifting Powers and Colonial Influence	CO1, CO2
	A	Decline of the Mughal Empire - Rise of the Marathas	
	B	British East India Company	
	C	British Rule	
	Unit 2	Ancient India - Struggle to Sovereignty	CO1, CO2
	A	Indian Independence Movement	
	B	Partition of India	
	C	Post-Independence India	
	Unit 3	Evolution of Avant-Garde and Abstract Art	CO1, CO2, CO3, CO6
	A	Constructivism and anti-art	
	B	Dadaism and Surrealism	
	C	Abstraction, Abstract Expressionism & Three-dimensional abstract	
	Unit 4	Bauhaus	CO1, CO2, CO3
	A	Movement or institute?	

	B	The philosophy and design			
	C	In Graphics, Furniture, and other design innovations			
	Unit 5	Breaking Boundaries in Contemporary			CO3, CO4, CO6
	A	Installations & Public Art			
	B	Performance art & activism			
	C	New media & meta media			
	Mode of exam	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	History of Art by H.W. Janson, Anthony F. Janson			
	Other References	The Story of Art by E.H. Gombrich, Understanding Art by Louis Fischer			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	2		1	
CO2	3	-	-	-	-	-	-	-	-	-	-	2		2	
CO3	2	-	-	-	-	-	-	-	-	-	-	2		1	
CO4	3	3	3	2	2	3	3	2	2	3	1	3		1	
CO5	2	-	2	-	-	-	-	-	-	3	1	3		3	
CO6	3	2	2	1	1	2	2	-	1	3	1	3		3	
AVG.	2.5	2.5	2.3	1.5	1.5	2.5	2.5	2.0	1.5	3.0	1.0	2.5		1.8	

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm Design		**Semester: II**	
1	**Course Code**	**DCJ1206**	
2	**Course Title**	**Advance Drawing & Sketching**	
3	**Credits**	**3**	
4	**Contact Hours (L-T-P)**	**0-1-4**	
	Course Status	Compulsory CC	
5	Course Objective	The Programme aims at developing and harnessing manual skills, leading to collaboration between visualized and the created. It concentrates on exploring different materials such as charcoal, water colour, pencil, ink etc. Making the students recognize the difference between spaces by practicing works in both indoor and outdoor areas. Promoting the significance of regular sketching and its impact on the overall composition and creative skills. Describing movement by studying the anatomy of human as well as animal figures. Explaining the significance of line and demonstrating its nuances.	
6	Course Outcomes	After completion of this course, the student will be able to CO 1: -Understand the art materials and explore them. CO2: -Visualize different spaces both indoor and outdoor and transform them in two dimensional forms using different materials. CO3: - Visualize and reproduce different objects by adhering to the principles of proportion and scale. CO 4: -Understand movement through anatomical studies of both animal and human beings. CO5: - Understand through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion. CO6: -Understand human anatomy in detail.	
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	
	A	Study of scale and proximity	CO1
	B	Study of shape, perspective and proportion	CO1

	C	Capturing Rhythm			CO1
	Unit 2	**Surface Study**			
	A	Study of Drapery			CO2
	B	Object study of different materials such as glass, ceramics, fabric, aluminum and wood.			CO2
	C	Foliage Study			CO2
	Unit 3	**Outdoor Drawing**			
	A	Landscape			CO3
	B	Architectural Studies			CO3
	C	Flora and fauna Study			CO3
	Unit 4	**Human Anatomy**			
	A	Study of the human skeleton			CO4, CO6
	B	Study part by part: Hands and Legs			CO4, CO6
	C	Study part by part: Torso and Trunk			CO4, CO6
	Unit 5	**Human Anatomy and Still life**			
	A	Model Study with Drapery			CO4, CO5
	B	Study of portraits			CO4, CO5
	C	Study of Still Life: Plants, draperies and objects			CO4, CO5
	Mode of examination	Jury			
	Weightage Distribution	**CA**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	Anatomy and Drawing by Victor Perard			
	Other References	Freehand Drawing and Discovery: Urban Sketching and Concept Drawing for Designers			

Course Articulation table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	1	2	2	1	2	1	2	1	1	1		1	
CO2	2	2	3	2	3	2	3	3	2	2	2	2		1	
CO3	3	2	2	3	2	3	3	3	3	2	2	2		1	
CO4	3	2	2	2	2	3	3	3	2	3	1	2		1	
CO5	2	2	2	3	1	2	3	2	3	2	2	3		1	
CO6	2	2	2	3	2	2	3	1	2	3	1	3		1	
AVG.	2.3	2.0	2.0	2.5	2.0	2.2	2.8	2.2	2.3	2.2	1.5	2.2	0	1.0	0

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: B. Design		**Semester: II**	
1	**Course Code**	**DCJ1207**	
2	**Course Title**	**COMPOSITION**	
3	**Credits**	**3**	
4	**Contact Hours (L-T-P)**	0-1-4	
	Course Status	Compulsory CC	
5	**Course Objective**	To introduce students to the fundamentals of visual composition and spatial arrangement. To develop an understanding of proportion, balance, and visual harmony in design. To explore the relationship between form, color, texture, and material in composition. To enhance creativity and problem-solving through structured design exercises. To analyze and create compositions using both traditional and digital mediums. To encourage an experimental approach to composition, fostering innovation in design thinking.	
6	**Course Outcomes**	After completion of this course, the student will be able to CO1: Understand and analyze the fundamental concepts of composition in visual design. CO2: Apply design principles to create visually balanced and structured compositions. CO3: Experiment with different mediums and materials to enhance compositional skills. CO4: Develop spatial awareness and arrangement techniques for effective design communication. CO5: Evaluate and critique compositions using theoretical and practical knowledge. CO6: Create original, well-structured compositions showcasing creativity and conceptual clarity.	
7	**Course Description**	This course explores the fundamentals of composition, emphasizing spatial relationships, balance, contrast, and unity. Students will explore the various materials, textures, and forms to develop an understanding of how elements interact within a composition. Through hands-on exercises, digital explorations, and critical analysis, students will develop a strong foundation in designing cohesive visual narratives.	
8	Outline syllabus		CO Achievement
	Unit 1	**Fundamentals of Composition**	CO1
	A	Definition & Importance of Composition in Design	CO1
	B	Visual Perception, Eye Movement, and Focal Points	CO1
	C	Exploring Composition in Art, Architecture, and Design	CO1

	Unit 2	**Structural Elements in Composition**			CO2
	A	Balance – Symmetrical, Asymmetrical, Radial			CO2
	B	Proportion, Scale, and Visual Hierarchy			CO2
	C	Contrast and Emphasis in Composition			CO2
	Unit 3	**Interaction of Form, Color, and Texture**			CO3
	A	Understanding Shape, Volume, and Depth			CO3
	B	Color Theory and its Psychological Impact			CO3
	C	Exploring Texture – Physical vs. Visual			CO3
	Unit 4	**Spatial Design and Perspective**			CO4
	A	Basics of Two-Dimensional and Three-Dimensional Composition			CO4
	B	Understanding Perspective and Depth in Design			CO4
	C	Composing Spaces: Overlapping, Transparency, and Layering			CO4
	Unit 5	**Experimental & Conceptual Composition**			CO5, CO6
	A	Exploring Unconventional Materials in Composition			CO5
	B	Digital vs. Traditional Approaches in Composition			CO6
	C	Final Project – Developing a Conceptual Composition			CO6
	Mode of examination	Jury			
	Weightage Distribution	**CA**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	Design Methods - John Chris Jones			
	Other References	Randolph P. Hoelscher and Clifford, 1957, Engineering Drawing and Geometry, H Springer. IH Morris, 2012, Geometrical Drawing for Art Student, University Press MC Escher, The Life and Works of MC Escher Docci M., 1996, Theory and practice of drawing, Publisher: Yale University Press, V Raghavan, 2004, Material Science, Prentice Hall India Learning Private Limited			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1	3	1	1	1	3	2	2	2	3	1	1	3		2	
CO2	3			1	3				2	1	1	3		2	
CO3	3			1	3				1	1		3		2	
CO4	3			1	3				2			3		2	
CO5	3			1	3				2	1		3		2	
CO6	3	3	3	3	3	3	2	2	3	3	3	3		2	
AVG.	3.0	2.0	2.0	1.3	3.0	2.5	2.0	2.0	2.2	1.4	1.7	3.0	0	2.0	

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm Design		**Semester: II**	
1	**Course Code**	**CDJ1201**	
2	**Course Title**	**DESIGN SKILL- II**	
3	**Credits**	**4**	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Status	Compulsory	
5	**Course Objective**	The course aims at interpreting the significance of Principles used in Design To develop an understanding of fashion illustration To provide an in-depth study of colour theory using both demonstration as well as lecture methods. To enhance the visual and communication skill To ideate, create and present design works	
6	**Course Outcomes**	After completion of this course, the student will be able to CO 1: -Gain knowledge about the fundamentals of fashion CO2: - Understand the fashion sketching CO3: - Acquire the skill to understand use of different medias to create design works CO 4: -Demonstrate their personal style of illustration CO 5: -Develop ideate and create a range line up CO 6: -Develop Visual Communication Skill to express their ideas and designs	
7	**Course Description**	The course is designed to introduce Fashion, the key concepts, terminologies, categories and seasons. Its aims at building individual fashion aesthetics through Fashion drawings and Colour theories to enable to communicate their knowledge and learning essential for design practice.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction to Fashion**	
	A	Fashion Terms- Fashion, style, Acceptance, timelines, Zeitgeist	CO1
	B	Fashion as art, function & communication	CO1
	C	Fashion Categories & seasons- Avant Garde, Couture, Ready to wear, Fashion Seasons	CO1
	Unit 2	**Fashion Figure Drawing**	
	A	Fashion Figure Proportions	CO2
	B	Movements & Postures	CO2
	C	Faces & Hairstyles	CO2
	Unit 3	**Colour Theory for Fashion**	
	A	Understanding Colour theories applicable to Fashion	CO2, CO3
	B	Colour combinations for Fashion	CO2, CO3

	C	Developing concepts and surfaces			CO2, CO3
	Unit 4	**Stylisation**			
	A	Stylisation of Fashion Figure			CO4, CO6
	B	Drawing Accessories			CO4, CO6
	C	Magazine study to develop fashion illustrations			CO4, CO6
	Unit 5	**Study of Design Projects**			
	A	Understanding the concept behind creation of Design Collections			CO1, CO5, CO6
	B	Study of a Designer's style and creation			CO1, CO5, CO6
	C	Creating a final Fashion Design Line-up drawing of your chosen collection			CO1, CO5, CO6
	Mode of exam	Jury			
	Weightage Distribution	**CA**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	Bina AblingB., (1988), Fashion Sketchbook, Fairchild Publications.			
	Other References	Kenzie S.M., (2014), How to Develop your Own Style, Bloomsbury Publishing Stiplema S., (2010), Illustrating Fashion: Concept to Consumer, Bloomsbury Publishing Grace L. M., (2014), Iconic Designs: 50 Stories about 50 Things, Bloomsbury Publishing			

Course Articulation table:

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
CO1	3		1		1	1	1	1	1	1	1	1		2	
CO2	3		3		3					3	1			2	
CO3	3		3		3					3	1			2	
CO4	3		3		3					3	1			2	
CO5	3		3		3					3	1			2	
CO6	3		3		3					3	1			2	
AVG.	3.0	0	2.7	0	2.7	1.0	1.0	1.0	1.0	2.7	1.0	1.0	0	2.0	

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch:Comm Design		**Semester: II**	
1	**Course Code**	**DCJ1204**	
2	**Course Title**	**Digital Design - Adobe Photoshop**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Compulsory SEC	
5	**Course Objective**	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. Student refines his/ her skills to observe and stylize visual imagery and develop a range of patterns Working with various colourways schemes and using repeat methods effectively. 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**	After completion of the course, student will be able to Become aware of a vocational bitmap drawing tool Convert ideas into bitmap imagery Construct their sketched artistic ideas into graphics Express & render original digital designs as per industrial manufacturing processes & methods Compile & present creative works in form of portfolio Create digital creative stories, design ideas & renderings & presentations	
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**	
	A	Introduction of Vector & Bitmap, file formats, Resolution for different devices	CO1
	B	Photoshop Palettes – Layer, Channels & Paths	CO1
	C	Introduction of Photoshop selection Tools (Marquee, Magic Wand, Quick Selection tool, Pen Tool)	CO1
	Unit 2	**Graphics & Prints for Fashion, Lifestyle & Interior Products -1**	
	A	Photo Montage & Collages	CO2
	B	Graphics for T-shirt (Placements), Products, Accessories, Fabrics & Interiors	CO2
	C	Compositions for Magazine/ Advertisements	CO2

	Unit 3	**Graphics & Prints for Fashion, Lifestyle & Interior Products- 3**			
	A	From Pencil to digital Format (Scanning, Tracing sketched work)			CO3, CO6
	B	Repeats and Pattern (geometrical & seamless)			CO3, CO6
	C	Colour ways & Colour Separation for Prints (manual printing/ digitally printing)			CO3, CO6
	Unit 4	**Graphics & Prints for Fashion, Lifestyle & Interior Products – 4**			
	A	Refining Scanned/ Clicked Fashion Illustration, Figures, Accessories, Furniture and other Objects			CO4, CO6
	B	Rendering Fashion Illustration, Figures, Accessories, Furniture and other Objects with Painting Techniques			CO4, CO6
	C	Rendering Fashion Illustration, Figures, Accessories, Furniture and other Objects with Masking Techniques			CO4, CO6
	Unit 5	**Portfolio development**			
	A	Lay outing for Portfolio (e-portfolio, e-book)			CO5, CO6
	B	Lay outing for Portfolio (print)			CO5, CO6
	C	Portfolio Evaluation			CO5, CO6
	Mode of examination	Jury			
	Weightage Distribution	**CA**	**VV**	**ETE**	
		30%	30%	40%	
	Text book/s*	Tallon, K. (2008). Digital Fashion Illustration: With Photoshop and Illustrator. Anova Books.			
	Other References	Hume, R. (2020). Fashion and Textile Design with Photoshop and Illustrator: Professional Creative Practice. Bloomsbury Publishing.			

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3
CO1			1		3		1	1		1	1	2		2	
CO2			1		3		1	1		1	1	2		2	
CO3			2		3		1	1		2	1	2		2	
CO4			3		3		1	1		3	1	2		2	
CO5			2		3		2	1		3	1	3		2	
CO6			3		3		2	1		3	1	3		2	
AVG.			2.0		3.0		1.3	1.0		2.2	1.0	2.3		2.0	

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch : 2025-29**	
Program: B. Design		**Current Academic Year: 2025-2026**	
Branch: Foundation		**Semester: II**	
1	**Course Code**	**DCJ1205**	
2	**Course Title**	**Shapes and Forms**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Compulsory	
5	**Course Objective**	The program intends to introduce the followings:- 1. Elements of Design-point, line, form (2D/3D), movement, colour, colour psychology, pattern, texture etc. 2. Design Overview and Visual Thinking, Colour theory and composition 3. Design- balance, proportion, rhythm, emphasis, unity etc. 4. Creativity in Design process. 5. Mediums of Design- textile, clay, metal, wood, glass, ceramics etc. 6. Design Process and Methods.	
6	**Course Outcomes**	The student will be able to : CO1: Comprehend the significance of line and point in a design. CO2: Visualise and reproduce visual forms by using principle of design which includes movement and space. CO3: Organize compositions using directional lines and basic geometric shapes to convey/change meaning. CO4: Apply the concept of positive and negative space to black and white designs. CO5: Employ a value volume, scale and proportion in creating compositions. CO6: Will be to apply the basic tools to understand texture and lights effects.	
7	**Course Description**	The course aims at introducing the basic elements and principles of design and their application. It also focuses on comprehending the difference between various materials significant for visualizing and reproducing visual forms.	
8	Outline syllabus		CO Achievement
	Unit 1	**2D Composition - 3D Form Generation**	
		a) Creating Shapes from Elements : Line & Dots	CO1
		b) Converting 2D shapes into 3D space	CO2, CO3
		c) Shapes & Emotion	CO2, CO3
	Unit 2	**Colour**	
		a) Colour Theory- warm & cool colours , Tint – Tone - Shades	CO2
		b) Effects of Colour in Geometrical forms	CO4
		c) Exercise based on pattern & texture using colour theory	CO6
	Unit 3	**Additive & Subtractive**	
		a) Additive based Exercises using Soft material	CO3, CO4
		b) Subtractive based Exercises using Soft material	CO3, CO4

		c) Abstract Design Exercises using Soft material			CO3, CO4
	Unit 4	**Movement, Space and Time - Environment**			
		a) The Process of changing place or direction, orientation, and Position the visual illustration			CO3, CO4
		b) Positive and Negative space			CO5, CO6
		c) Typography & Graphics			CO3, CO4
	Unit 5	**Final project with Form Exploration**			
		a) Conceptualization			CO3, CO4
		b) Form Generation and Theme board			CO5, CO6
		c) Final designed Project and post Design Analysis			CO5, CO6
		Jury/Practical/Viva			
	Mode of examination	**CA & End Term Jury**			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		60%	0%	40%	
	Text book/s*	● The Non-Designers Design Book by Robin Williams Design Basic Index by Jim Krause			
	Other References	● Theory of Colours Book by Johann Wolfgang von Goethe ● Interaction of color Book by Josef Albers			

Course Articulation Table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	1		1	3	2	2	1	2		2		3	3
CO2	2	2	2	3	2	2	2		3	2	2	3	2
CO3	1	3			1	2		2	2		3	2	
CO4	2	3	2	2		2	2	2	3	3	1	3	3
CO5													
CO6													

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Schools: SSDAP		**Batch: 2025-2029**	
		Current Academic Year: 2025-2026	
		Semester: II	
1	**Course Code**	SKP1020	
2	**Course Title**	**Communicative** Essentials **-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**	After completion of this course, students will be able to: CO1 Acquire Vision, Goals and Strategies through Audio-visual 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 potentials as human beings and conduct themselves properly in the ways of world. CO6 Acquire satisfactory competency in use of Quantitative aptitude and Logical Reasoning	
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		CO Mapping
	Unit 1	**Acquiring Vision, Goals and Strategies through Audio-visual Language Texts**	
	A	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	B	12 Angry Men / Ethics & Principles	CO1
	C	The King's Speech / Mission statement in life | strategies & Action Plans in Life	CO1
	Unit 2	**Creative Writing**	
	A	Story Reconstruction - Positive Thinking	CO2
	B	Theme based Story Writing - Positive attitude	CO2

	C	Learning Diary Learning Log – Self-introspection			CO2
	Unit 3	**Writing Skills 1**			
	A	Precis			CO2
	B	Paraphrasing			CO2
	C	Essays (Simple essays)			CO2
	Unit 4	**MTI Reduction/Neutral Accent through Classroom Sessions & Practice**			
	A	Vowel, Consonant, sound correction, speech sounds, Monothongs, Dipthongs and Tripthongs			CO3
	B	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds			CO3
	C	Speech Sounds | Speech Music| Tone | Volume| Diction |Syntax |Intonation | Syllable Stress |			CO3
	Unit 5	**Gauging MTI Reduction Effectiveness through Free Speech**			
	A	Jam sessions			CO3
	B	Extempore			CO3
	C	Situation-based Role Play			CO3
	Unit 6	Leadership and Management Skills			CO4
	A	Innovative Leadership and Design Thinking			
	B	Ethics and Integrity			
	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**			CO6
	A	Analytical Reasoning & Puzzle Solving			
	B	Number Systems and its Application in Solving Problems			
9	**Weightage Distribution**	**CA**	**MTE**	**ETE**	
		30%	30%	40%	
10	**Texts & References | Library Links**	Wren, P.C.&Martin H. High English Grammar and Composition, S. Chand& Company Ltd, New Delhi. Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press. The Luncheon by W. Somerset Maugham - http://mistera.co.nf/files/sm_luncheon.pdf			

Course Articulation Table:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	3	1	2	-	-	-
CO4	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG.	1.0								1.0	2.5	1.0	2.0			

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

School:		**School of Design, Architecture & Planning**		
Department		**Art & Design**		
Program:		**B.Design/BVA**		
Branch:		**Communication Design**		
1	**Course Code**	**NV40011**		
2	**Course Title**	**AI Basics in Architecture & Design**		
3	**Credits**	**VAC**		
4	**Contact Hours (L-T-P)**	2-0-2		
	Course Status	NCVAC		
5	**Course Objective**	To provide students from Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture a practical, tool-driven foundation in Artificial Intelligence. The course empowers students to understand and apply AI concepts (without coding) for ideation, layout generation, visual exploration, and ethical reflection using GenAI and prompt engineering.		
6	**Course Outcomes**	CO1: Understand AI concepts and their relevance in daily life and design fields. CO2: Demonstrate proficiency in crafting effective prompts for creative use cases. CO3: Use no-code AI tools for generating content across multiple design domains. CO4: Critically evaluate AI-generated outputs for originality, bias, and creativity. CO5: Reflect on the ethical and cultural implications of AI use in visual fields.		
7	**Course Description**	This 50-hour foundational course introduces students from Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture to the core concepts of Artificial Intelligence (AI) without requiring any programming knowledge. The focus is on real-world, creative applications of AI, using intuitive, free tools such as ChatGPT, DALL·E, Canva, Morpholio, and Planner5D. Students will explore how AI assists in ideation, layout generation, style forecasting, and communication, while developing skills in prompt engineering tailored to their design context. Ethical and sustainable use of AI is emphasized, allowing students to understand the responsibilities of AI-assisted design. This course serves as the first step in a 3-part structured series aimed at making future designers proficient and responsible AI collaborators.		
8	**Outline syllabus**			CO Mapping
	Unit 1	**Introduction to AI in Daily Life (10 Hours)**		
	A	What is AI? Difference from traditional software - AI in everyday applications: Smart assistants (Siri, Alexa), Netflix recommendations,		CO1

		Google search, spam filters - AI at home: Smart TVs, home automation (ACs, lights) - AI in shopping, entertainment, and social media: Personalized recommendations, chatbots, deepfake videos - Non-technical explanation of how AI learns from data - AI Tools: Google Assistant, Siri, Alexa, Netflix AI, YouTube recommendation engine	
	Unit 2	**Introduction to GenAI and Agentic AI**	
		Overview of Generative AI (GenAI): Definition, creating content like text, images, and music - GenAI applications: LLMs, Generating creative content (e.g., stories, artwork, audio) - Introduction to Agentic AI: Autonomous systems that make decisions and perform tasks - Agentic AI applications: Task automation, virtual assistants, and workflow optimization - Hands-on: Using GenAI tools (e.g., ChatGPT, DALL·E) for content creation - AI Tools: ChatGPT, DALL·E, Canva AI, RunwayML, Adobe Firefly	CO1, CO3
	Unit 3	**Fundamentals of Prompt Engineering (10 Hours)**	
	A	Understanding AI prompting: Types of prompts (descriptive, directive, contextual) - Structuring effective prompts: Clarity, specificity, iterative refinement - Prompting techniques: Zero-shot, few-shot, chain-of-thought prompting - Hands-on: Crafting prompts for design-related AI outputs - AI Tools: ChatGPT, Google Gemini, Poe.com, PromptHero for prompt inspiration	CO2, CO3
	Unit 4	**AI in Design , Architecture and Planning (10 Hours)**	
	A	-Overview of AI-driven transformation across five domains: -Fashion Design: Trend forecasting, generative styling, material simulation -Communication Design: Branding, ad layout generation, typography with AI Interior Design: Space planning, lighting simulation, decor visualization Visual Arts: Generative art, mixed media experiments, animation Architecture & Planning: Massing, facade generation, site zoning, urban planning	CO3, CO4

		-AI's role in improving creativity, efficiency, and iteration cycles -Tool Highlights: Canva AI, Planner5D, Morpholio, DALL·E (as demonstrations)	
	Unit 5	**Ethical and Sustainable AI Applications (10 Hours)**	
	A	-Understanding AI Ethics: Bias, fairness, and responsible decision-making -Privacy & Consent: How AI tools collect and use personal data -Misinformation & Deepfakes: Identifying and responding to unethical AI outputs -Environmental Impact: Digital carbon footprint and sustainable AI practices -Ethical Use of GenAI: Plagiarism, creative credit, and responsible academic use	CO5
	Course Outline	This course is the first part of a structured 150-hour curriculum designed for students across five design disciplines: Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture. It provides a foundational, no-code exposure to AI—focusing on how generative and agentic AI systems operate, how prompt engineering can drive creativity, and how design professionals can ethically integrate AI into their workflows. Using hands-on tools and visual applications, learners engage with AI not as programmers, but as creative thinkers and responsible innovators. Parts 2 and 3 will build upon this by exploring domain-specific applications and project-based development, respectively.	
	Mode of examination	Practical and project-based assessments Continuous evaluation through hands-on assignments and project milestones	
	Weightage Distribution	**CA** | **ETE**	
		75% | 25%	
	Text book/s*	Maeda, J. (2019). How to Speak Machine: Computational Thinking for the Rest of Us. Penguin. McCormack, J. (2021). The Art of AI: Exploring Creativity in Artificial Intelligence. Springer.	
	Other References	Official documentation: ChatGPT, DALL·E, Morpholio, Canva AI Tools: Khroma, Planner5D, RunwayML Articles from Dezeen AI, Design Week, ArchDaily Sustainability AI Features	

Course Module
Semester - III

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: III**	
1	**Course Code**	**CDJ2301**	
2	**Course Title**	**Introduction to Interaction Design**	
3	**Credits**	6	
4	**Contact Hours (L-T-P)**	(0-4-4)	
	Course Status	Major (Core)	
5	**Course Objective**	1. To understand the use and importance of interaction design. 2. Understand how people perceive, Understand, use and experience Interactive Objects and spaces. 3. Colluding info graphics for various purposes. 4. Reverse engineering of HMI to decode the Interaction principle	
6	**Course Outcomes**	After completing this course students will be able to: CO1: To have a complete overview of Interaction design in terms of Human Machine Interface (HMI) and Graphic User Interface (GUI) CO2: To understand the principle of interaction design perception, experience and expectation in design. CO3: To practice interaction with designing HMIs. CO4: To Understand the different Laws of UI CO5: To observe and implement Gestalt Laws	

		CO6: To implement learned skill and create HMI.	
7	**Course Description**	This course addresses the fields of information visualization and user interface design and their intersection in the field of interactive design. Through the exploration of key principles and methodologies of these fields, Students will develop a working knowledge of the means by which dynamic media systems—websites, games, information aggregators, smartphone applications, etc.—organize, visualize, and present information to the end users of screen-based media.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Interaction Design**	CO1
	A	Understand interaction from our routine life	
	B	Design of Everyday Things from Interaction Perspective	
	C	Human Perception and Behavior	
	Unit 2	**Principle of Interaction Design**	CO2
	A	Principle	
	B	Hall of Fame/Hall of Shame	
	C	The Gulf of Execution and Gulf of Evaluation.	
	Unit 3	**Learning by practice**	CO3
	A	HMI and its application	
	B	Redesigning HMI	
	C	Graphic Prototype	

	Unit 4	**Laws of Interaction Design**			CO4, CO5
	A	Introduction to Gestalt			
	B	Examples of Gestalt Law in UI			
	C	Other Laws of UI			
	Unit 5	**Conceptualizing a HMI from the context of UI**			CO5, CO6
	A	Conceptualizing			
	B	Prototype Design for an HMI			
	C	Iteration and Final design			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	• *Designing Multi Device Experiences by Michal Levin* • *Don't Make Me Think, Revisited by Steve Krug*			
	Other References	• *The Design Of Everyday Things by Don Norman*			

Course Articulation Table

POs **COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO2	2	3	2	2	2	1	1	1	1	2	1	1	-	-	2
CO2	2	3	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	3	3	2	3	2	2	2	2	3	2	3	-	-	1
CO4	2	3	2	3	2	1	1	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2

CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	3
AVG	2.3	3.0	2.5	2.2	2.5	1.2	1.5	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: III**	
1	**Course Code**	**CDJ2302**	
2	**Course Title**	**BASICS OF PHOTOGRAPHY**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	0-2-2	
	Course Status	Major (Core) DSE	
5	**Course Objective**	1. This course will offer skill development in 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 learner's own work.	
6	**Course Outcomes**	After completing this course students will be able to:	

		CO1: Learn and remember to use photographic equipment and technologies appropriate to the task. 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. CO3: Demonstrate artistry by creating images that evoke an emotional response. CO4: Analyze and apply the mechanics of exposure to control light and influence the final product. CO5: Evaluate photos with principles of composition to produce professional images. CO6: Create a sound collection of best photographs to showcase as portfolio	
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 Mapping**
	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	HMI and its application			
	B	Redesigning HMI			
	C	Graphic Prototype			
	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**	**V.V**	**ETE**	
		30%	**30%**	**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			

Course Articulation Table

Pos Cos	POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	1	2	2	2	1	1	1	1	2	1	1	-	-	1
CO2	2	2	1	2	3	2	1	2	2	2	1	1	-	-	2
CO3	2	2	3	2	2	2	2	2	2	2	2	2	-	-	3
CO4	3	3	2	3	2	1	1	1	3	2	2	2	-	-	2
CO5	2	3	3	2	2	2	2	2	2	2	3	2	-	-	3
CO6	3	3	3	2	3	2	2	2	3	3	3	3	-	-	2
AVG	1.3	1.8	2.2	2.3	1.7	1.5	1.7	2.0	2.2	2.0	1.8				3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Communication Design		**Semester: III**	
1	**Course Code**	**CDJ2306**	
2	**Course Title**	**Visual Language I**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	0-1-4	
	Course Status	Major (Core) CC	
5	**Course Objective**	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**	After completing this course students will be able: CO1: To gain understanding of the relationship between typography and visual representation in design. CO2: To make students identify and familiarize the different types of grid layouts and the importance of balancing the design composition using these grids. CO3: To understand the fundamentals of color theory and apply them in their designs.	

		CO4: To help students develop design sensibilities to create visual harmony using colors. CO5: To implement different design theories in creating brand identity. CO6: To conceptualize design layouts and create design solutions.	
7	Course Description	This course combines study of. Elements of design languagei.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 conceptualization and ideation process of the learners.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to Typography and Design**	CO1
	A	Anatomy of Typography	
	B	Kerning, Tracking, Leading	
	C	Expressive Potential of Type	
	Unit 2	**Type Composition and Grid**	CO2
	A	Typographic Composition Designs	
	B	Types of Grid Layouts	
	C	Experimenting With Type	
	Unit 3	**Color Theory**	CO3. CO4
	A	Fundamentals of Colour Theory	
	B	Introduction to Various Color Modes For Print and Web	
	C	Creating Colour Harmony in Design	
	Unit 4	**Basics of Logo Design**	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 Graphics**			CO6
	A	Conceptualizing Design Layouts Using Shapes			
	B	Designing Graphic Illusions			
	C	Finding Design Oriented Ways To Solve The Problem			
	Mode of examination	Jury			
	Weightage Distribution	**CA**	**V.V**	**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			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	2	2	1	1	1	1	2	1	1	-	-	2
CO2	2	2	1	2	3	2	1	2	2	2	1	1	-	-	1
CO3	2	2	3	2	2	2	2	2	2	2	2	2	-	-	1
CO4	3	3	2	3	2	1	1	1	3	2	2	2	-	-	1
CO5	2	3	3	2	2	2	2	2	2	2	3	2	-	-	3
CO6	3	3	3	2	3	2	2	2	3	3	3	3	-	-	2
AVG	2.2	2.3	2.3	2.2	2.3	1.7	1.5	1.7	2.2	2.2	2.0	1.8			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: III**	
1	Course Code	**CDT2303**	
2	Course Title	Theory of Communication Design	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
	Course Status	Major (Core) CC	
5	Course Objective	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	After completing this course students will be able to: CO1: The students will be able to recognize the principles of design and its significance in the execution of the design process. CO2: The students shall be able to differentiate between Communication Design, Graphic Design and Visual Art. CO3 The students will be able to explain the different forms and types of communication which includes graphics, typography and color models.	

		CO4 The students will be able to differentiate between advertising and marketing. CO5 The students will be able to understand various layout designs in different media of communication. CO6 The students will be able to explain the importance and impact of advertising forms on society.	
7	**Course Description**	It aims to provide understanding of different elements and principles of design. It focuses on understanding different aspects of design processes and its importan in communication. It brings the students closer to the advertising world and makes them aware about its relationship with art and employment.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Communication Design and Its Elements**	CO1
	A	Introduction to Design and Communication Process	
	B	Elements of Design	
	C	Significance of Principles of Design	
	Unit 2	**Theory of Communication**	CO2, CO3
	A	Understanding Design Theory and Studying The Difference Between Communication Design, Graphic Design and Visual Art	
	B	Types, Forms and Importance of Communication In Design Process.	
	C	Understanding The Use of Typography and Color Psychology In Design	
	Unit 3	**Layouts In Design**	CO4
	A	3A. 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**			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	**Similarities and Differences**			CO6
	A	Similarities and Differences Between Advertising, Personal Selling and Public Relations			
	B	Conceptualizing Design Layouts Using Shapes			
	C	Study of Direct Marketing, Sales Promotion, Various Advertising Related Terminologies.			
	Mode of examination	Theory			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		25%	**25%**	**50%**	
	Text book/s*	• ***Communication Design, Principles, Methods and Practice by*** *DorgeFrascara*			
	Other References	• *Advertising by Design: Generating and Designing Creative Ideas Across Media, by Robin Landa;* • *Advertising Design and Typography, by Alex W. White*			

		• *Show What You Mean: Visual Literacy for Graphic Design and Mass Communication by Kim Golombisky and Rebecca Hagen*	

Course Articulation Table

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	1	3	1	3	3	2	3	1	2	-	-	3
CO2	3	2	3	2	3	3	1	2	2	2	2	3	-	-	2
CO3	1	3	1	1	2	1	3	3	2	3	3	1	-	-	2
CO4	2	1	1	3	2	2	1	2	1	2	3	3	-	-	3
CO5	3	2	2	2	1	1	3	3	3	3	2	2	-	-	3
CO6	2	2	2	2	1	2	1	2	1	2	1	2	-	-	1
AVG	2.2	2.0	1.8	1.8	2.0	1.7	2.0	2.5	1.8	2.5	2.0	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**
Programme: B. Design		**Current Academic Year: 2025-2026**
Branch: Communication Design		**Semester: III**
1	**Course Code**	**CDJ2304**
2	**Course Title**	**Installation Art**
3	**Credits**	4
4	**Contact Hours (L-T-P)**	0-2-4
	Course Type	Minor (Vocational) SEC
5	**Course Objective**	In this course a learner develops the following programme capabilities: 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**	After completing this course students will be able to: CO1: Explore, experiment and develop a range of works that investigate installation from a sculptural perspective. CO2: Respond to the conditions of site in the conception and development of artwork. CO3: Develop and implement complex creative strategies including interventionist and other non-studio based-modes of working CO4: Consider the role of material and social space.

		CO5: Explore the function of recording and documentation and issues of temporality. CO6: They will be able to execute a concept into compilation of multi-media installations.	
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**	CO1, CO2
	A	Materials & Tools	
	B	Conceptualization	
	C	Analytical, Technical and Interpretative processes	
	Unit 2	**History**	CO1, CO2, CO3
	A	Everyday materials	
	B	New Media	
	C	Site Specific-Land Art	
	Unit 3	**Art and Objecthood**	CO1, CO2, CO4
	A	Installation & Theatre- Performance	
	B	Sensory / Narrative Experience	
	C	Non-retinal Art	
	Unit 4	**Interactive Installation**	CO1, CO2, CO3, CO4
	A	Participation	
	B	Concept Discussion	

	C	Outcomes Reality			
	Unit 5	**Immersive Virtual Reality**			CO1, CO2, CO5
	A	Digital- Based Installation			
	B	Electronic - Based Installation			
	C	Mobile - Based Installation			
	Mode of Examination	Jury			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	Installation Art, By- *Claire Bishop*			
	Other References	• Unexpected Art, Introduction by *Christian L.Frock*, Edited by *Jenny Moussa Spring*, Preface by *FlorentijinHofman* • Urban Interventions: Personal Projects in Public Places, Editedby *RobertKlanten*, Edited by *S.Ehmann*, Edited by *M. Hübner* • Site-Specific Art: Performance, Place and Documentation, By (author) Nick *Kaye*			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	3	2	1	2	2	1	3	1	3	1	2	-	-	2
CO2	2	3	2	2	1	3	2	3	2	1	3	2	-	-	1
CO3	3	1	1	1	2	2	2	1	3	3	1	3	-	-	2
CO4	1	1	2	3	1	3	1	1	3	1	3	2	-	-	3
CO5	2	2	1	1	2	2	1	2	2	2	1	3	-	-	1
CO6	1	2	1	2	1	3	2	2	1	1	3	2	-	-	2
AVG			2.0		3.0		1.3	1.0		1.8	1.3	2.2			3.0

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School:		**School of Design, Architecture & Planning**	
Department		**Art & Design**	
Program:		**B.Design/BVA**	
Branch:		**Communication Design**	
1	**Course Code**	**NV40011**	
2	**Course Title**	**AI Basics in Architecture & Design**	
3	**Credits**	**VAC**	
4	**Contact Hours (L-T-P)**	2-0-2	
	Course Status	NCVAC	
5	**Course Objective**	To provide students from Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture a practical, tool-driven foundation in Artificial Intelligence. The course empowers students to understand and apply AI concepts (without coding) for ideation, layout generation, visual exploration, and ethical reflection using GenAI and prompt engineering.	
6	**Course Outcomes**	CO1: Understand AI concepts and their relevance in daily life and design fields. CO2: Demonstrate proficiency in crafting effective prompts for creative use cases. CO3: Use no-code AI tools for generating content across multiple design domains. CO4: Critically evaluate AI-generated outputs for originality, bias, and creativity. CO5: Reflect on the ethical and cultural implications of AI use in visual fields.	
7	**Course Description**	This 50-hour foundational course introduces students from Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture to the core concepts of Artificial Intelligence (AI) without requiring any programming knowledge. The focus is on real-world, creative applications of AI, using intuitive, free tools such as ChatGPT, DALL·E, Canva, Morpholio, and Planner5D. Students will explore how AI assists in ideation, layout generation, style forecasting, and communication, while developing skills in prompt engineering tailored to their design context. Ethical and sustainable use of AI is emphasized, allowing students to understand the responsibilities of AI-assisted design. This course serves as the first step in a 3-part structured series aimed at making future designers proficient and responsible AI collaborators.	
8	**Outline syllabus**		CO Mapping
	Unit 1	**Introduction to AI in Daily Life (10 Hours)**	
	A	What is AI? Difference from traditional software - AI in everyday applications: Smart assistants (Siri, Alexa), Netflix recommendations, Google search, spam filters	CO1

		- AI at home: Smart TVs, home automation (ACs, lights) - AI in shopping, entertainment, and social media: Personalized recommendations, chatbots, deepfake videos - Non-technical explanation of how AI learns from data - AI Tools: Google Assistant, Siri, Alexa, Netflix AI, YouTube recommendation engine	
	Unit 2	**Introduction to GenAI and Agentic AI**	
		Overview of Generative AI (GenAI): Definition, creating content like text, images, and music - GenAI applications: LLMs, Generating creative content (e.g., stories, artwork, audio) - Introduction to Agentic AI: Autonomous systems that make decisions and perform tasks - Agentic AI applications: Task automation, virtual assistants, and workflow optimization - Hands-on: Using GenAI tools (e.g., ChatGPT, DALL·E) for content creation - AI Tools: ChatGPT, DALL·E, Canva AI, RunwayML, Adobe Firefly	CO1, CO3
	Unit 3	**Fundamentals of Prompt Engineering (10 Hours)**	
	A	Understanding AI prompting: Types of prompts (descriptive, directive, contextual) - Structuring effective prompts: Clarity, specificity, iterative refinement - Prompting techniques: Zero-shot, few-shot, chain-of-thought prompting - Hands-on: Crafting prompts for design-related AI outputs - AI Tools: ChatGPT, Google Gemini, Poe.com, PromptHero for prompt inspiration	CO2, CO3
	Unit 4	**AI in Design , Architecture and Planning (10 Hours)**	
	A	-Overview of AI-driven transformation across five domains: -Fashion Design: Trend forecasting, generative styling, material simulation -Communication Design: Branding, ad layout generation, typography with AI Interior Design: Space planning, lighting simulation, decor visualization Visual Arts: Generative art, mixed media experiments, animation Architecture & Planning: Massing, facade generation, site zoning, urban planning	CO3, CO4

		-AI's role in improving creativity, efficiency, and iteration cycles -Tool Highlights: Canva AI, Planner5D, Morpholio, DALL·E (as demonstrations)	
	Unit 5	**Ethical and Sustainable AI Applications (10 Hours)**	
	A	-Understanding AI Ethics: Bias, fairness, and responsible decision-making -Privacy & Consent: How AI tools collect and use personal data -Misinformation & Deepfakes: Identifying and responding to unethical AI outputs -Environmental Impact: Digital carbon footprint and sustainable AI practices -Ethical Use of GenAI: Plagiarism, creative credit, and responsible academic use	CO5
	Course Outline	This course is the first part of a structured 150-hour curriculum designed for students across five design disciplines: Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture. It provides a foundational, no-code exposure to AI—focusing on how generative and agentic AI systems operate, how prompt engineering can drive creativity, and how design professionals can ethically integrate AI into their workflows. Using hands-on tools and visual applications, learners engage with AI not as programmers, but as creative thinkers and responsible innovators. Parts 2 and 3 will build upon this by exploring domain-specific applications and project-based development, respectively.	
	Mode of examination	Practical and project-based assessments Continuous evaluation through hands-on assignments and project milestones	
	Weightage Distribution	**CA** | **ETE**	
		75% | 25%	
	Text book/s*	Maeda, J. (2019). How to Speak Machine: Computational Thinking for the Rest of Us. Penguin. McCormack, J. (2021). The Art of AI: Exploring Creativity in Artificial Intelligence. Springer.	
	Other References	Official documentation: ChatGPT, DALL·E, Morpholio, Canva AI Tools: Khroma, Planner5D, RunwayML Articles from Dezeen AI, Design Week, ArchDaily Sustainability AI Features	

Course Syllabus
Semester - IV

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: IV**	
1	**Course Code**	**CDJ2401**	
2	**Course Title**	**Elements of Interface Design**	
3	**Credits**	6	
4	**Contact Hours (L-T-P)**	(0-4-4)	
	Course Status	Major (Core) CC	
5	**Course Objective**	● Learning the tools of UX design. ● Understanding the process of research ● Learning various methods of synthesizing the data.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Students will learn the human Psychology, factors and overall tools used in User Experience Design CO2: Students will learn research design with its types. CO3: Students will learn the ways of filtering and synthesizing data. CO4: Students will learn to create a user persona and UX journey for a given data and analyze. CO5: Students will get the evaluation and critics on the practice exercises. CO6: Students will create a detailed Information Architecture and Minimum Viable Product.	
7	**Course Description**	This course gives a deeper understanding of all User experience processes in detail. It further helps students to practice each step with an idea	

		and understand their mutation as per the nature of the assignments. They learn to create all these key processes with great ease and accuracy, which is very crucial while designing successful user experiences.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	Psychology and Human Factors	CO1
	A	Attention - Short term and Long Term	
	B	Errors and Hierarchy- Visual Perception,	
	C	Conceptual Models	
	Unit 2	Research Design	CO2
	A	Primary Research - Surveys and Questionnaires	
	B	Secondary Research - Resources and Competitors	
	C	Research Design	
	Unit 3	**Synthesizing the information**	CO3, CO4
	A	Data Filtration - card Sorting	
	B	Synthesizing the information with defining conflict and extremes	
	C	Analyzing data- Building Inferences	
	Unit 4	**Empathy Map and User Persona**	CO4
	A	Building Empathy Maps	
	B	Building User Persona and User Journey maps	
	C	Evaluating Maps with peer review and mentors	
	Unit 5	**Minimum Viable Product**	CO6
	A	Information Architecture	
	B	Paper prototyping	
	C	Defining Minimum Viable Product	

	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	- *Designing Multi Device Experiences by Michal Levin* - *Don't Make Me Think, Revisited by Steve Krug*			
	Other References	*The Design Of Everyday Things by Don Norman*			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	2.2				3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Communication Design		**Semester: IV**	
1	**Course Code**	**CDJ2406**	
2	**Course Title**	**ADVANCED PHOTOGRAPHY**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	0-2-2	
	Course Status	Major (Core) DSE	
5	**Course Objective**	1. This course will offer professional skills and instill 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**	After the completion of the course, student will be able to: CO1: Learn to advance and use photographic equipment and technologies appropriate to the task. CO2: Understand and implement the principles of lighting with indoor and outdoor circumstances. CO3: To practice professional skills by creating images that evoke an emotional response.	

		CO4: Analyze and apply the mechanics of creative photography CO5: Evaluate with the context of commercial photography in order to produce professional images. CO6: To create a collection of good photographs to create a social media page and promote.	
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 Mapping**
	Unit 1	**Nature Photography**	CO1
	A	Understanding subject and background in nature Photography focusing nature and landscape Photography focusing on flora and fauna	
	B		
	C		
	Unit 2	**Landscape Photography**	CO2
	A	Composition techniques for landscape photographs Photographic filters Photography editing basics	
	B		
	C		
	Unit 3	**Architectural Photography**	CO3, CO4
	A	Old architectural photography New architectural photography Play with light and shade, color, and perspective in architectural photography	
	B		
	C		
	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	V.V	ETE	
		30%	**30%**	**40%**	
	Text book/s*	• The Art of Landscape Photography by Ruth Morris • Exposure: Understanding Light by Nigel Hicks			
	Other References	• Advancing Your Photography by Marc Silber			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	2	2	1	1	1	1	2	1	1	-	-	2
CO2	2	2	1	2	3	2	1	2	2	2	1	1	-	-	2
CO3	2	2	3	2	3	2	2	2	2	2	2	2	-	-	3
CO4	3	3	2	3	2	1	1	1	3	2	2	2	-	-	3
CO5	2	3	3	2	3	2	2	2	1	3	3	3	-	-	2
CO6	3	3	3	2	3	1	2	2	3	3	3	3	-	-	3
AVG	2.2	2.3	2.3	2.2	2.7	1.5	1.5	1.7	2.0	2.3	2.0	2.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: IV**	
1	**Course Code**	**CDJ2403**	
2	**Course Title**	**Visual Language II**	
3	**Credits**	4	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Status	Major (Core) CC	
5	**Course Objective**	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**	After completing this course students will be able: CO1: To gain understanding of visual representation. CO2: To familiarize the students with the idea of visual interest, visual refinement and analysis. CO3: To understand and create spatial relationships, grids and composition and layouts in 2D and 3D space. CO4: To apply visual principal to their creative design CO5: To articulate visual designs	

		CO6: To create visual abstractions	
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	**Advanced Typography**	CO1
	A	Designing A Font Using Elements	
	B	Experimenting with Text Alignments	
	C	Advanced Layout Methods	
	Unit 2	**Visual Identity**	CO2
	A	Re-Creating Visual Identity for Branding	
	B	Developing Brand Collaterals for Promotion	
	C	Creating Brand Mock-Ups Using Software	
	Unit 3	**Colour Psychology**	CO3. CO1
	A	Use of Colour / Form Representation in Two-Dimensional Surface Applications	
	B	Experimenting with Abstract Shapes and Patterns	
	C	Implementation of Colour and Textures in Design.	
	Unit 4	**Experimenting With Creative Graphics I**	CO4
	A	Application of Visual Graphics in Creating Design	

	B	Conceptualizing Communication Design Layouts for Promotional Material			
	C	Using Type and Image To Create Design			
	Unit 5	**Experimenting With Creative Graphics II**			CO4
	A	5A: Creating Vector Illustrations for Poems and Stories			
	B	Exploring Coloring Techniques Using Softwares			
	C	Compiling Textual Elements with Visuals			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		30%	**30%**	**40%**	
	Text book/s*	- Design Thinking, Design Theory Thomas Binder, Giorgio de DeMichelis, Pelle Ehn, Giulio Jacucci, Per Linde, Ina Wagner - Design Things (Design Thinking, Design Theory) (2011, The MIT Press) - libgen.lc			
	Other References	- David Diringer - The Book Before Printing_ Ancient, Medieval and Oriental (Lettering, Calligraphy, Typography)- Dover Publications (2011)			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	2	1	1	1	2	3	-	-	1
CO2	3	1	3	3	2	3	1	2	1	3	1	1	-	-	2
CO3	2	1	2	1	2	1	2	3	2	1	3	2	-	-	3
CO4	2	2	3	3	3	3	3	2	2	2	2	3	-	-	2
CO5	1	2	2	2	3	2	1	3	2	2	1	1	-	-	3
CO6	1	1	3	2	1	1	3	2	2	2	3	2	-	-	2
AVG	1.8	1.5	2.5	2.2	2.2	1.8	2.0	2.2	1.7	1.8	2.0	2.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Communication Design		**Semester: IV**	
1	**Course Code**	**CDT2403**	
2	**Course Title**	**Theory of Advertising**	
3	**Credits**	2	
4	**Contact Hours (L-T-P)**	2-0-0	
	Course Status	Major (Core) CC	
5	**Course Objective**	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 organizational structure of advertising agencies.	
6	**Course Outcomes**	*After the completion of the course, student will be able to:* CO1: The students analyze and distinguish between illustration and posters. CO2: The students shall be able to analyze and understand the need for advertising campaigns and its objectives. CO3: The students will be able to plan and execute effective advertising approaches for planning advertising campaigns.	

		CO4: The students will be able to explain the various printing techniques used in advertising. CO5: The students will be able to differentiate between various types of advertising agencies and the functioning of its various departments. The students will be able to identify famous personalities of the advertising world and their successful advertising campaigns.	
7	**Course Description**	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. It Provides an understanding of the working of advertising agencies highlighting the role of different departments and career prospects.	
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 Function	
	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** / **MTE** / **ETE**	
		25% / **25%** / **50%**	
	Text book/s*	• ***Advertising by Design: Generating and Designing Creative Ideas Across Media***, by Robin Landa;	
	Other References	• ***Advertising Design and Typography,*** by Alex W. White	

		• ***Show What You Mean: Visual Literacy for Graphic Design and Mass Communication*** by Kim Golombisky and Rebecca Hagen	

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	2	1	1	2	3	2	2	2	2	1	-	-	2
CO2	2	2	3	2	1	2	1	2	1	3	1	2	-	-	1
CO3	3	3	3	3	1	2	3	3	2	2	1	1	-	-	2
CO4	2	1	1	2	2	3	1	3	1	3	3	2	-	-	1
CO5	2	3	2	1	2	1	2	1	2	1	3	3	-	-	3
CO6	2	1	2	1	2	3	1	1	1	1	2	3	-	-	3
AVG	2.2	2.0	2.2	1.7	1.5	2.2	1.8	2.0	1.5	2.0	2.0	2.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: IV**	
1	**Course Code**	**CDJ2407**	
2	**Course Title**	**3D Printing**	
3	**Credits**	2	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Minor (Vocational) SEC	
5	**Course Objective**	In this course a learner develops the following programme capabilities: 1. Knowledge and understanding of basic 3D Modelling, texturing and rendering. 2. To understand and should have the ability to create 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**	After the completion of the course, student will be able to: CO1: The students shall be able to demonstrate and present their work using Digital 3D tools.	

		CO2: The students shall be able to realistically reconstruct a still life object in the form of a 3D Model. CO3: The students shall be able to demonstrate 3D Visualization and Animation. CO4: The students shall be able to develop conceptual 3D models using textures. CO5: The students shall be able to handle lights and cameras for creating a basic animation. CO6: The students shall be able to visualize and conceptualize their ideas into 3D digital models.	
7	**Course Description**	In this module the students will learn to visualize and use 3Dsoftware 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 2D Spline & 3D Modeling	

		Mesh Editing			
	Unit 3	Lightning and basic rendering			CO5
	A	Working with Lights			
	B	Camera & Animation Basics			
	C	Texture and Material			
	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**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	• *The 3D Printing Materials Guide by Sculpteo*			
	Other References	• *Mastering 3D Printing by Joan Horvath*			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	2	3	2	3	1	1	2	-	-	2
CO2	1	2	1	2	2	2	2	2	2	2	2	3	-	-	2
CO3	2	3	2	3	3	1	2	3	1	1	3	2	-	-	3
CO4	3	3	3	2	3	2	3	3	3	2	1	3	-	-	2
CO5	2	2	2	3	2	1	2	1	2	3	3	2	-	-	2
CO6	3	2	3	2	1	2	2	1	1	1	2	3	-	-	3
AVG	2.2	2.3	2.0	2.3	2.2	1.7	2.3	2.0	2.0	1.7	2.0	2.5			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**
Programme: B. Design		**Current Academic Year: 2025-2026**
Branch: **Comm. Design**		**Semester: IV**
1	**Course Code**	**CCU2108**
2	**Course Title**	**Community Connect**
3	**Credits**	**0**
4	**Contact Hours (L-T-P)**	**0-0-4**
	Course Type	**Co-Requisite (AEC)**
5	**Course Objective**	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real- world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	**Course Outcomes**	*After the completion of the course, student will be able to:* CO1: Apply the knowledge and skills acquired during classroom teaching. CO2: Contribute to the society by bringing out the issues and the necessary solutions. CO3: Identify the issues in the community/society CO4: Develop sense of belonging, sympathy and responsibility towards society. CO5: Evaluate the importance of community engagement in higher education. CO6: Create research plans for the betterment of the society.

7	**Course Description**	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	**T**heme	**Major Sub-themes for research:** ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time). ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economic or environmental issues concerning the common man. ● The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. ● The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC- Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.
8.3	Layout of the Report	Abstract(250 words) a) Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b) Certificate of originality duly signed by the faculty supervisor c) Acknowledgement d) Content Page e) Abstract

		f) Introduction g) Objective of the report h) Methodology i) Results, finding, conclusion j) Recommendation/plan of action k) References l) Appendices m) Note: Research report should base on primary data.
8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** ● 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 ● 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. ● **Text: Manuscripts should be submitted in Word.** ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. ● Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) ● **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. ● The entries in the list should be in alphabetical order. ● Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995) ● 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 ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)

		• 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) • 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 • 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 • 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)
8.5	Format:	**The report should be Spiral/ hardbound** • The Design of the Cover page to report will be given by the Coordinator- CCC • Cover page • Acknowledgement • Content • Project report • Appendices Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	**I**mportant Dates:	1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. **3.** The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.

8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

Course articulation table

POs COs	**PO 1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO 7**	**PO8**	**PSO1**	**PSO2**	**PSO2**
CO1	3	-	-	-	-	-	-	-	-	-	2
CO2	3	-	-	2	3	-	-	-	2	-	2
CO3	3	-	-	3	3	-	-	-	2	-	2
CO4	3	-	-	-	2	-	-	-	-	-	2
CO5	3	-	-	-	-	-	-	-	-	-	2
CO6	3	3	2	-	-	-	3	-	-	-	2

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: IV**	
1	**Course Code**	**CDJ2405**	
2	**Course Title**	**Brand Identity**	
3	**Credits**	**3**	
4	**Contact Hours (L-T-P)**	**(0-2-2)**	
	Course Status	**Major (core)**	
5	**Course Objective**	● Understanding and creating works that communicates to a broad audience. ● Understanding how Branding shapes the environment. ● Understand the theory of Brand Identity Design ● To understand the difference between Branding and Advertising.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Designing logos from the scratch in any Identity CO2: Students will have a richer understanding the ways to communicate their Brand Identity CO3: Understanding the techniques to best represent their Brands. CO4: Familiarity with all marketing strategy to strengthen their brand.	
7	**Course Description**	This course will comprise of the attributes related to branding such as Identity, Atmosphere, and Community Outreach etc. It will also comprise the different aspect to communicate in a best for any brand. Possibilities and Strategy to strengthen the Brand.	
8	Outline syllabus		CO Achievement
	Unit 1	**Introduction**	**CO1**
	A	Creating vectors graphic	

	B	Tracing through scribbles			
	C	logos			
	Unit 2	**Interface**			CO1 & CO2
	A	Tools			
	B	signs and symbols			
	C	styles			
	Unit 3	**Layouts**			**CO2**
	A	Grids			
	B	Golden ratio			
	C	Colour scheme and trends			
	Unit 4	**Attributes of Branding**			**CO3**
	A	Strategies for marketing			
	B	Outreach for maximum masses			
	C	studying great brands			
	Unit 5	**Presentation and Modification**			CO3 & CO4
	A	5a. Popular brands Case study			
	B	Visually appealing presentation			
	C	Final Presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weight age Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	Brand-Identity-Design by AlinaWheeler			
	Other References	Brand Bible by Debbie Millman			

Course Articulation Table

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	3	3	2	2	2	3	3	3
CO2	2	1	2	2	2	2	3	2	1	2	2	3	2
CO3	3	2	3	2	3	2	1	2	3	3	3	3	3
CO4			2	3	2	2	1	3	2	2	3	3	3
CO5	3	2	2	2	3	3	3	2	1	2	2	2	3
CO6	3	2	3	3	3	3	2	2	3	2	2	2	3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High

School:		**School of Design, Architecture & Planning**	
Department		**Art & Design**	
Program:		**B.Design/BVA**	
Branch:		**Communication Design**	
1	**Course Code**	**NV40011**	
2	**Course Title**	**AI Basics in Architecture & Design**	
3	**Credits**	**VAC**	
4	**Contact Hours (L-T-P)**	2-0-2	
	Course Status	NCVAC	
5	**Course Objective**	To help students from diverse design disciplines experience AI tools and techniques in a cross-domain manner—ensuring they build interdisciplinary thinking, apply AI creatively, and understand how design fields intersect with technology.	
6	**Course Outcomes**	CO1: Recognize AI's impact across multiple design disciplines. CO2: Apply AI tools to visualize creative outputs for different domains. CO3: Evaluate and refine AI-generated outputs critically. CO4: Understand domain blending and cross-functional design strategies using AI. CO5: Produce visual outputs, concepts, and presentation material with tool support.	
7	**Course Description**	This 50-hour interdisciplinary course integrates all five design domains—Fashion, Communication, Interior, Visual Arts, and Architecture—within each unit. Students explore AI-generated visuals, design prompt crafting, and cross-domain ideation through tools like DALL·E, Canva AI, RunwayML, Planner5D, Morpholio, and ChatGPT. Rather than focusing on siloed applications, this part encourages design thinking beyond boundaries, helping students learn how AI can empower creative expression, functional planning, and communication strategies across contexts.	
8	**Outline syllabus**		CO Mapping
	Unit 1	**AI for Moodboards & Inspiration Curation (10 Hours)**	
	A	Generating AI-powered moodboards across domains Prompt banks for design ideation (e.g., colors, textures, concepts) Fashion: Trend-based color boards Communication: Branding palette ideation Interior: Material + texture boards Visual Arts: Theme/genre-based concept boards Architecture: Site inspiration and form vocabulary Hands-on Tools: Khroma, Canva, ChatGPT, Pinterest + AI integrations	CO1
	Unit 2	**Visual Composition & Layout Generation with AI (10 Hours)**	

		AI for layout thinking: grids, balance, focal points Fashion: Lookbook page designs Communication: Poster and visual hierarchy testing Interior: Room zoning visualizations Visual Arts: Framing and compositional experiments Architecture: Conceptual site layout prompts Hands-on Tools: Canva AI, DALL·E, Planner5D, Morpholio	CO1, CO3
	Unit 3	**Material, Texture, and Pattern Generation (10 Hours)**	
	A	Exploring generative surface design Fashion: Fabric prints and surface embellishment Communication: Backgrounds, textures in posters Interior: Flooring, wall finishes, curtain/textile textures Visual Arts: Abstract/realistic texture layering Architecture: Facade pattern generation Hands-on Tools: DALL·E, RunwayML, Khroma	CO2, CO3
	Unit 4	**Storytelling and Concept Communication with AI (10 Hours)**	
	A	Using AI for narration, visual sequencing, and framing messages Fashion: Story-based collection boards Communication: Campaign storyline visualization Interior: Design narration boards Visual Arts: Illustrated visual tales Architecture: User journey and urban experience walkthrough Hands-on Tools: ChatGPT, Canva, RunwayML, Midjourney (demo)	CO3, CO4
	Unit 5	**Ethics, Bias & Creative Decision Making in AI (10 Hours)**	
	A	Understanding bias in AI tools, aesthetic stereotypes, and copyright Reflective analysis across domains Fashion: Cultural misrepresentation, fairness in design Communication: Misinformation & design integrity Interior: Functionality vs. aesthetics Visual Arts: Originality, authorship Architecture: Social equity in spatial AI use Hands-on Activities: AI bias detection tasks, critique panels, design ethics journal	CO5
	Course Outline	This 50-hour course is the second module of the AI curriculum tailored for students from Fashion Design, Communication Design, Interior Design, Visual Arts, and Architecture. Unlike Part 1, which introduced AI fundamentals, this part emphasizes a cross-disciplinary	

		exploration of AI-powered design tasks—ensuring each unit integrates concepts and outputs from all five design domains. Through AI tools like Canva AI, DALL·E, RunwayML, Planner5D, Khroma, and ChatGPT, students engage in moodboarding, layout creation, material exploration, storytelling, and ethical critique. The integrated nature of each unit fosters domain-blending creativity, helping students understand both how AI can enhance their specific field and how design principles overlap across disciplines. This prepares learners to think flexibly, create confidently, and build interdisciplinary fluency—laying the groundwork for end-to-end project development in Part 3.			
	Mode of examination	Practical and project-based assessments Continuous evaluation through hands-on assignments and project milestones			
	Weightage Distribution	**CA**	**ETE**		
	Text book/s*	Maeda, J. (2019). How to Speak Machine. Penguin Knaflic, C. N. (2015). Storytelling with Data. Wiley			
	Other References	Official documentation: Canva, DALL·E, Morpholio, Planner5D, RunwayML Online resources: PromptHero, ArchDaily AI Section, Dezeen AI Integration Tools explored: Khroma, Looka, NightCafe, Midjourney (demo only)			

Course Syllabus
Semester V

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**CDJ3501**	
2	**Course Title**	**User Research & Prototyping**	
3	**Credits**	6	
4	**Contact Hours (L-T-P)**	(0-4-4)	
	Course Status	Major (Core)	
5	**Course Objective**	● Learning as how to start design research. ● Understanding the User Experience (UX). ● Learning various prototyping methods	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Students will draw design thinking techniques to define a design challenge CO2: Students will compute UI design process to achieve this. CO3: Students will apply Empathy Map, UX Journey Map, User Persona, and Information Architecture. CO4: Students will ideate and breakdown into MVP (Minimum Viable Product) CO5: Students will peer review and test the prototype with the users. CO6: Students will create a paper and digital wireframe.	
7	**Course Description**	This course will evaluate how User Experience leads the UI for any product. Students will explore to include user persona and journey maps along with the empathy map. The course will develop a critical thinking and problem-solving approach.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Defining a Design Challenge**	CO1

	A	Brainstorming an idea from surrounding			
	B	Defining a design problem in terms of User Interface for App			
	C	Observation			
	Unit 2	**UI Design Process**			CO2, CO3
	A	Research and Literature Review (online + offline)			
	B	Empathy Perspective with interview and Questionnaire			
	C	Synthesizing the information with defining conflict and extremes			
	Unit 3	**Flowing with multiple ideas.**			CO3, CO4
	A	Brainstorming with manual tools like paper, sticky notes, board, markers etc.			
	B	Defining the idea			
	C	Flowing with multiple ideas.			
	Unit 4	**MVP and Prototyping the idea**			CO4, CO5
	A	Information Architecture			
	B	MVP (Minimum Viable Product)			
	C	Paper Prototyping			
	Unit 5	**Wireframing**			CO6
	A	Wire framing design with Figma			
	B	Responsive and Interactivity in Design			
	C	Wireframe Testing with Users.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	• Designing UX: Prototypingby Ben Coleman and Dan Goodwin • Design thinking a guide to creative problem solving for everyone by Andrew Pressman • Don't Make Me Think, Revisited by Steve Krug			
	Other References	The Design Of Everyday Things by Don Norman			

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	2		1	2	1	1	2	-	-	1
CO2	2	2	2	2	2	2	1	1	2	1	1	2	-	-	1
CO3	3	2	3	2	2	2	2	2	2	2	2	2	-	-	2
CO4	2	3	2	3	3	3	1	2	3	1	1	3	-	-	2
CO5	2	3	3	2	3	2	1	1	3	1	1	3	-	-	1
CO6	3	3	3	2	3	2	1	3	3	3	3	3	-	-	3
AVG	2.3	2.5	2.5	2.2	2.5	2.2	1.2	1.7	2.5	1.5	1.5	2.5	-	-	1.7

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: **Comm. Design**		**Semester: 5**	
1	**Course Code**	**CDJ3502**	
2	**Course Title**	**Advanced Graphics**	
3	**Credits**	4	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Status	Major (Core) CC	
5	**Course Objective**	● The programme is focused to enhance student's software skills. ● It aims at developing the students' design sensibilities through experimentation. ● Preparing students to use contemporary software and create aesthetically pleasing designs. ● Introducing technicalities of preparing animations and encouraging students to create animation movies.	
6	**Course Outcomes**	After completing this course students will be able to: CO1: Apply different InDesign tools to create interactive designs. CO2: Experiment and prepare interactive E-books, presentations and catalogues for various brands. CO3: Distinguish between different types of animations.	

		CO4: Summarize and discuss various principles of 2d animation. CO5: Apply the principles of animation and create a good animation film. CO6: Develop a storyboard for creating an animation movie.	
7	**Course Description**	This course takes students beyond the basics and provides student's creative explorations in advanced graphics, image creation, experimenting with interactive tools to create interactive presentations and stop motion films.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Explorations with Indesign I**	**CO1**
	A	Experimentation with Indesign Tools for interactivity	
	B	Interactive Presentation	
	C	Interactive E-book/ Magazine	
	Unit 2	**Explorations with Indesign II**	**CO2**
	A	Conceptualization for Interactive E-book/ Magazine/ Catalogue	
	B	Layout and Design	
	C	Final Execution and Presentation	
	Unit 3	**Introduction To Stop Motion Animation**	**CO3**
	A	Overview of Stop Motion Animation	
	B	Types of Animation	
	C	Ideation and Development	
	Unit 4	**2d Digital Animation - I**	**CO4, CO5**
	A	Introduction To 2d Digital Animation	
	B	Principles of Animation	
	C	Brainstorming and Ideation	

	Unit 5	**2d Digital Animation - II**			**CO6**
	A	Creating a storyboard			
	B	Animation			
	C	Final Movie			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		30%	**30%**	**40%**	
	Text book/s*	• ***Making An Animated Short*** *by MorrMeroz*			
	Other References	• *https://booksite.elsevier.com/samplechapters/9780240520544/9780240520544.pdf*			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: **Comm. Design**		**Semester: V**	
1	**Course Code**	**CDJ3503**	
2	**Course Title**	**Basic of 3D**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	(0-2-2)	
	Course Status	Major (Core) SEC	
5	**Course Objective**	● To learn basic concepts and understanding of tools related to 3D production. ● Become comfortable with basics of modelling, lighting, texturing and rendering. ● Understand the fundamentals of strong 3-Dimensional design.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Students will identify various tools of 3D environment. CO2: Students will summarize different steps of spline and Poly modelling. CO3: Students will apply poly-modeling tools to create basic 3D products. CO4: Student will develop concepts of texturing and basic lighting tools in 3D world CO5: Students will analyze real life products to convert them into 3D models. CO6: Student will create 3D products and render them using different rendering plugins.	
7	**Course Description**	Students will use computer modelling to explore the principles of 3-dimensional design. Projects involving object and architectural modelling will emphasize the aesthetic concepts of spatial proportion (scale, angle and position), silhouette, negative space, rhythm, balance, light/shadow and texture. Students will emerge with the ability to create well-designed 3D models, and be familiar	

		with the basics of polygonal modelling, texturing, lighting and rendering for animation, automobile computer games and cinema.			
8	**Outline syllabus**				**CO Mapping**
	Unit 1	**Introduction to 3D Modelling**			
	A	Camera Tools, interface element and Command Panel			CO1
	B	Basic 3d tools and keyboard shortcuts			
	C	Assembling Modeling			
	Unit 2	**Spline modelling**			CO2, CO3
	A	Spline modelling and Modifiers			
	B	Architectural Modeling			
	C	Introduction to Polygon Modelling			
	Unit 3	**Polygon Modelling**			CO3, CO4
	A	Setting a reference in a scene			
	B	Exploring Modelling tools			
	C	Basic Product modelling			
	Unit 4	**Texturing**			CO4, CO5
	A	Material and Shaders			
	B	Mappings, UVW and basic Unwrapping techniques			
	C	Basic Lighting setup			
	Unit 5	**Conceptualizing and Development**			CO5, CO6
	A	Conceptualizing a product with 2D sketches			
	B	Modeling and Texturing			
	C	Rendering.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	

	Text book/s*	• 1 Poly-Modelling with 3ds Max Thinking Outside of the Box Todd Daniele	
	Other References	• Quick visual tips to speed up your 3dsMax workflow By James Abell • V-RAY MY WAY A Practical Designer's Guide to Creating Realistic Imagery Using V-Ray & 3ds Max LEE WYLDE	

Course articulation table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**CDJ3506**	
2	**Course Title**	**2D Digital**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	0-2-2	
	Course Status	Major (Core)	
5	**Course Objective**	● The programme is aimed to improve the conceptualization and visualization abilities for illustration. ● It aims at enhancing student's illustration skills using digital software. ● Preparing students to use contemporary software and create aesthetically pleasing designs. ● Introducing illustration tools and techniques in order to widen their digital skills.	
6	**Course Outcomes**	After completing this course students will be able to: CO1: Memorize and recall various digital image-making applications and equipment. CO2: Analyze and evaluate different illustration methods as they relate to caricature drawing. CO3: Develop digital image-making techniques and incorporate them into the character design process. CO4: Understand the method of drawing facial expressions of the characters. CO5: Prepare and develop characters for various narrations. CO6: Demonstrate the development of visual and conceptual skills required to create a successful illustrative narration through the	
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 Mapping**
	Unit 1	**Knowing the Software**			CO1
	A	Introduction to Illustration software			
	B	Types of Digital Art			
	C	Explorations			
	Unit 2	**Caricature Drawing**			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	V.V	ETE	

		30%	**30%**	**40%**	
	Text book/s*	● *The-mad-art-of-caricature by* Tom-Richmond			
	Other References	● *Cartoon Faces: How to Draw Heads, Features & Expressions by Cartoon Academy*			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	3	2	2	2	2	2	3	2	3	-	-	3
CO4	2	2	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	2	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	2	2	3	-	-	2
AVG	2.3	2.3	2.5	2.3	2.3	1.2	1.7	1.5	1.7	2.5	1.7	2.2			3

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**CDT3504**	
2	**Course Title**	**Content for Digital Media**	
3	**Credits**	2	
4	**Contact Hours (L-T-P)**	(2-0-0)	
	Course Status	Major (Core) CC	
5	**Course Objective**	• To develop the students to understand Content writing in Digital Media's. • To make the students aware of the importance of Content in Digital World. • Help the students in creating content for different platforms and different aspects.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Student will identify new digital media and importance of content in it. CO2: Student will compute the writing ability required for digital media. CO3: Student will apply their skills to plan, and execute content for utmost optimization. CO4: Students will analyze key components content and how to target different audiences. CO5: Student will develop working skills as a Copywriter in Advertising. CO6: Students will write content for various topics.	
7	**Course Description**	The course examines the fundamental principles of writing content interactively for specific audiences. It will also help students cultivate skills in content development using the right methods of planning, structuring and implementing Copy for different media. in digital environments such as social media, video games, web sites, mobile apps, blogs, etc.	

8	Outline syllabus		CO Mapping
	Unit 1	**Introduction to Digital Media**	CO1
	A	Introduction to New Digital Era and Different Digital Medias	
	B	Emerging practice of Content in Digital Media	
	C	Advantages and Disadvantages of Content on Digital Platform	
	Unit 2	**Writing Standards**	CO2, CO3
	A	Basic rules of Good Writing	
	B	.	
	C		
	Unit 3	**Writing for Digital Media**	CO3, CO4
	A	Key Components of Digital Writing	
	B	Principles of Digital Writing	
	C	Digital Writing for Different Agendas: Social, Political, Emotional, Environmental, Cooperate.	
	Unit 4	**Process of Digital Writing**	CO4, CO5
	A	Planning, Research and Guidelines	
	B	Importance of copy in Advertising	
	C	Types of Copy in Advertising	
	Unit 5	**Copywriting Skills**	CO6
	A	Content Writing Tools	
	B	Content Writing Process	
	C	Legal Aspects of Content Writing	

	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		25%	**25%**	**50%**	
	Text book/s*	*Content Writing Step-By-Step by Joseph Robinson*			
	Other References	• *Content Writing Handbook 2021' by Kounal Gupta* • *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) by Steve Krug*			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**1**	**2**	**1**	**1**	**-**	**-**	**3**
CO2	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**1**	**1**	**2**	**1**	**1**	**-**	**-**	**2**
CO3	**3**	**2**	**3**	**2**	**3**	**2**	**2**	**2**	**2**	**3**	**2**	**3**	**-**	**-**	**3**
CO4	**2**	**3**	**2**	**3**	**2**	**1**	**2**	**1**	**1**	**3**	**2**	**2**	**-**	**-**	**2**
CO5	**2**	**3**	**3**	**2**	**3**	**1**	**1**	**1**	**1**	**3**	**2**	**3**	**-**	**-**	**2**
CO6	**3**	**3**	**3**	**2**	**3**	**1**	**3**	**3**	**3**	**3**	**2**	**3**	**-**	**-**	**2**
AVG	**2.3**	**2.5**	**2.5**	**2.2**	**2.5**	**1.2**	**1.7**	**1.5**	**1.5**	**2.7**	**1.7**	**2.2**			**3.0**

1-Slight (Low)
2-Moderate (Medium)
3-Substantial

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**JDC3502**	
2	**Course Title**	**Design Documentation (RBL1)**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	(Audit) (0-0-4)	
	Course Status	Compulsory (Survey/ Project)	
5	**Course Objective**	The objective of the course is to ● Sensitize the students about the contemporary/ traditional design practices in India to build a stronger community connect. ● Build a research-based and self-exploratory approach in the students. ● Develop authentic documenting and creatively expressive report writing skills of students	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: To understand and study contemporary/ traditional design practices of India CO2: To outline the production process involved in the selected design practice/ crafts. CO3: To conduct preliminary research by interviewing craft persons/ designers in detail and make authentic records and contribution to social upliftment CO4: To inspect the problems associated with in the design practice/ crafts CO5: To ideate design solutions for social upliftment. CO6: To build authentic craft/ design documentation report	
7	**Course Description**	The course Design Documentation is summer field project in which students individually or in a group will study a chosen local craft/ design practice. 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 chosen local craft/ design practice- the materials, process, tools and techniques involved in creating it.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Literature Study**	CO1
	A	Learning about indigenous crafts/ design practices of India	
	B	Introduction to New Digital Era and Different Digital Medias software	
	C	Emerging practice of Content in Digital Media	
	Unit 2	**On site Study- raw material, procedure, end product, social life**	CO2
	A	Observation- to understand the procedure	
	B	Observation- Field drawings	
	C	Observation- Photographic and/or video graphic documentation of craftsperson's way of life and end product	
	Unit 3	**Data Collection**	CO3
	A	Collection of data about the design practice/ craft through survey/ questionnaire/ interview.	
	B	Recording of data using pictures, videos, sketches and sample collection.	
	C	Documenting the collected data	
	Unit 4	**Data Analysis**	CO4
	A	SWOT analysis	
	B	problem identification	
	C	finding solutions	
	Unit 5	**Design solution & Documentation**	CO5, CO6

	A	Providing solution to the problems identified in the form of design			
	B	Preparation of document			
	C	Authenticating the document with design practice/ craftsperson/ crafts cluster.			
	Mode of examination	Rubric based evaluation			
	Weightage Distribution	CA	MTE	ETE	
		30%	**30%**	**40%**	
	Text book/s*	1. How to Document a Project Plan: What You Need To Know To Design A Project Management Plan Quickly and Easily **by Glen Ford (Author)** 2.Crafts of India- Handmade in India- Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations			
	Other References	Craft traditions of India- http://www.ncert.nic.in/NCERT/1/lehc1ps.pdf			

Course Articulation table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	3	3	3	3			3	3	2	2		3			3
CO2		3	3	3		3	2		2	2		3			3
CO3		1		2		3			2	2		3			3
CO4		3	3	3		3	2		2	2	3	3			3
CO5		3		2		2			2	2	3	3			3
CO6	3	3	3	3	3	3	3	3	2	3	3	3			3
AVG	3.0	2.7	3.0	2.7	3.0	2.8	2.5	3.0	2.0	2.2	3.0	3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**DCT3501**	
2	**Course Title**	**Research Methods**	
3	**Credits**	**2**	
4	**Contact Hours (L-T-P)**	2-0-2	
	Course Type	Compulsory CC	
5	**Course Objective**	The focus of this course is not on mastery of statistics but on the ability to use research in the Design environment.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Develop a hypothesis, a research problem and related questions CO2: Frame the problem with the correct research methodology CO3: Collect accurate data to addresses the research problem CO4: Use the data to make decisions CO5: Create a effective research proposals CO6: Evaluating the issues of lighting in a particular space.	
7	**Course Description**	To develop an understanding among students about an overview of the important concepts of research design, data collection, statistical and interpretative analysis, and final report presentation.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction**	CO1, CO2
	A	Foundations of Research: Meaning, Objectives, Motivation, Utility	
	B	Concept of theory, empiricism, deductive and inductive theory	
	C	Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process	

	Unit 2	**Problem identification and hypothesis generation**	CO1, CO3
	A	Problem Identification & Formulation and Measurement Issues	
	B	Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis.	
	C	Hypothesis Testing – Logic & Importance	
	Unit 3	**Research design**	CO2,CO3,CO4, CO5,
	A	Research Design: Concept and Importance in Research – Features of a good research design	
	B	Exploratory Research Design – concept types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.	
	C	Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication and Merging the two approaches.	
	Unit 4	**Sampling**	CO2,CO3 CO4,CO5,CO6
	A	Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability and Levels of measurement – Nominal, Ordinal, Interval, Ratio.	
	B	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling	
	C	Determining size of the sample – Practical considerations in sampling and sample size	

	Unit 5	**Data analysis and interpretation**			CO3,CO4,CO5, CO6
	A	Data collection methods for qualitative and quantitative research, Data Preparation and Data Analysis; data representation methods			
	B	Interpretation of Data and analysis methods			
	C	Report Writing – Layout of a Research Paper, Ethical issues related to publishing, Plagiarism and Self-Plagiarism and Effective report writing. Citation styles and bibliography			
	Mode of exam	Theory			
	Weightage Distribution	CA	MTE	ETE	
		25%	25%	50%	
	Text book/s*	1.Research Methodology – C.R.Kothari 2. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition. 3. Business Research Methods – Alan Bryman& Emma Bell, Oxford University Press.			
	Other References				

Course Articulation table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	3	-	3	-	2	2	-	2	3	2	3	2	1	1
CO2	3	-	3	-	2	2	1	-	3	2	3	2	2	3	3
CO3	2	3	-	3	-	2	2	1	-	3	2	-	-	2	1
CO4	1	2	3	-	2	2	1	-	3	2	3	2	3	1	2
CO5	3	2	2	-	2	2	1	-	2	-	2	2	1	2	-
CO6	-	2	2	1	-	2	2	1	-	2	2	3	-	1	1
AVG	2.2	2.4	2.5	2.3	2.0	2.0	1.5	1.0	2.5	2.4	2.3	2.4			1.7

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: V**	
1	**Course Code**	**NV41002**	
2	**Course Title**	**AI- Principal in Architecture & Design**	
3	**Credits**	0 Credit (Audit)	
4	**Contact Hours (L-T-P)**	2-0-2	
	Course Status	Active (NCVAC)	
5	**Course Objective**	.	**CHANGE HONA H YE SYLLABUS**
6	**Course Outcomes**	CO1:	
7	**Course Description**		
8	**Outline syllabus**		**CO mapping**
	Unit 1		
	A		
	B		
	C		
	D		
	Unit 2		
	A		
	B		
	Unit 3		
	A		
	B		
	C		
	D		
	Unit 4		
	A		

	B		
	Weightage Distribution		
	Text book/s*		

Course Articulation table:

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1															
CO2															
CO3															
CO4															
CO5															
CO6															
AVG															

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Course Syllabus
Semester VI

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VI**	
1	**Course Code**	**CDJ3601**	
2	**Course Title**	**Designing Interfaces for Web**	
3	**Credits**	6	
4	**Contact Hours (L-T-P)**	(0-4-4)	
	Course Status	Major (Core)	
5	**Course Objective**	● Design Interfaces with Digital Tools ● Implementing Gestalt Principle in UI ● Iterating the look and feel of website/app design	
6	**Course Outcomes**	After the completion of the course, student will be able to*:* CO1: Students will draw GESTALT principle and UX Laws to set the web layout and containers. CO2: Students will extrapolate design touch points like Layout, Grid, Font, icons and colour as per the brief and target audience CO3: Students will examine wireframes before converting them into digital. CO4: Students will combine and collect various interface elements as per the nature of the website. CO5: Students will peer review and test the interface with the users. CO6: Students will design a website XD/Figma tools	
7	**Course Description**	This course begins with the first step for generating great user experiences: understanding what people do, think, say, and feel. In this module, student will learn how to keep an open mind while learning more about how people's needs, goals, values play out in their day-to-day lives and their hopes for the future.	

8	Outline syllabus				CO Mapping
	Unit 1	**Material Design**			CO1
	A	Working with Layout and Grid			
	B	Working with Fonts			
	C	Working with colour			
	Unit 2	**Gestalt Principles and UX Laws in UI**			CO2, CO3
	A	Understanding principles like Similarity, Proximity, Emergence, Continuity and Figure in Design			
	B	Laws of UX – Learn			
	C	UX Laws - Implement			
	Unit 3	**Designing Web and App Interface**			CO3, CO4
	A	Designing pages			
	B	Refining Pages			
	C	Adding interactions in design			
	Unit 4	**Evaluating UI design**			CO4, CO5
	A	Peer Review			
	B	Testing with user			
	C	Analyzing Feedback			
	Unit 5	**Iteration of the website and App design**			CO5, CO6
	A	Iteration I (Input Elements)			
	B	Iteration II (Look and Feel)			
	C	Final Design			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		30%	**30%**	**40%**	

	Text book/s*	• *Designing Interfaces- Patterns for Effective Interaction Design by Jenifer Tidwell* • *The Principles of Beautiful Web Design 2nd Edition by BY JASON BEAIRD*	
	Other References	*RESPONSIBLE RESPONSIVE DESIGN by Scott Jehl*	

Course Articulation Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium) **3-Substantial (High)**

School: SSDAP	**Batch: 2025-2029**	
Programme: B. Design	**Current Academic Year: 2025-2026**	
Branch: Comm. Design	**Semester: VI**	

1	**Course Code**	**CDJ3608**	
2	**Course Title**	**Advanced CAD (3D)**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	(0-2-2)	
	Course Status	Major (Core) CC	
5	**Course Objective**	• To learn advanced 3D modelling techniques used in the industry. • To learn 3d setup used in Game Design and Animation Industry. • To learn various 3d application in 3D Printing, AR and VR industry.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Students will identify advanced tools of 3D modelling CO2: Students will summarize various modelling modifiers CO3: Students will apply advanced modelling and texturing techniques in creating 3D models. CO4: Student will illustrate camera and animation principles to create ad clips. CO5: Students will analyze 3D Printer to create real life products. CO6: Student will create 3D scenes and create a setup for games	
7	**Course Description**	The course aims to provide practical sessions, to enable students explore the theoretical knowledge and express their ideas as animated 3D models. Students will emerge with the ability to create well-designed 3D scenes with a reference to emerging AR and VR world.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Advanced 3D Modelling**	CO1, CO2
	A	3D Pipeline demonstration	

	B	High Poly Modelling			
	C	Using Modelling Modifiers			
	Unit 2	**Exploring Modifiers**			CO2, CO3
	A	Modifiers and attributes.			
	B	Car Modelling			
	C	Unwrapping			
	Unit 3	**Texturing**			CO3, CO4
	A	Unwrapping in Detail			
	B	Shaders and Materials			
	C	Normal mapping			
	Unit 4	**Lights and Animation**			CO4, CO5
	A	Advanced Lighting			
	B	3D Animation			
	C	Animation Principles			
	Unit 5	**Modelling for Games, AR and VR**			CO5, CO6
	A	Modelling techniques for 3D Printing			
	B	Introduction to AR & VR world			
	C	Final Presentation.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	• 1 Poly-Modeling with 3ds Max Thinking Outside of the Box Todd Daniele			
	Other References	• Quick visual tips to speed up your 3dsMax workflow By James Abell • 3. V-RAY MY WAY A Practical Designer's Guide to Creating Realistic Imagery Using V-Ray & 3ds Max LEE WYLDE			

Course Articulation Table

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.5	1.7	1.5	1.5	2.7	1.7	2.2		3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VI**	
1	**Course Code**	**CDJ3606**	
2	**Course Title**	**Motion Graphics and Video Editing**	
3	**Credits**	3	
4	**Contact Hours (L-T-P)**	(0-2-2)	
	Course Status	Major (Core) SEC	

5	**Course Objective**	● To learn video editing techniques. ● Demonstrate understanding of the development process for making explainer videos. ● Apply knowledge of production techniques of making a film/animation	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Student will recognize video editing with adobe tools. CO2: Student will compute the methods of vector animation using adobe tools. CO3: Student will demonstrate basic clips of vector animation using adobe tools. CO4: Students will apply storyboard and animation principle to achieve this. CO5: Student will analyze to create an objective based infographics, corporate animation and explainer videos. CO6: Students will create basic clips for presentation.	
7	**Course Description**	Motion graphics or infographics is considered as a tool for clarifying ideas, making observations, and experimentation. Creating explainer videos is about concept, storyboarding, motion, color, and graphics. In addition, beyond all that, it is all about psychology. This course will train students to prepare for digital video, upload digital video to a computer, edit the video and audio, and then produce a final film, which is made with a purpose and for a particular target audience and product.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to video editing**	CO1
	A	Grammar of Video Editing	
	B	Video Editing with Tools	

	C	Timeline animation and understanding various layer attributes	
	Unit 2	**Creating vector animation**	CO2, CO3
	A	Basic animation attributes	
	B	Creating animated clips using vectors	
	C	Composting images and text with vectors	
	Unit 3	**Principles of Animation**	CO3, CO4
	A	Understanding laws of animation	CO3, CO4
	B	Practicing clips with principles	
	C	Compiling with text and exporting to rendered clip	
	Unit 4	**Preproduction- Conceptualizing an idea and creating a storyboard for animation.**	
	A	Creating a storyboard	CO4, CO5
	B	Creating required characters and props	
	C	Adding colour and texture	
	Unit 5	**Production- Creating animated graphics based on some narratives and music.**	CO6
	A	Creating animation.	
	B	Adding sound, camera and light	
	C	Final rendering with titles	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	**CA** | **V.V** | **ETE**	
		30% | **30%** | **40%**	
	Text book/s*	• *Guide to Video Production*	
	Other References	• *Video Prodn Hand Book*	

Course Articulation Table

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	3	2	3	2	1	2	1	1	3	2	2	-	-	2
CO5	2	3	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.3	2.5	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: **B. Design**		**Current Academic Year: 2025-2026**	
Branch: **Comm. Design**		**Semester: VI**	
1	**Course Code**	**DCJ3602**	
2	**Course Title**	**Field Study/ Design Minor Project (RBL2)**	
3	**Credits**	0	
4	**Contact Hours (L-T-P)**	0-0-4	
	Course Status	Compulsory (Survey / Project)	

5	**Course Objective**	The objective of the course is- ● To gain practical experience related to a student's specialization. ● To observe and document design development and management tools/ techniques used in the industry. ● To develop reports/ case study writing skills in students.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1 To recognize application of design fundamentals on design specializations. CO2 To discuss market-oriented or solution-oriented design development process used in the industry. CO3 To report on the design/ product management techniques used by the industry. CO4 To examine application of modern tool usage in the field. CO5 To relate how industry is responding to environmental and sustainability concerns. CO6 To assemble the findings in form of a report or case study.	
7	**Course Description**	The course enables students to conduct field study and examine real-life application of design and product development fundamentals learned during the course. The course will be self-managed by the students as per the pre-approved expected outcome and plan by the industry mentor. The observations 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.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Field study brief**	CO1, CO6
	A	Identify an organization to conduct the study and submission of acceptance letters received from the organization	
	B	Define the area, scope, objective and limitation of the study.	
	C	Define steps, structure, data collection methodology and questionnaire.	
	Unit 2	**On site study**	CO1, CO6
	A	Identify the target market, product offering and USP of the organization.	

	B	Describe the organizational hierarchy of the firm.				
	C	Report the short-term and long-term challenges/ concerns faced by the firm.				
	Unit 3	**Study of design development process**				CO2, CO4, CO6
	A	Describe the design development process in detail through a flowchart.				
	B	Study the tool, methods and techniques used in design development.				
	C	Identify the bottlenecks and constraints of the design development process.				
	Unit 4	**Study of design/ product management techniques**				CO3, CO4, CO6
	A	Identify the key management techniques used to manage the design/ product development.				
	B	Relate the management principles applied.				
	C	Identify the bottlenecks and constraints of the design development process.				
	Unit 5	**Report/ Case Study writing**				CO5, CO6
	A	Examine the environmental and ethical effects of design/ product development process and management.				
	B	Assemble the findings as report/ case study				
	C	Review and authentication of the report				
	Mode of examination	Rubric based evaluation				
	Weightage Distribution	CA	MTE	ETE		
		30%	**30%**	**40%**		
	Text book/s*					
	Other References					

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3			2		3			1	3	3				3
CO2	2	2		2		3	3	3	1	3	3				3
CO3	2	2		2	3	3			1	3	3				3
CO4	2	2		2		3	3	3	1	3	3	3			3
CO5	2			2		3	3	3	1	3	3	3			3
CO6				2	2	3	2	3	1	3	3	3			3
AVG	2.2	2.0		2.0	2.5	3.0	2.8	3.0	1.0	3.0	3.0	3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VI**	
1	**Course Code**		
2	**Course Title**	**Industrial Preparedness**	
3	**Credits**	**0 (Audit)**	
4	**Contact Hours (L-T-P)**	0-0-2	
	Course Status	Active	
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 programme, 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 4th phase of employability enhancement and skill building activity exercise.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Develop a creative resume, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management. CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios. CO3: Develop skills of personal branding to create a brand image and self-branding CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6: Demonstrate higher-level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.	
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 empathies others with level-4 of quant, aptitude and logical reasoning	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Ace the Interview**	
	A	HR Sensitization (Role Clarity | KRA | KPI | Understanding JD) | Conflict Management	CO1 CO3, CO4
	B	Negotiation Skills | Personal Branding	

	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed | Writing Cover Letters | Relationship Management	
	Unit 2	**What is Personality? | Who Am I? Creating a positive impression**	CO4, CO5
	A	Group Discussion, Email writing	
	B	Personal Interviews and Mock PI's followed by personalized feedback	
	C	Story Telling and Analogies	
	Unit 3	**Accent neutralization and Power Dressing**	CO6
	A	JAM for confidence Building	
	B	MTI reduction - Phonetics (V and A)	
	Unit 4	**Written Communication**	CO1, CO2
	A	Writing a Letter of Recommendation for Higher Studies	
	B	Email Etiquettes	
	Unit 5	**Problem Solving and Case Studies**	CO4
	A	Real time Case Study Solving Exercises	
	B	Intra student Mock Situation Handling Exercises	
	Evaluation Weightage	*(CA) Class Assignment/Free Speech Exercises / JAM – 60% | (ETE) Group Presentations/Mock Interviews (MIP's)/GD/ Reasoning, Quant & Aptitude– 40%*	
	Text book/s*	*| 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*	

Course Articulation table:

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO2	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO3	-	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO4	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO5	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
CO6	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-
AVG	1	-	-	-	-	-	-	-	1	2	1	2	-	-	-

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Communication Design		**Semester: VI**	
1	**Course Code**	**CDJ3609**	
2	**Course Title**	**Digital Communication Marketing**	
3	**Credits**	2	
4	**Contact Hours (L-T-P)**	0-1-2	
	Course Status	Major (Core) CC	
5	**Course Objective**	● This programme will enable students to understand the digital customer behavior, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI. ● This course aims to help students plan and execute transformational digital marketing strategies and best practices. ● 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**	After completing this course students will be able to: CO1: CO1 Memorize the scope, challenges and opportunities of various social media platforms. CO2: Develop social media campaigns. CO3: Produce content for brand building. CO4: Apply marketing strategies for creating promotional online campaigns. CO5: Understand brand interaction with its users and create online display ads. CO6: Plan and prepare video advertisements.	
7	**Course Description**	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.			
8	**Outline syllabus**				**CO Mapping**
	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	Conceptualization 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**			
		CA	**V.V**	**ETE**	

	Weightage Distribution	**30%**	**30%**	**40%**	
	Text book/s*	• ***The Art of Digital Marketing*** by Ion Dodson			
	Other References	• *ultimate-guide-to-digital-marketing.pdf*			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	1	2	1	2	1	3	3	2	1	2	3	2		-	3
CO2	2	3	2	3	2	3	2	2	1	2	1	3		-	3
CO3	2	3	1	2	3	1	3	2	1	2	3	2		-	3
CO4	2	3	1	2	3	2	1	2	3	2	1	3		-	3
CO5	2	3	2	3	2	1	2	1	2	1	2	2		-	3
CO6	2	3	1	2	3	2	3	2	3	2	3	2		-	3
AVG	1.8	2.8	1.3	2.3	2.3	2.0	2.3	1.8	1.8	1.8	2.2	2.3			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VI**	
1	**Course Code**	**CDJ3607**	

2	**Course Title**	**Contextual Studies for Communication Design (RBL3)**	
3	**Credits**	4	
4	**Contact Hours (L-T-P)**	0-2-4	
	Course Status	Compulsory CC	
5	**Course Objective**	The course prepares students for industry by focusing on developing a domain specialization, developing industry conduct for market exposure & sponsorship.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: To brainstorm and identify problem statement for intended design project. CO2: To select their research and product development methodology. CO3: To conduct secondary research on existing design/ product/ processes in their chosen project area. CO4: To conduct primary research through market and case studies. Ideate & finalize their graduation project topic CO5: To formulate literature review/ case study/ research paper for academic publication CO6: To create design concepts after analysis of their research.	
7	**Course Description**	In this course, students choose research & ideate for their final year graduation project. The students are required to collect and synthesize the data and choose a final design statement. They will conduct a detailed research & present key concepts/ solutions & ideas while working with 2 mentors from design & technical backgrounds.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Project Brief**	CO1
	A	Identify problem/ solution, Influences/ Inspirations, Target markets/ Focus groups	

	B	Project Topic options: Brainstorming for Final Outcome			
	C	Project Brief writing			
	Unit 2	**Historic research & Domain specialization**			CO2
	A	Inspiration research			
	B	Study of Iconic Work- Techniques/ methods/ details			
	C	Case studies: Innovations & advancements review			
	Unit 3	**Market research & Industry connect**			CO3
	A	Target Audience: Need analysis using interviews/ questionnaires/ experiments/ observations			
	B	Market Analysis & Literature review: existing products/ brands/ services			
	C	Trend analysis			
	Unit 4	**Research compilation**			CO4, CO5
	A	Research analysis: Sketch/ tables/ graphs			
	B	Documentation: Written/ audio-visual			
	C	Creative journals/ Story boards/ Research Papers			
	Unit 5	**Key concepts/ solutions**			CO6
	A	Key ideas/ solutions/ concepts			
	B	Compile presentation			
	C	Presentation Review			
	Mode of examination	Rubric based evaluation			
	Weightage Distribution	CA	MTE	ETE	
		30%	**30%**	**40%**	
	Text book/s*	• Creative Research: The Theory and Practice of Research for the Creative Industries by Hilary Collins, Bloomsbury Visual Arts, 2018 • Case Study Research: Design and Methods by Book by Robert Yin			

		• Creative Confidence by Tom Kelly	
	Other References	• Change by Design Tim Brown • Cross' *Design Thinking: Understanding How Designers Think and Work by* Nigel • Roger Martin's *The Design of Business: Why Design Thinking is the Next Competitive Advantage*	

Course Articulation table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	1	3		2	3	3				1		3			3
CO2	3	3		2	3					1		3			3
CO3		3		3	3				2	2		3			3
CO4		3		3	3				2	2		3			3
CO5		3		3	3				1	3		3			3
CO6	3	2	3	2	3	3	3	2	1			3			3
AVG	2.3	2.8	3.0	2.5	3.0	3.0	3.0	2.0	1.5	1.8		3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VI**	
1	**Course Code**	**DCT3602**	
2	**Course Title**	**IPR for Design**	

3	**Credits**	2	
4	**Contact Hours (L-T-P)**	2-0-0	
	Course Status	Compulsory CC	
5	**Course Objective**	• Introducing important aspects of intellectual property rights to students who will pay a key role in the creation and development of creative industrial projects. • Spread patent information, patent laws in India and overseas, and details of registration. • Publicizing information about copyrights and their associated rights and aspects of registration. • Propagating data on trademarks and elements with registration. • Collate technical understanding on design, regional acknowledgement, new design protection and ways of registration. • Latest trends in IPR and Government measures to promote IPR.	
6	**Course Outcomes**	After completion of this course, student will able to: CO1: Understand the basic Concept of Intellectual Property Right CO2: Understand the patent & elements of patentability (Novelty, Inventive steps, Utility) CO3: Understand copyright Registration methods & Nature of Copyright (Sentence construction, Creative work) CO4: Understand concept of trademark (Various types of tags, brand	

		names, badges, signature, logo, product mark, recognition tags) CO5: Understand the Industrial Application (No patentable subjects, Eligibility to patent). CO6: Process of patenting and acts involved (sanctions & Penalties Copyright procedure).	
7	**Course Description**	This programme covers the legal strategy relevant to intellectual property and innovation for early-stage Design project. The development cycle of the Design start-ups from invention and early evaluation, through incorporation and product creation, across production and massive funding. The structure for evaluating the legal strategy of intellectual property and innovation behind the development and implementation of a successful & quantifiable business plan. Via this approach, this programme will clearly provide a summary of multiple areas substantive law that include patent, copyright, trademark, trade secret, contract, competition, marketing, advertisement, incorporation and capital. This programme aims to define and examine the technical information that is used to protect and create open standards.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	Introduction to IPR	CO3
	A	Copyrights, patents, ID rights	

	B	Differences and similarities				
	C	Applications				
	Unit 2	Understanding Design protection				CO2
	A	IPR famous cases and conflicts				
	B	To write the cases technically				
	C	Design Rights				
	Unit 3	Understanding Trademarks				CO1, CO2
	A	Relevance of trademarks				
	B	Usage and its limitations				
	C	Presentations and Discussions				
	Unit 4	Famous cases and suites				CO1, CO2
	A	Yamaha and TVS IPR Case				
	B	Apple and Samsung case				
	C	Comparison and discussion				
	Unit 5	Possibilities in IPR				CO4, CO5, CO6
	A	Patenting process				
	B	Filing in IPR				
	C	Formalities, requirements and costing involved				
	Mode of examination	Theory				
	Weightage Distribution	**CA**	**MTE**	**ETE**		
		25%	**25%**	**50%**		
		Text book/s*				
	Other References	Intellectual Property Rights in India-Lexis Nexis				

Course Articulation table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	1	1	1	1	1	2	2		1	
CO2	1	2	1	2	1	1	2	3	-	2	1	2		2	
CO3	-	2	3	1	2	-	-	1	1	3	2	1		2	
CO4	2	3	1	2	2	1	1	2	3	1	1	2		2	
CO5	3	1	-	1	2	-	2	1	-	2	2	1		2	
CO6	2	1	-	2	1	1	3	1	1	1	3	2		1	
AVG.	2.2	1.7	2.0	1.7	1.7	1.0	1.8	1.5	1.5	1.7	1.8	1.7		1.7	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Course Syllabus
Semester - VII

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VII**	
1	**Course Code**	**CDJ4706**	
2	**Course Title**	**UI/UX for emerging Technologies**	
3	**Credits**	2	
4	**Contact Hours (L-T-P)**	(0-1-2)	
	Course Status	Major (Core) CC	

5	**Course Objective**	● To be informed about future of UX technology. ● To understand about Voice and gesture-based UI ● To be prepared for the changes in UI and UX with time and technology	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: Students will find future UX technology advancements. CO2: Students will gather information related to Voice UI and explore the examples. CO3: Students will examine touchless gesture-based UI and explore with examples. CO4: Students will correlate the future integration of AI and VR with UX. CO5: Students will evaluate the changes in UX to be incorporated for the emerging technologies. CO6: Students will design a compiled presentation and basic examples of future UX.	
7	**Course Description**	The course is designed to introduce students to the emerging technologies in UX. To stay ahead of the game, students need to adopt to interact in new ways and learn the latest technological advancements in UX like Voice UI, touchless, AI and VR interactions.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Future in UX**	CO1
	A	How UX will change in future – (Focus will change from screen interface to voice interface).	
	B	Examples of future technologies in UX	
	C	Various emerging platforms	
	Unit 2	**Voice UI**	CO2
	A	Research	
	B	Define	
	C	Prototype	
	Unit 3	**Touchless gesture control**	CO3, CO4

	A	Research			CO5
	B	Define			
	C	Prototype			
	Unit 4	**Artificial Intelligence (AI) and Virtual Reality**			CO4, CO5
	A	Research			
	B	Define			
	C	Study the possibilities			
	Unit 5	**Summarize with Presentation**			CO5, CO6
	A	Compile			
	B	Refine			
	C	Final Presentation			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	**CA**	**V.V**	**ETE**	
		30%	**30%**	**40%**	
	Text book/s*	• Designing for Emerging Technologies – Jonathan Follett • Keeping up with emerging technologies – Nicole Hennig			
	Other References	• *Designing for wearable: Effective UX for current and Future Devices – Scott Sullivan* • *Responsible Responsive Design by Scott Jehl*			

Course Articulation Table

POs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2		2	2	2	1	1	1	1	2	1	1	-	-	3
CO2	2	2	2	2	2	1	1	1	1	2	1	1	-	-	2
CO3	3	2	3	2	3	2	2	2	2	3	2	3	-	-	3
CO4	2	1	2	3	2	1	2	1	1	3	2	2	-	-	2

CO5	2	1	3	2	3	1	1	1	1	3	2	3	-	-	2
CO6	3	3	3	2	3	1	3	3	3	3	2	3	-	-	2
AVG	2.5	1.8	2.5	2.2	2.5	1.2	1.7	1.5	1.5	2.7	1.7	2.2			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch : 2025-29**	
Programme: B. Design		**Current Academic Year: 2025-26**	
Branch: Comm. Design		**Semester: VII**	
1	**Course Code**	**CDJ4707**	
2	**Course Title**	**Capstone Communication Design Project (RBL2)**	
3	**Credits**	**12**	
4	**Contact Hours (L-T-P)**	**(0-6-12)**	
	Course Status	Major (Core) Project / CC	

5	**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.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: To design 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 design solutions. CO5: To author case studies/ research papers/ patents/ book chapters on their designs. CO6: To create industry ready design solutions in form of product collections.	
7	**Course Description**	The course is a final application of design fundamentals and theories studied & practiced throughout the programme.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Introduction to the topic**	CO1
	A	Pitching the topic.	
	B	Presentation and peer review	
	C	Finalizing the topic with suggested changes	

	Unit 2	**Research**			CO2, CO3
	A	Theory			
	B	Data collected from authentic sources			
	C	Presentation with mind/giga mapping/ story board			
	Unit 3	**Development**			CO3, CO4
	A	Conceptual design with doodles			
	B	Grid/ Layout/ Skeleton			
	C	Mock ups (black n white with coloured)			
	Unit 4	**Pre final Design**			CO4, CO5
	A	1st Draft			
	B	Iteration I			
	C	Iteration II			
	Unit 5	**Final Design and Project Report**			CO5, CO6
	A	Final Colored Design			
	B	Documentation and Printing			
	C	Final Submission with all necessary details.			
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	V.V	ETE	
		30%	**30%**	**40%**	
	Text book/s*	• Portfolios by Maura Jeller			
	Other References	• Portfolios by Eminent Designers			

Course Articulation Table

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	2	2	2		1	2			3	3	3	3	-	-	3
CO2	2	2	2		1	2	3	3	3	3	3	3	-	-	3

CO3	3	2	3			2				3	3	3	-	-	3
CO4	2	3	2		1	2				3	3	3	-	-	3
CO5	2	3	3			2	1	1	1	3	3	3	-	-	3
CO6	3	3	3		1	2	2	2	3	3	3	3	-	-	3
AVG	3.0	1.0	3.0		1.0	2.0	2.0	2.0	2.5	3.0	3.0	3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Common		**Semester: VII**	
1	**Course Code**	**DCT4706**	
2	**Course Title**	**Entrepreneurship & Professional Practice in Design**	
3	**Credits**	2	

4	**Contact Hours (L-T-P)**	2-0-0	
	Course Status	Compulsory CC	
5	**Course Objective**	• To make students Understand the difference in invention, Innovation and discovery. • To make students learn the art of Innovation and understand the concept of internship • To make students Understand the Tools and Tips to incorporate innovation through creative thinking and brainstorming I creating successful business. • To make students learn concepts of creating an idea, pitching. Raising funds and maintains their own practices.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: To get familiarize with types of companies they can start CO2: To brainstorm and evaluate an entrepreneurial idea CO3: To understand the changes involved with various stages of entrepreneurship and reframing of the idea. CO4: To determine investments needs CO5: To identify sources of investments for their potential ventures. CO6: To identify problems in development of the concept and be mentored by various entrepreneurs.	
7	**Course Description**	The course is targeted at everyone who wants to run their own practice as creating their own brand and run an organization. It also Aims at creating a new idea into a reality by developing the idea and reframing it every stage and takes it is to its full fruition through entrepreneurship skills. The students will try to test their entrepreneurial ideas in form of assignments.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Incorporation of Company and Documentation**	CO1, CO5
	A	Different types of company incorporations	

	B	Contractual, Not-for-profit, Proprietor, Private limited and LLP Companies.			
	C	Challenges in running practices and organizations and benefits of having a mentor			
	Unit 2	**Ideas and opportunities**			CO2, CO5
	A	Identify an entrepreneurial idea			
	B	Evaluate an entrepreneurial idea			
	C	Sizing the market Case Study: Dr. John's Spin brush			
	Unit 3	**Building a Business**			CO3, CO5
	A	Apply the POCD (People, Opportunity, Context, Deal) framework			
	B	Manage risk and reward through experimentation			
	C	Make decisions with the future in mind Case Study- Rent the Runway			
	Unit 4	**Financing a Business**			CO4, CO5
	A	Determine how investment can help you create value for yourself and your investors			
	B	Understanding and presenting key financial metrics			
	C	Determining investment needs			
	Unit 5	**Sources of investment**			CO5, CO6
	A	Understand the opportunities and trade-offs associated with different sources of financing			
	B	Defining key financing terms			
	C	Apply the tools of valuation to start-up ventures Case Study- Intuit			
	Mode of examination	Theory			
	Weightage Distribution	**CA**	**MTE**	**ETE**	
		25%	**25%**	**50%**	

	Text book/s*	-	
	Other References		

Course Articulation Table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	1	2	3	3	1	1	3	1	2	-	-	1	-
CO2	3	3	2	3	1	-	2		-	1	3	1		2	-
CO3	3	2	1	1	2	3	1		3	1	1	2		2	-
CO4	3	3	1	1	3	2	2	-	1	2		1		-	-
CO5	2	2	2	2	1	3	1	1	3	1	2	-		1	-
CO6	2	3	1	-	3	3	1	2	3	1	1	1	-	2	-
AVG	2.7	2.3	1.3	1.8	2.2	2.8	1.3	1.3	2.6	1.2	1.8	1.3		1.6	

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SSDAP		**Batch: 2025-2029**	
Programme: B. Design		**Current Academic Year: 2025-2026**	
Branch: Comm. Design		**Semester: VII**	
1	**Course Code**	**DCJ4704**	
2	**Course Title**	**Summer Project / Internship (FSIC- Prerequisite)**	

3	**Credits**		2	
4	**Contact Hours (L-T-P)**		0-0-4	
	Course Status		Compulsory (Internship)	
5	**Course Objective**		This course will expose students to apply theories learned in the classroom and provides current technological developments relevant to the subject area of training. Student will be able to identify the career preferences and professional goals.	
6	**Course Outcomes**		After the completion of the course, student will be able to: CO1: To get familiarize with industry principles and practices. CO2: To identify and analyses 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 designers or merchandiser's responsibilities, self-understanding, self-discipline and ethical standards. CO6: To identify the career preferences and professional goals.	
7	**Course Description**		The summer Internship 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.	
8	**Outline syllabus**			**CO Mapping**
	Unit 1	**Identify an organization for summer Internship**		CO1, CO2
	A	Identify an industrial organization related to the study path carried out at the university.		
	B	Internship offer letter.		
	C	Identification of industry mentor, who will oversee the internship programme.		
	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**		CO3, CO4
	A	The internship work plan is drawn up by developing teamwork and applies prior acquired knowledge in problem solving.		
	B	Time & project management		
	C	Demonstrate and execute project with the team		
	Unit 4	**Evaluation**		CO5
	A	Submission of assignments		
	B	Evaluation by Industry mentor		
	C	Self-evaluation		
	Unit 5	**Internship Report Writing**		CO6
	A	Report writing		
	B	Plagiarism checks of report		
	C	Approval of report		
	Mode of examination	Jury		
	Weightage Distribution	CA	V.V	ETE
		30%	**30%**	**40%**
	Text book/s*			
	Other references			

Course Articulation table:

POs COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PO12**	**PSO1**	**PSO2**	**PSO3**
CO1	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3

CO2	3	1	1	2	2	2	1	3	3	3	3	3	-	-	3
CO3	3	1	2	2	2	2	1	3	3	3	3	3	-	-	3
CO4	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
CO5	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
CO6	3	1	3	2	2	2	1	3	3	3	3	3	-	-	3
AVG	3.0	1.0	2.5	2.0	2.0	2.0	1.0	3.0	3.0	3.0	3.0	3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

Course Syllabus
Semester - VIII

School: SSDAP	**Batch : 2025-29**	
Programme: B. Design	**Current Academic Year: 2025-26**	
Branch: Comm. Design	**Semester: VIII**	

1	**Course Code**	**DCJ4803**	
2	**Course Title**	**Industrial Apprenticeship**	
3	**Credits**	20	
4	**Contact Hours (L-T-P)**	0-10-20	
	Course Status	Compulsory (Internship)	
5	**Course Objective**	This course will expose students to apply theories learned in the classroom and provides current technological developments relevant to the subject area of training. Student will be able to identify the career preferences and professional goals.	
6	**Course Outcomes**	After the completion of the course, student will be able to: CO1: To get familiarize with industry principles and practices. CO2: To identify and analyses 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.	
7	**Course Description**	The Industrial Internship aims to offer students the opportunity to offer students the opportunity to apply their past-acquired knowledge in real industrial situation. Students will acquire skills important for time management, teamwork, discipline, self-learning and effective communication. The duration of internship has to be minimum 12 weeks.	
8	**Outline syllabus**		**CO Mapping**
	Unit 1	**Identify an organization for summer Internship**	CO1, CO2
	A	Identify an industrial organization related to the study path carried out at the university.	
	B	Internship offer letter.	

	C	Identification of industry mentor, who will oversee the internship programmer.			
	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**			CO3, CO4
	A	The internship work plan is drawn up by developing teamwork and applies prior acquired knowledge in problem solving.			
	B	Time & project management			
	C	Demonstrate and execute project with the team			
	Unit 4	**Evaluation**			CO5
	A	Submission of assignments			
	B	Evaluation by Industry mentor			
	C	Self-evaluation			
	Unit 5	**Internship Report Writing**			CO6
	A	Report writing			
	B	Plagiarism checks of report			
	C	Approval of report			
	Mode of examination	Jury			
	Weightage Distribution	CA	V.V	ETE	
		30%	**30%**	**40%**	
	Text book/s*				
	Other references				

Course Articulation Table:

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	3	2	2	2	3	3	3	3	3	3			3
CO2	3	1	1	2	2	2	3	3	3	3	3	3			3
CO3	3	1	2	2	2	2	1	3	3	3	3	3			3
CO4	3	1	3	2	2	2	1	3	3	3	3	3			3
C05	3	1	3	2	2	2	1	3	3	3	3	3			3
CO6	3	1	3	2	2	2	3	3	3	3	3	3			3
AVG	3.0	1.0	2.5	2.0	2.0	2.0		3.0	3.0	3.0	3.0	3.0			3.0

1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)