Course: Design fundamentals and Visual Literacy
Course Objective: The course is designed to provide an introduction to the fundamental aspects of design, design methodologies and visual communication. Students will be able to develop a sense of design aesthetics as well as create better processes of design systems.

Sl	Course Outcome (CO)
1	To understand the Fundamentals, element and process of design.
2	Identifying the problems, researches and reviews for designing graphics and Animation.
3	Application of tools and techniques to create design projects.
4	Apply ethical principles and commit to professional ethics and responsibilities of design practice as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.
6	Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the design process and social delivery.

Theory- BMAGD(T) 101

CO	Blooms Level (if applicable)	Modules	%age of questions
CO1	1,2	M1,M2	40
CO2	1,2,3	M2	5
CO3	2,3,4	M2	5
CO4	1,3,5,6	M4	20
CO5	1,3,5,6	M4,M5	25
CO6	1,2,3	M2	5

Practical- BMAGD 191

CO	Blooms Level (if applicable)	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	2,3,4,5	M3	50
CO6	3,4,5,6	M6	50
			100

Credits- 4T + 2P
Paper: Design fundamentals and Visual Literacy
Code: BMAGD 101
Module 1-Introduction to Design:
The students will be provided with a comprehensive introduction to the various elements and principles that guide and govern design as a whole.
They will learn the tools as well as methods to solve any design centric problem. This course shall pave the way into further specializations in the various design fields.
(Total Hours-10)
Module 2- Design Methodology:
Detailed Introduction to the numerous methods employed and the common factors that guide the creation of a successful design. The students shall be introduced to the practical aspects thatgovern the methods employed in the industry.
(Total Hours-10)
Module 3-Design research and process:
The course is designed to provide in-depth training the processes and methods that help in creating good design. Beginning with an introduction to the general methods of research, the course moves in to a detailed understanding of the steps in design thinking.
(Total Hours-20)
Module 4- Visual literacy:
The course is primarily aimed at introducing the students to be aware of the various factors that help in understanding and creating a proper visual expression. The topics embody a holistic understanding of the various socio-cultural, historical, political as well as environmental aspects of design.
(Total Hours-10)
Module 5- Typography:
An introduction to one of the main pillars of graphic design, Type, along with its history, anatomical understanding as well as compositional aspects which has shaped the way graphic design has evolved over the years.
(Total Hours-10)
Module 6 – Design Studio:
Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project. (Total Hours-20)

Reference Books:

1. Elements of Design, by Gail Greet Hannah, Princeton Architectural Press
2. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli
Publisher, Multilingual edition.
3. Graphic design history by Steven Heller & Georgetta Balance
4. Design Dictionary-Perspectives on Design Terminology by Michael Erlhoff and Tim
Marshall
5. A History of Graphic Design, Meggs, Philip; John Wiley & Sons
6. The Visual Dictionary of Photography by David Präkel
7. Graphic design manual, Principles and Practice. Armin Hoffman; Arthur Niggli Publisher,Multilingual edition.
8. The Design Process by Karl Aspelund
9. The Design Method by David Airey
10. 100 Design methods by Vijay Kumar
11. Lateral thinking by Edward DeBono
12. Mind mapping- Tony Buzun
13. How to think Like a Great Graphic Designer by Debbie Millman with a foreword by Steven Heller

Course: Fundamentals of Graphical Representation

Course Objective: The course is designed to provide an introduction to the fundamental aspects of graphic design using design methodologies to solve user-centric problems. Students will be able to develop an in-depth understanding of processes to help create better design workflows using graphical representations.

Sl	Course Outcome (CO)
1	To understand the Fundamentals, element and process of graphic design.
2	Identification of appropriate methods to solve design centric problems.
3	Application of tools and techniques in design methods.
4	Apply ethical principles and commit to professional ethics and responsibilities of design practice as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.
5	Communicate effectively through design documentation, make effective presentations, and give and receive clear instructions.
6	Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the design process and social delivery.

Theory- BMAGD(T)102

CO	Blooms Level (if applicable)	Modules	%age of questions
CO1	1,2	M1.M2	25
CO2	2,3,4,5	M2	5
CO3	1,2,3	M2,M3	10
CO4	1,2,3	M3,M4	25
CO5	1,2,3	M3,M4	25
CO6	1,2,3	M2,M3	10
			100

Practical- BMAGD 192

CO	Blooms Level (if applicable)	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	1,3,5,6	M5	50
CO6	3,4,5,6	M6	50
			100

Credits- 4T + 2P
Paper: Fundamentals of Graphical representation
Code: BMAGD 102
Module 1-Drawing fundamentals:
The students will receive extensive training in handling tools as well as elements of graphical representations, including the use of lines, space, shapes as well as colours. They shall understand the dynamics of freehand sketching, as well as how to observe one subject in various circumstances. The course will also be an exploration in different mediums of image making like charcoal, brush and ink, as well as natural pigments.
(Total Hours-10)
Module 2- Perspective, light and shade: This course is instrumental in creating a good foundation for understanding the concepts of perspective as a tool in visual content creation, the application of the knowledge concerning light and shade, composition, spatial usage, and so on.
(Total Hours-10)
Module 3-Composition fundamentals
The course stresses on the importance of understanding composition as the fundamental instrument of image making and shows how various image making concepts can be applied in the creation of a successful information providing system.
(Total Hours-10)

Module 4- Tools and technique of graphical representation along with hands-on exercises (Total Hours-10)

Module 5- Application of different mediums and Visual representation: The students are given practical hand-on training of the application of their graphic design knowledge through the various mediums of printing like lino-cut, wood-cut, serigraphy (Total Hours-20)
Module 6 – Design Studio: Execution and culmination of the knowledge gathered from all the other modules of the semester into a design project. (Total Hours-20)

BMAGD -164

AECC 1: English communication

Course Objective:
The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.
Course Outcome:

Sl	Course Outcome	Mapped modules
1	Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.	M1
2	Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.	M1,M2
3	Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts	M1, M3
4	Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response	M1, M4

Module Number	Content	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Functional grammar & Vocabulary	10	1,2	
M 2	Reading Skills	20	1,2	
M 3	Writing Skills	40	2,3,4,	
M 4	Listening & Speaking Skills	30	2,3,4	
		100		

Detailed Course Curriculum:

Paper: English Communication
Code: BMAGD -164
Contact Hours / Week: 2L
Credits: 2

Module 1 : Functional Grammar & Vocabulary : Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.

1L + 1T

Module 2 : Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.

1L + 1T

Module 3 : Writing Skills: Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements

4L + 4T

Module 4 : Listening & Speaking
Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening
Speaking: Presentations, Extempore, Role-plays, GD, Interview

4L + 4T

Suggested readings:
1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi:PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.