

Maulana Abul Kalam Azad University of Technology, West Bengal
 (Formerly West Bengal University of Technology)
Syllabus for M. Sc. (Visual Communication)
 (Effective for Academic Session 2018-2019)

Course Name: MSc. (Visual Communication)

Duration: 2 years

Eligibility: Graduate of any stream but with creative aptitude

Course Objective: The programs aim is to develop an understanding of Design and mastery of Visual Communication and Animation Design from the perspective of theoretical grounding and its design applications. The program teaches a problem-solving and user centric approach of Designing

The program is a 4 semester professional program for students who want to explore Design and Animation as a creative pursuit using traditional and innovative mediums of exploration.

The goal of the program is to prepare students for creative professional employment as communicators, and designers in the areas of *Visual communication, design strategist, information designers, interactive multimedia designers, Graphic Designers, Video Film Designers, Animators, Merchandise Designers etc*

The course offers two streams of specialization in Communication Design and Animation Design through interdisciplinary subject of study.

Course Structure

1ST SEMESTER

Code No.	Subject Name	Marks	L	T	P	To	C
MVC 101	Visual Language and perception	100	2	0	2	4	3
MVC 102	Design Methodology & Process	100	2	0	2	4	3
MVC 103	Design Research	100	2	0	2	4	3
MVC 181	Design Project I (conceptual Typography)	100	0	2	6	8	4
MVC 182	Design Project II (Technical drawing for Graphical Representation)	100	0	2	6	8	4
MVC 191	Conceptual Photography	100	0	2	4	6	3
MVC 192	Digital Design I	200	0	2	6	8	4
	TOTAL	800	6	8	28	42	24

2ND SEMESTER

Code No.	Subject Name	Marks	L	T	P	To	C
MVC 201	Semiotics and Cultural Studies	100	2	0	2	4	3
MVC 202	Production management (A/B)	100	2	0	2	4	3
MVC 203	Multimedia and E-commerce (Design Domain)	100	2	0	2	4	3
MVC 281	Design Specialization Project I (A/B)	100	0	2	6	8	4
MVC 282	Design Project III (Technical drawing for Structural Representation)	100	0	2	6	8	4
MVC 291	Understanding Film Making :Script and Sequential Narrative	100	0	2	4	6	3
MVC 292	Digital Design II	200	0	2	6	8	4
	TOTAL	800	6	8	28	42	24

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3RDSEMESTER

Code No.	Subject Name	Marks	L	T	P	To	C
MVC 301A*	Animation Design & Management	100	2	0	2	4	3
MVC 301B*	Design for Advertising & Management	100	2	0	2	4	3
MVC 381(A/B)	Design Project -I (A/B)	400	0	2	8	10	10
MVC 382	Design and Culture (Group Project)	200	0	2	4	6	5
MVC 391(A/B)	Digital Design - III (A/B)	100	0	1	3	4	6
	TOTAL	800	3	3	40	46	24

4THSEMESTER

Code No.	Subject Name	Marks	L	T	P	To	C
MVC 401(A/B)	Specialization – Design Animation*	100	3	2	0	5	6
MVC 481	Design Project -Final [Production]	400	0	2	8	10	10
MVC 482	Dissertation Documentation (Research work submission)	100	0	2	2	4	4
MVC 491	Portfolio Development Presentation	200	0	0	4	4	4
	TOTAL	800	0	8	30	41	24