

ABEDA INAMDAR COLLEGE PUNE

Certificate Course in Graphic Design

(Faculty of Science & Technology)

Graphic Design

Choice Based Credit System Syllabus

To be implemented from Academic Year 2021-2022

Title of the Course: Certificate Course In Graphic Design

Preamble:

It is a well felt need that Graphic Design experts are much in demand to create industry specific and convincing design Solutions therefore Computer Science faculty has decided to have this type of interdisciplinary certificate program useful to both working students and professionals.

Introduction:

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually, its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience. This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, editing and photography).

1. Creating Art: Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

2. Art in Context: Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

3. Art as Inquiry: Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

PREREQUISITE:

- Students must have basic operational knowledge of computers.
- Students must understand English language.
- Students must have basic knowledge of the Internet.

Duration: The Program comprises six months.

Evaluation: Six-month program with the combination of 60% External Marks and 40% Internal Marks.

Number of seats: 60

Eligibility: 10+2 Any Stream

Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
21AUCCG D101	Core Credit Theory	Fundamentals to Graphic Design (Th)	4	-	40	60	100
21AUCCG D102	Core Credit Theory	Printing Technology (Th)	4	-	40	60	100
21AUCCG D103	Core Credit Theory	Introduction to Entrepreneurship and soft skill (Th)	4	-	40	60	100
21AUCCG D104	Core Credit Practical	Digital Illustration (Pr)	-	4	40	60	100
21AUCCG D105	Core Credit Practical	Advertising Art (Pr)	-	4	40	60	100
21AUCCG D106	Core Credit Practical	Digital Image Editing & Processing (Pr)	-	4	40	60	100
21AUCCG D107	Core Credit Practical	Project/Portfolio	-	4	40	60	100
21AUCCG D108	Core Credit Practical	On Job Training	-	2	20	30	50
Total			12	18	300	450	750

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

*On Job Training should be carried out in any one subject per semester as per NSDC Guidelines for following Skill Sets: Semester IV Skill Sets

Paper - I

Course Type: Core Course Theory

Course Code: -21AUCCGD101

Course Title: Fundamentals to Graphic Design

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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Course Objectives

1. Provide exposure to images and information to inspire great work, further study, and exploration.
2. Identify influences and characteristics of design styles.
3. Recognize significant contributors to design.
4. Observe and discuss examples of effective design.
5. Recognize prevalent historical design themes.
6. Help students to see and think in new ways.

Course Outcomes: -

On completion of this course, students will be able to:

1. Explore and Identify influences of design styles
2. Develop Observe and discuss examples of effective design and historical design themes.

Course Contents

Chapter 1	History of Graphic Design	10 Hours
1.1 Introduction 1.2 Prehistory 1.3 Graphic Design in the 16th to 18th Centuries 1.4 Graphic Design in the 19th Century		
Chapter 2	Design Basics	15 Hours
2.1 Introduction 2.2 Principles of Design 2.3 Elements of Art 2.4 Concepts of Design		

Chapter 3	Design Process	6 Hours
3.1 Planning & Research of Design 3.2 Layout & Composition of Design		
Chapter 4	Calligraphy	15 Hours
4.1 Basics of Art in Calligraphy 4.2 Developing Letters 4.3 Professional Calligraphy		
Chapter 5	LOGO Designing	16 Hours
5.1 Preliminary Work 5.2 Balance 5.3 Clever use of Colors 5.4 Size Matters 5.5 Design Style 5.6 Typography Matters		
Reference Books:		
<ol style="list-style-type: none"> 1 Thinking with Type – Ellen Lupton - Princeton Architectural Press, 2010 2 Graphic Design – Narendra Singh Yadav – Rajasthan Hindi Granth Academy 3 Advertising Art and Ideas – Dr.G.M. Rege 2. Loudon, Della Bitta, -Consumer behavior concepts and application 4 Charles J. Driksen and other- Advertising principles, problems and cases 5 David A. Aker and John G. Myers- Advertising Management 6 B.s. Rathor-Advertising management 		

Paper - I1

Course Type: Core Course Theory

Course Code: 21AUCCGD102

Course Title: Printing Technology

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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Course Objectives

- . 1 Identify influences and characteristics of Printing styles.
- 2 Recognize significant contributors to design.
- 3 Observe and discuss examples of Quality Prints.
- 4 Recognize prevalent historical design themes.

Course Outcomes: -

On completion of this course, students will be able to :

- 1. To improve their Quality of Work and Printing techniques using a variety of tools.
- 2. Develop Observe and discuss examples of the historical Printing process.

Course Contents

Chapter 1	History and Developments of Printing	18 Hours
1.1 Printing methods 1.2 Introduction to printing Industry 1.3 Printing Industry in India		
Chapter 2	Color & Color theory	21 Hours
2.1 Introduction 2.2 Color Separation technique Direct & Indirect method 2.3 Color Proofing methods		

Chapter 3	Offset Machinery	21 Hours
3.1 Offset process-principle 3.2 Advantages, and limitations 3.3 Various Press Configurations		

Reference Books:

1. Printing Technology – J. Michael Adams, Penny Ann Dolin - Delmar, 2002
2. A Guide to Graphic Print Production - Kaj Johansson, Peter Lundberg, Robert Ryberg, Wiley, 2007
3. Mastering Digital Printing, Harald Johnson, Thomson Course Technology, 2005

Paper - III

Course Type: Core Course Theory

Course Code: 21AUCCGD103

Course Title: Introduction to Entrepreneurship and soft skill

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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Course Objectives

1. To introduce the fundamentals of entrepreneurship.
2. To develop the ability to Understand the characteristics of the various forms of business organization
3. To understand structured approach towards being a successful entrepreneur.
4. To develop plan of launching a start-up
5. To develop business -solution model around the current problems
6. To understand digital marketing as a tool for entrepreneurs.

Course Outcomes: -

On completion of this course, students will be able to:

- 1 Explore various ideas and business models around the business idea.
- 2 Plan the core component and elements required to start a successful start-up.

Course Contents

Chapter 1	Fundamentals of Entrepreneurship	2 Hours
1.1 What is the mindset of an entrepreneur 1.2 Identifying a problem 1.3 Need Analysis 1.4 Sensing solution among the problems 1.5 Developing the seed “The Idea” 1.6 Searching market moves & trend 1.7 Understanding Creativity and Innovation 1.8 Opportunity finding and taking the right approach.		
Chapter 2	Develop the Plan for Startup	7 Hours
2.1 Taking first steps to develop a business model. Selecting the right type for registering the business. 2.2 Business Plan: concept, format. 2.3 Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning		

Chapter 3	Branding & Marketing of Start-up	10 Hours
3.1 Developing a brand around the idea. 3.2 Branding, Logo, Tagline 3.3 Copyright, trademark and Patent for start-up 3.4 Planning a strategy for promoting the start-up 3.5 The Art of negotiation and methods 3.6 Customer Relationship Management 3.7 Vendor Management 3.8 Developing the minimum viable product 3.9 Sales and marketing plan		
Chapter 4	Growing the Startups	10 Hours
4.1 Lean startup growth 4.2 Making a growth plan for the startup. 4.2 Concept of Franchising the startup 4.3 Mergers and Acquisition: Concept, reasons, types. 4.4 Reasons for failure of Mergers and Acquisitions.		
Chapter 5	Cost, Expenses, Inventory and ROI	10 Hours
5.1 Unit of Sale, Unit Cost for multiple products or services 5.2 Break even Analysis for multiple products or services 5.3 Computation of Working Capital 5.4 Inventory Control and EOQ 5.5 Return on Investment (ROI) and Return on Equity (ROE)		
Chapter 6	Resource Mobilization	5 Hours
6.1 Capital Market- Primary and Secondary 6.2 Stock Exchange- Concept, features, functions and importance 6.3 Securities and Exchange Board of India- History, establishment, powers 6.4 Angel Investor: Features 6.5 Venture Capital: Features, funding		

Chapter 7	Digital Marketing as Marketing Tool	15 Hours
7.1 What is Digital Marketing 7.2 Growth of digital marketing 7.3 Benefits of digital marketing 7.4 Different digital marketing channels 7.5 Setting up digital marketing budgets		
Reference Books:		
<p>1 - Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla</p> <p>2-Entrepreneurship development & management (English, Paperback, V. K. Joshi) Publisher: Jagdamba Publishing Company ISBN: 9789380280462, 9380280462</p> <p>3-Entrepreneurship Paperback – 1 July 2020 by Rajeev Roy Publisher: OUP India; 3rd edition (1 July 2020) Language: English Paperback: 600 pages ISBN-10: 0190125306</p> <p>4- Safalta Ki 22 Chabiyaan (In Hindi) by Dr. Rishi Aacharya pub. by Notion Press Chennai ISBN-10 : 1947027514</p> <p>Magazines</p> <p>- Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.</p> <p>- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal -462008</p>		

Paper - IV

Course Type: Core Course Practical
Course Title: Digital Illustration

Course Code: 21AUCCGD104

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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Course Objectives

1. With the help of type effects, users can create wonderful designs and compositions in Illustrator. In this book you will find techniques by which a user can manipulate basic shapes and can create graphical elements or objects which can be used for publishing or advertising.
2. Digital Illustration has a very important role in the world of digital graphics. In this Subject you will learn illustration graphics like Line Drawing Characters, LOGO Design Concepts, Vector Icons or other graphics which play a vital role in your Graphic Design Course.

Course Outcomes: -

On completion of this course, students will be able to

1. Use the Digital Illustration Software's to improve your designs
2. Coloring objects effectively
3. Learn about 2D Characters, Vector Icons
4. Conceptual Artworks
5. Designing a professional Logo

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

Submission of Assignments:

The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructor's sign.

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:

For Digital Illustration

Operating system: Windows 10

Software: Adobe Illustrator

Suggested List of Assignments:**Assignment 1.**

Vector Icons, Vector Stick Figures, LOGO Design

Assignment 2.

Vector Portraits, Illustrative Poster Designs, Mascot Designs

Assignment 3.

2D Character Designs, Mandala Designs

Assignment 4.

Concept Art Illustrations

Books: Laboratory handbook

Paper - V

Course Type: Core Course Practical

Course Code: 21AUCCGD105

Course Title: Advertising Art

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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Course Objectives

1. Learn best practices and utilize tools that model creative agency environments and production studios.
2. Apply the principles and elements of design for both online and offline deliverables.
3. Follow branding guidelines on all visual communication to maintain a consistent and cohesive message through design and execution.
4. Create 2D and multi-media assets that incorporate compelling storytelling for the promotion of people, products and organizations.

Course Outcomes: -On completion of this course, students will be able to

1. Theory applies industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards.
2. Design develops concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications
3. Critical Thinking - demonstrate knowledge of the interdependence between advertising/marketing objectives and visual expression and be able to evaluate and critique their ideas
4. Be able to articulate the vision behind their creative work and explain and promote their solutions to clients and colleagues
5. Professionalism - demonstrate professional presentation; articulation of knowledge of advertising and visual problem solving; and mastery of industry standards, professional practices and ethics

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

Submission of Assignments:

The assignments are to be submitted by the student in the form of a Printable (PDF OR JPEG) Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructor's sign.

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:

For Advertising Art

Operating system: Windows 10

Software: Corel Draw, Adobe InDesign

Suggested List of Assignments:**Assignment 1.**

LOGO & Visual Identity Designs

Assignment 2.

Branding of the Specific Product or Business

Assignment 3.

Packaging Design, Label Design, Sticker Design

Books: Laboratory handbook

Paper - VI

Course Type: Core Course Practical

Course Code: 21AUCCGD106

Course Title: Digital Image Editing & Processing

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
Course Objectives 1. Learn best practices and utilize tools that model creative agency environments and production studios. 2. Apply the Creative Techniques for Photo manipulation & Matte Painting 3. Create Digital images of people, products in Innovative & Powerful Visuals for Advertising		
Course Outcomes: - On completion of this course, students will be able to 1. Use Image Editing tools to improve the average Visuals 2. Coloring objects effectively 3. Learn about effects on images 4. Create a Innovative & Powerful Visuals for Advertising		

Guidelines:

Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

Submission of Assignments:

The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructor's sign.

Assessment:

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

Operating Environment:

For Digital Image Editing & Processing

Operating system: Windows 10

Software: Adobe Photoshop

Suggested List of Assignments:**Assignment 1.**

Image Editing & Retouching

Assignment 2.

Photo-manipulation, Background Design

Assignment 3.

Typographic Digital Image

Assignment 4.

Conceptual Visual Design

Books: Laboratory handbook

Graphic Designing (Certificate Course Question Paper Pattern)

a. **Evaluation Criteria:** The evaluation of students will be based on three parameters: -

- Continuous Internal Evaluation (CIE).
- Practical / Project Examination
- Semester End Examination.

i. **For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:
Theory Examination

Credits :4			
Duration: 1Hr/Exam			
Marks:40			
10 Marks	10 Marks	10 Marks	10 Marks
Academic Performance	Spirit of Collaboration	Quiz Submission	Class Test
Attendance	Active participation in class activities.	Submission of end module quizzes on regular basis	Minimum 40% marks required to get marks for class test.

ii. **For Practical/Project Examination:** Internal assessment will be as follows:

Practical			Project		
Credits :4		Marks:40	Credits :4		Marks:60
10 marks	20 Marks	10 Marks	20 marks	20 Marks	20 Marks
Attendance	Assignment submission on time	Lab Course Book / Journal	Idea and Originality	Accuracy and reliability	Presentation

For Semester End Examination: The Duration of the SEE will be as follows:

For Theory Examination

Credits: 4 Marks: 60		
Duration: 2.5 hrs.		
Q1	Q2	Q3
10	20	30
marks	marks	marks
Short answers (any 5) Each carry 4 marks)	Descriptive (any 2) Each carry 10 marks	Multi choice questions (any 15) Each carry 2 marks

For Practical/Project Examination

Practical Credits: 4 Marks:60 Duration: 3.5 Hours						Project Credits :4 Marks :60 Duration: 3.5 Hours	
Q1	Q2	Q3	Q4	Q5	Q6	Portfolio	Project Presentation and Design
10 marks	10 marks	10 marks	10 marks	10 marks	10 marks	30 marks	30 marks