

ABEDA INAMDAR COLLEGE PUNE

Diploma Course in Graphic & Web Design

(Faculty of Science & Technology)

Graphic & Web Design

Choice Based Credit System Syllabus

To be implemented from Academic Year 2021-2022

Title of the Course: Diploma Course in Graphic & Web Design

Preamble:

It is a well felt need that Graphic & Web 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 & Web 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 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 four semesters

Evaluation: Four semesters program with the combination of 60% Semester End Examination and 40% Continuous Evaluation per semester.

Number of seats: 60

Semester- 1

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
UGDGWD101	Core Credit Theory	Art & Design Theory	4	-	40	60	100
UGDGWD102	Core Credit Theory	Design Methods	4	-	40	60	100
UGDGWD103	Core Credit Theory	Color Theory	4	-	40	60	100
UGDGWD104	Core Credit Practical	Typography	-	4	40	60	100
UGDGWD105	Core Credit Practical	LOGO Design	-	4	40	60	100
UGDGWD106	Core Credit Practical	Branding Art	-	4	40	60	100
UGDGWD107	Core Credit Practical	Project/Portfolio	-	6	60	90	150
Total			12	18	300	450	750

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester- 2

Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SE E	Total
UGDGWD201	Core Credit Theory	Advertising Theory	4	-	40	60	100
UGDGWD202	Core Credit Theory	Understanding of Advertising Campaign	4	-	40	60	100
UGDGWD203	Core Credit Theory	Printing Technology	4	-	40	60	100
UGDGWD204	Core Credit Practical	Campaign Visualization	-	4	40	60	100
UGDGWD205	Core Credit Practical	Editorial Designs	-	4	40	60	100
UGDGWD206	Core Credit Practical	Packaging Design	-	4	40	60	100
UGDGWD207	Core Credit Practical	Project/Portfolio	-	6	60	90	150
Total			12	18	300	450	750

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester- 3

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
UGDGWD201	Core Credit Theory	Fundamentals of Web	4	-	40	60	100
UGDGWD202	Core Credit Theory	Developing web pages with HTML & CSS	4	-	40	60	100
UGDGWD203	Core Credit Theory	Developing Interactive Web Pages with JavaScript	4	-	40	60	100
UGDGWD204	Core Credit Practical	Graphics for Web	-	4	40	60	100
UGDGWD205	Core Credit Practical	Creating Static Web Pages	-	4	40	60	100

UGDGWD206	Core Credit Practical	Creating Interactive Web Pages	-	4	40	60	100
UGDGWD207	Core Credit Practical	Project/Portfolio	-	6	60	90	150
Total			12	18	300	450	750

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester- 4

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
UGDGWD207	Core Credit Theory	Responsive Websites with Bootstrap	4	-	40	60	100
UGDGWD208	Core Credit Theory	WordPress-Content Management System (CMS)	4	-	40	60	100
UGDGWD209	Core Credit Theory	Introduction to Digital Marketing	4	-	40	60	100
UGDGWD210	Core Credit Practical	Responsive Web Designing	-	4	40	60	100
UGDGWD211	Core Credit Practical	Project/Portfolio	-	8	80	120	200
UGDGWD212	Core Credit Practical	On job training	-	6	60	90	150
Total			12	18	300	450	750

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

Semester - 1

Semester-I

Paper - I

Course Type: Core Course Theory

Course Code: UGDGWD101

Course Title: Art & Design Theory

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:

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	Introduction	20 Hour
1.1 Introduction of Art & Design 1.2 History of Art & Design		
Chapter 2	Visual Art	20 Hour
2.1 Introduction of Visual Art 2.2 History of Visual Art 2.3 Visual Art: Paintings 2.4 Visual Art: Sculpture 2.5 Visual Art: Textile Design 2.6 Visual Art: Commercial art		
Chapter 3	Graphic Design	20 Hour

- 3.1 Graphic Design and Communication
- 3.2 Theory of Advertising Design
- 3.3 Drawing for Designers
- 3.4 Advanced Digital Media
- 3.5 Graphic Design for Print Media

Reference Books:

- 1. Graphic Design Theory: Readings from the Field by Helen Armstrong
- 2. Graphic Design as Communication by Malcolm Barnard / Routledge
- 3. Design for Communication: Conceptual Graphic Design Basics by Elizabeth Resnick / John Wiley & Son

Semester-I

Paper-II

Course Type: Core Course Theory

Course Code: UGDGWD102

Course Title: Design Methods

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

1. Creative thinking
2. Informed engagement of works of art
3. Developing your vocabulary in the art to be able to articulate visual ideas more fully
4. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance formal theories with practical applications.

Course Outcomes:

1. To discover the basic principles of two-dimensional design through the manipulation of black, white, and gray in studying the elements of design.
2. To encourage the student to adopt a creative approach to problem-solving and to become self-critical in the editing of the work.
3. To develop a vocabulary of terms specific to the visual arts and particularly two-dimensional art.

Course Contents

Chapter 1	Design Principles	20 Hour
1.1 Introduction of Design Principles 1.2 Classification of Design Principles 1.3 Design Thinking 1.4 Importance of Design principles		
Chapter 2	Elements of Art & Design	20 Hour
2.1 Introduction of Art & Design Elements 2.2 Introduction of Line, Shapes & form 2.3 Perspective Study 2.4 Color theory & Textures		
Chapter 3	Design Process	20 Hour

- 3.1 Concept
- 3.2 Rough Layouts
- 3.3 Background & Layout Study
- 3.4 Developing of Visual
- 3.5 Typography
- 3.6 Color Palate
- 3.7 Alignments
- 3.8 Artistic Compositions

Reference Books:

1. Meggs' History of Graphic Design by Philip Meggs and Alston Purvis
2. Wong, Wucius, Visual Design on the Computer, 2nd Edition
3. Visual Thinking, De Sausmarez, Maurice.]
4. Art and Design. Sharpe, Deborah T.

Semester-I

Paper - III

Course Type: Core Course Theory

Course Code: UGDGWD103

Course Title: Color theory

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

1. The color wheel helps to show the relationship between colors
2. They can carefully clean, dry, and use a single brush to apply and spread different colors of paint evenly onto paper
3. When they mix different colors of paint, it helps to start with the lightest color and slowly mix in darker colors (in small amounts) until they reach a desired hue, tone, or shade
4. They can look closely, make comparisons, and use color theory to mix paint that matches any hue they observe
5. They can paint values to show how the light hits an object, and to create the illusion of three-dimensional space on a two-dimensional surface

Course Outcomes:

1. Explain the many ways that the color wheel allows artists to see the relationship between different colors
2. Define vocabulary that is relevant to color theory
3. Use primary colors to create secondary and tertiary colors, and paint all colors onto a color wheel in an even (no streaks, no muddy marks on canvas paper) and efficient manner (without wasting primary colors or space on the palette)
4. Mix paint to match any color swatch of choice, using their palette and painting onto watercolor paper to test hues/tones
5. Explain the relationship between pure "hues" of color and the refraction of light
6. Describe the Pantone and Munsell color systems and how artists or scientists have used them to analyze color relationships
7. Create a painting of a monochromatic "sphere" by identifying the values on their source image, and mixing paint to match those values

Course Contents

Chapter 1	Color Theory	15 Hour
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- 1.1 Understand the relationship between Value, Hue, Chroma
- 1.2 Color Systems
- 1.3 Theories of Color Relationships
- 1.4 Theories of Successive and Simultaneous Contrast. Additive and Subtractive color.

Chapter 2	Color Mixing	15 Hour
2.1 Value/Brilliance Scale 2.2 Color wheel 2.3 Tetrad and Complementary Color 2.4 Neutralize color through Complementary color mixes 2.5 Split complementary color mixes		
Chapter 3	RELATIVITY OF COLOR: COLOR PERCEPTION AND PHENOMENOLOGY	15 Hour
3.1 Demonstrate ability to change the face of one color by adjusting light 3.2 Adjacent color and reflective color 3.3 Make one Color Appear as two, One 3.4 Two Colors Appear as one color		
Chapter 4	COMPOSITIONAL EFFECTS OF COLOR	15 Hour
4.1 Application of color 4.2 Understanding of color proportion and extension 4.3 Color & Meaning <ul style="list-style-type: none"> 4.31 Color Symbolism 4.32 Color Psychology 4.33 Historical & Contemporary use of Color 4.34 Emotional effects 4.35 Personal Color preferences 4.4 Digital Media		
Reference Books:		
1. Contemporary Color Theory & Use by Steven Bleicher, Second Edition 2. The Art of Color. Translated by Ernst van Haagen. Wiley; Revised edition, 1997		

Semester-I

Paper - IV

Course Type: Core Course Practical

Course Code: UGDGWD104

Course Title: **Typography**

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of type design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. A good skill to use the Type tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. To discover the basic principles of Typography design through the manipulation of creative fonts.
2. To encourage the student to adopt a creative approach to problem-solving and to become self-critical in the editing of the work.
3. To develop a vocabulary of terms specific to the visual arts and particularly two-dimensional art.

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 that the student must complete as a part of this course.

Submission:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe Illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:

Assignment 1. New fonts designs

Assignment 2. Typography Poster

Assignment 3. Letter Marks designs

Assignment 4. Logo Designs

Books: Laboratory handbook

Semester - I

Paper - V

Course Type: Core Course Practical

Course Code: UGDGWD105

Course Title: LOGO Design

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance formal theories with practical applications.
4. Gain the skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

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:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:

Assignment 1. Research & Concept of LOGO Design

Assignment 2. Emblem & Mascot Design

Assignment 3. Letter Marks / Word Marks designs

Assignment 4. Logo Designs for a Brand

Books: Laboratory handbook

Semester - I

Paper - VI

Course Type: Core Course Practical

Course Code: UGDGWD106

Course Title: Branding Art

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
3. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
4. Thinking as a professional to build a successful Brand

Course Outcomes:

1. Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

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:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:**Assignment 1. Redesign any Popular Brand(Ex, Logo Design, Visual identity Design, Poster and Hoarding design, Packaging Design etc.)****Assignment 2. Branding a new Commercial and Conceptual brand (Ex, Logo Design, Visual identity Design, Poster and Hoarding design, Packaging Design etc.)****Books: Laboratory handbook****Graphic & Web Design (UG 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 Academic Performance	10 Marks Spirit of Collaboration	10 Marks Quiz Submission	10 Marks 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.

For Practical/Project Examination

Practical Credits : 4 Marks:60 Duration : 3.5 Hours						Project Credits :6 Marks :90 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	45 marks	45

Semester -2

Semester - II

Paper - I

Course Type: Core Course Theory

Course Code: UGDGWD201

Course Title: Advertising Theory

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

Course Contents

Chapter 1	Introduction to Advertising	12 Hour
1.1 Meaning of Advertising 1.2 Advertising: An Industry 1.3 Advertising: A Science 1.4 Advertising: A Business 1.5 Advertising: An Art 1.6 Definitions of Advertising		

Chapter 2	History of Advertising	12 Hour
2.1 Pre and Early Printing time 2.2 Development of Advertising 2.3 Scientific Development period of Advertising 2.4 Modern era of Advertising		
Chapter 3	Classification of Advertising	12 Hour
3.1 Classification of Advertising: by Design 3.2 Classification of Advertising: by Advertiser & Consumer 3.3 Classification of Advertising: by Geographical area 3.4 Classification of Advertising: by Message objectives 3.5 Classification of Advertising: by Media & Presentation		
Chapter 4	Advertising Campaign	12 Hour
4.1 Principles of Advertising Campaign 4.2 Process of Advertising Campaign 4.3 Basic of Advertising Campaign 4.4 Determination of Advertising Goals 4.5 Importance of 5E's in Advertising 4.6 Role of Advertising Agencies in Advertising		
Chapter 5	Advertising Design & Media	12 Hour
5.1 Process of Advertising Design 5.2 Creativity & Creativity Policy 5.3 Sales policy 5.4 Advertisement Request 5.5 Media & Media Policy 5.6 Benefits of Media 5.7 Classification of media		
Reference Books: 1. Advertising Art and Ideas – Dr.G.M. Rege 2. Loudon, Della Bitta,- Consumer behaviour concepts and application 3. Advertising Techniques & Principles – Narendra Singh Yadav 4. David A. Aker and John G. Myers- Advertising Management		

Semester - II

Paper - II

Course Type: Core Course Theory

Course Code: UGDGWD202

Course Title: Understanding of Advertising Campaign

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

Course Contents

Chapter 1	Introduction of Advertising Campaign	15 Hour
1.1 What is Campaign design? 1.2 History of some Powerful Campaigns 1.3 What is the role of Campaign in the Advertising area ? 1.4 Effective Campaign Design		
Chapter 2	Principles of Advertising Campaign	15 Hour

- 2.1 Visual Consistency
- 2.2 Campaign Duration
- 2.3 Repeated Taglines
- 2.4 Consistent Positioning
- 2.5 Simplicity
- 2.6 Identify a selling point
- 2.7 Create an effective flow

Chapter 3

Basics of Advertising Campaigns

15 Hour

- 3.1 Know your objective
- 3.2 Define your audience
- 3.3 Define your Metrics
- 3.4 Create a Budget
- 3.5 Determine the Frequency
- 3.6 Creative process and Execution

Chapter 4

Make a Successful Advertising Campaign

15 Hour

- 4.1 Be Unforgettable
- 4.2 Be trendy
- 4.3 Be Authentic
- 4.4 Be Simple
- 4.5 Be different

Reference Books:

1. Ogilvy on Advertising – David Ogilvy
2. Rework - Jason Fried, David Heinemeier Hansson

Semester - II

Paper - III

Course Type: Core Course Theory

Course Code: UGDGWD203

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. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

Course Contents

Chapter 1	History and developments of printing	15 Hour
1.1 Printing methods 1.2 Introduction to printing Industry 1.3 Printing industry in India 1.4 Printers measurement system 1.5 Alphabet design 1.6 size and scope of printing Industry		
Chapter 2	Color & color theory	15 Hour

2.1 Terms to describe color 2.2 color separation technique Direct & indirect method 2.3 GATF color triangles & color circle their use 2.4 Modern color spaces & color matching 2.5 Color Proofing Methods		
Chapter 3	Offset Machinery	15 Hour
3.1 Offset process-principle 3.2 Advantages & Limitations 3.3 Various press configurations		
Chapter 4	Paper & Ink	15 Hour
4.1 Raw materials and processing-sources manufacture and finishing 4.2 Main classes of paper and board sizes 4.3 Paper requirements for different printing process 4.4 Paper handling 4.5 Printing Inks		

Reference Books:

1. R.H. Leach, The Printing Ink Manual, fifth edition, Chapman & Hall, London
2. PIRA, guide standardized lithographic colour printing
3. Offset Technology- C S. Mishra

Semester - II

Paper - IV

Course Type: Core Course Practical

Course Code: UDGWD204

Course Title: Campaign Visualization

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2. Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Course Outcomes:

1. Describe and analyze /measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3. Create and defend the strategy and execution of an ad campaign for a client(s).
4. Develop advertising media buying and planning strategies.

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:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:

Assignment 1. Design anyone Social issue ad Campaign

Assignment 2. Design anyone Commercial ad Campaign

Books: Laboratory handbook

Semester - II

Paper - V

Course Type: Core Course Theory

Course Code: UGDGWD205

Course Title: Editorial Designs

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

1. Construct and employ Softwares libraries, style sheets and master pages
2. Evaluate projects to setup color mode: CMYK or spot color
3. Assemble elements from Illustrator and Photoshop to combine in InDesign
4. Complete an interactive PDF, PDF proof, and print quality PDF.
5. Practice working with Concepts

Course Outcomes:

1. Evaluate printers' specifications
2. Recognize the relationship between ppi, resolution, and line screen
3. Assemble projects demonstrating use of industry standard software
4. Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.

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:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:

Assignment 1. Design One Magazine (16 Pages) or One Newsletter (16 -20 Pages)

Assignment 2. Design One Tabloid (12-14 Pages) on any topic,

Books: Laboratory handbook

Semester -II

Paper - VI

Course Type: Core Course Theory

Course Code: UGDGWD206

Course Title: Packaging Design

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

1. Develop and demonstrate their understanding and skillful use of the elements and principles of Packaging design
2. Critically analyze product packaging.
3. Discuss the role of packaging in product preservation and marketing.
4. Practically apply the theories of product packaging design.

Course Outcomes:

1. Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.
2. Apply creative process techniques in synthesizing information, problem-solving and critical thinking.
3. Use basic fabrication methods to build prototype models for hard-goods and soft-goods and packaging.
4. Develop advertising media buying and planning strategies.
5. Demonstrate and employ hand drawing and drafting principles to convey concepts.

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:

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, Instructors 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 and creativity.

Operating Environment:

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Suggested List of Assignments:

Assignment 1. Design One Label for can or Bottle product

Assignment 2. Design One Plastic Packaging design for any food product.

Books: Laboratory handbook

Graphic & Web Design (UG Question Paper Pattern)

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

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

iii. **For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:

Theory Examination

Credits :4 Duration : 1Hr/Exam Marks:40			
10 Marks Academic Performance	10 Marks Spirit of Collaboration	10 Marks Quiz Submission	10 Marks 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.

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

Practical Credits :4 Marks:40			Project Credits :6 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 marks	20 marks	30 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	Project Credits :6 Marks :90
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