

# SHRI VISHWAKARMA SKILL UNIVERSITY

(A STATE GOVT SKILL UNIVERSITY ESTABLISHED BY GOVT. OF HARYANA)



## Detailed Programme Report

Name of the Skill Faculty: Skill Faculty of Applied Sciences and Humanities

Name of the Programme:

U.G. Certificate in Graphic Design & Multimedia

(2024-25 Onwards)

Duration of the course: 1 Year

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## **1. Preamble**

### **1.1. Introduction**

In line with Skill India Mission, the Government of Haryana has established Shri Vishwakarma Skill University under the Act 25 of 2016. The University is aiming at providing structured skill qualification programs aligned with the existing and emerging job-roles in the Industry. The programs have been mapped with NSQF levels that facilitate vertical mobility from Certificate to Doctoral level. SVSU aims at providing pathways to the Learners from school level to higher education level through a skill-based qualification framework for their career progression.

### **1.2. NSQF aligned Education System**

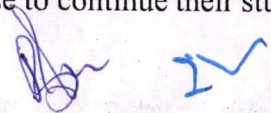
Shri Vishwakarma Skill University has launched a scheme on skill development based short term programs, under the NSQF (National Skills Qualifications Framework). The program content which is developed is based on NSQF requirements.

The vision behind the establishment of Shri Vishwakarma Skill University (SVSU) is to facilitate and promote skill, entrepreneurship development, skill-based education and research in the emerging areas of various sectors and to raise skill level in various fields related to these areas and for matters connected therewith of incidental thereto. It is the first Government Skill University in India. Now University is offering a unique U.G. Certificate in Graphic Design & Multimedia.

### **1.3. About the Program**

The Graphic Design & Multimedia program is designed to give students a wide range of skills needed for careers in design and multimedia. It covers everything from the basics of drawing and digital design to advanced topics like Graphic design, web design, and typography.

Throughout the 1-year program, students will learn both creative and technical skills, preparing them for jobs in design agencies, media companies, and more. Many graduates also choose to continue their studies at top institutions in India and abroad.



This program helps students quickly develop the artistic and technical abilities needed to succeed in the fast-paced world of Graphic Design and Multimedia.

#### 1.4. Objective of the program

The U.G. Certificate in Graphic Design & Multimedia is designed to provide students with a solid foundation in graphic design and multimedia, preparing them for entry-level roles in the creative industry. The program covers essential skills in visual communication, digital design, and multimedia production, with a focus on practical applications in graphic design, web design, and basic animation.

##### PEOs:

- **PEO 1:** Establish a strong foundation in graphic design, multimedia, and problem-solving techniques for effective application in the creative industry.
- **PEO 2:** Introduce students to key areas such as web design, digital imaging, and basic animation.
- **PEO 3:** Familiarize students with emerging trends and tools in graphic design and multimedia.
- **PEO 4:** Develop communication skills and a professional, ethical mindset.

##### POs:

- **PO 1:** Apply graphic design and multimedia skills to create clear and effective visual communications.
- **PO 2:** Use creativity to contribute to projects in areas such as advertising, web design, and basic animation.
- **PO 3:** Develop solutions for design challenges using current software and tools.
- **PO 4:** Provide practical design solutions that enhance learning and engagement.
- **PO 5:** Create visual content for diverse media platforms, including digital and print.

#### 1.5 Learning Outcomes of the programme

There is a high demand for professionals with skills in Graphic Design and Multimedia, especially for those who can work in design and multimedia fields. Graduates of the U.G. Certificate in Graphic Design & Multimedia program will find a wide range of career opportunities in media houses, design studios, production companies, and other creative industries.

#### 1.5. Level of Award

21

21

Program Type	Program Name	Duration
U.G. Certificate	Graphic Design and Multimedia	1 Year

## 2: Program structure

### 2.1 Scope:

#### **Career Opportunities:**

Graduates will be prepared to pursue diverse career paths within the graphic design field, such as:

- Print & Digital Design
- Branding & Identity Design
- Illustration & User Interface Design

And many more art fields are open.

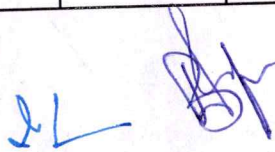
### 2.2 Scheme and Syllabus:

The program content and the credit scheme for the certification program covering both the theory portion as well as practical portion.



## Scheme

Semester	Major Core-I	Major Core-II	Major Core-III	Multi Disciplinary	Ability Enhancement Courses (AEC)	Value Added Courses (VAC)	Project	Total Credit
1	Introduction to Design & Workplace Safety	Graphic Visualization	Computer Graphics -I	Communication and Media	Human Values and Professional Ethics	Environment Science	Project Work-I	20
	Introduction to Design & Workplace Safety Practical	Graphic Visualization Practical	Computer Graphics -I Practical	-	-	-	-	
	(Credit-4)	(Credit-4)	(Credit-4)	(Credit-3)	(Credit-2)	(Credit-2)	(Credit-1)	
2	Graphic Tools	Raster and Vector Graphics	Multimedia	Aesthetics	English Language and Communication Skills	Yoga and Health Skills I	Project Work-II	20
	Graphic Tools Practical	Raster and Vector Graphics Practical	Multimedia Practical	-	English Language and Communication Skills Practical	-	-	
	(Credit-4)	(Credit-4)	(Credit-4)	(Credit-3)	(Credit-2)	(Credit-2)	(Credit-1)	



### Program Scheme Semester: I

Sr.N.	Course Type	Course Code	Nomenclature of Course	Credits			Hours			Theory (Marks)			Practical (Marks)			Total
				T	P	To	T	P	To	I	E	T	I	E	T	
1.	Major core-I	24UGID W01	Introduction to Design & Workplace Safety	2	0	2	30	0	30	15	35	50	0	0	0	50
2.		24UGID W02	Introduction to Design & Workplace Safety Practical	0	2	2	0	60	60	0	0	0	35	15	50	50
3.	Major core-II	24UGG V01	Graphic Visualization	2	0	2	30	0	30	15	35	50	0	0	0	50
4.		24UGG V02	Graphic Visualization Practical	0	2	2	0	60	60	0	0	0	35	15	50	50
5.	Major core-III	24UGCG 01	Computer Graphics -I	2	0	2	30	0	30	15	35	50	0	0	0	50
6.		24UGCG 02	Computer Graphics -I Practical	0	2	2	0	60	60	0	0	0	35	15	50	50
7.	Multidisciplinary	24UGC M01	Communication and Media	3	0	3	45	0	45	30	70	100	0	0	0	100
8.	Project	24UGP W01	Project Work I	0	1	1	0	30	30	0	0	0	35	15	50	50
9.	AEC	24UHPE 01	Human Values and Professional Ethics	2	0	2	30	0	30	30	70	100	0	0	0	100
10.	VAC	24UEVS 01	Environment Science	2	0	2	30	0	30	30	70	100	0	0	0	100
				20			405			450			200			650

## Program Scheme Semester: II

Sr.N.	Course Type	Course Code	Nomenclature of Course	Credits			Hours			Theory (Marks)			Practical (Marks)			Total		
				T	P	To	T	P	To	I	E	T	I	E	T			
1.	Major core-I	24UGG T01	Graphic Tools	2	0	2	30	0	30	15	35	50	0	0	0	50		
2.		24UGG T02	Graphic Tools Practical	0	2	2	0	60	60	0	0	0	35	15	50	50		
3.	Major core-II	24UGR VG01	Raster and Vector Graphics	2	0	2	30	0	30	15	35	50	0	0	0	50		
4.		24UGR VG02	Raster and Vector Graphics Practical	0	2	2	0	60	60	0	0	0	35	15	50	50		
5.	Major core-III	24UG MM01	Multimedia	2	0	2	30	0	30	15	35	50	0	0	0	50		
6.		24UG MM02	Multimedia Practical	0	2	2	0	60	60	0	0	0	35	15	50	50		
7.	Multidisciplinary	24UGA S01	Aesthetics	3	0	3	45	0	45	30	70	100	0	0	0	100		
8.	Project	24UG PW02	Project Work II	0	1	1	0	30	30	0	0	0	35	15	50	50		
9.	AEC	24UE NG01	English Language and Communication Skills	1	0	1	15	0	15	15	35	50	0	0	0	50		
10.		24UE NG02	English Language and Communication Skills Practical	0	1	1	0	30	30	0	0	0	35	15	50	50		
11.	VAC	24UY HS01	Yoga and Health Skills I	2	0	2	30	0	30	30	70	100	0	0	0	100		
							20				405				450			650

# SYLLABUS

## SEMESTER 1

Subject Name: **Introduction to Design & Workplace Safety**

Course Code: 24UGDM01

Credits:02

Marks: 15 I+ 35 E

### Course Objectives

1. **Industry Understanding:** Gain an understanding of the background of the media and entertainment industry.
2. **Role of Graphic Design:** Recognize the specific role and creative importance of graphic design in written and video media.
3. **Design Stages:** Learn the various stages of designing, including the need for tools, creation of rough sketches, and development of design concepts.
4. **Graphics Fundamentals:** Understand the basics of graphics for animation, digital media, print, and games.
5. **Workplace Safety:** Learn to maintain posture and position to minimize fatigue and injury, and understand first aid and safety procedures.

### Course Outcomes

1. **Industry Context:** Understand the media and entertainment industry's background and how it influences design themes.
2. **Graphic Design Role:** Appreciate the importance of graphic design in different media forms.
3. **Design Process:** Navigate through the stages of designing effectively.
4. **Graphic Applications:** Apply basic graphic principles to animation, digital media, print, and gaming.
5. **Safety Practices:** Implement safety measures to ensure a healthy work environment.

### Detailed Syllabus

#### Unit 1: Media and Entertainment Industry Background

- **Course Contents:**
  - Overview of the media and entertainment industry.
  - Influence of industry trends on design themes.
  - Resource themes for design in the media context.

#### Unit 2: Role of Graphic Design

- **Course Contents:**
  - The creative importance of graphic design.
  - Graphic design in written media.
  - Graphic design in video media.



### Unit 3: Stages of Designing

- **Course Contents:**
  - Need for tools in the design process.
  - Creation of rough sketches.
  - Development of design concepts.

### Unit 4: Fundamentals of Graphics

- **Course Contents:**
  - Basics of graphics for animation.
  - Digital media graphics.
  - Print graphics.
  - Game design graphics.

### Unit 5: Workplace Safety and Health

- **Course Contents:**
  - Maintaining posture to minimize fatigue and injury.
  - Keeping first aid kits and understanding first aid procedures.
  - Identifying and documenting workplace risks (e.g., sitting postures, eye fatigue).
  - Maintaining accident reports.
  - Reporting health and safety risks to concerned personnel.
  - Participating in health and safety knowledge sessions and drills.
  - Identifying people responsible for health and safety and emergency contacts.
  - Recognizing security signals and locations (e.g., fire alarms, staircases, first aid stations).
  - Ensuring personal and workplace health and safety.
  - Recommending improvements for health, safety, and security.
  - Following emergency procedures for accidents, fires, or natural calamities.
  - Identifying and correcting risks within individual authority limits.

### Textbooks (Recommended)

1. **Graphic Design School: The Principles and Practice of Graphic Design** by David Dabner, Sandra Stewart, and Eric Zempel
2. **Introduction to Health and Safety at Work** by Phil Hughes and Ed Ferrett

### Reference Books

1. **The Media and Entertainment Industry: Strategies, Regulation and Policy** by Stuart Moss
2. **Graphic Design: A New History** by Stephen J. Eskilson
3. **Occupational Health and Safety Management: A Practical Approach** by Charles D. Reese



# Subject Name: Introduction to Design & Workplace Safety (Practical)

Course Code: 24UGDM02

Credits: 02

Marks: 35 I+ 15 E

## Course Objectives

1. **Understand Design Fundamentals:** Gain a comprehensive understanding of the basic elements of design including proportion, line, color, form, tone, texture, and graphic representation.
2. **Develop Observation Skills:** Enhance observational skills through nature and man-made object drawing exercises.
3. **Apply Design Principles:** Apply fundamental design principles to create digital poster designs, incorporating various elements and concepts.
4. **Promote Workspace Safety:** Emphasize the importance of safety practices in the design workspace to ensure a safe and productive working environment.

## Course Outcomes

1. **Design Element Mastery:** Demonstrate proficiency in using and applying the elements of design through various practical exercises.
2. **Enhanced Drawing Skills:** Produce detailed and accurate drawings of natural and man-made objects, showing an understanding of form and structure.
3. **Effective Poster Design:** Create well-conceived and visually appealing poster designs, showcasing a clear concept and the application of design elements and principles.
4. **Workspace Safety Awareness:** Understand and apply safety practices in the design environment to maintain a safe and efficient workspace.

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## Syllabus

- 1) **Study of Design Elements**
- 2) Create a series of studies focusing on:
  - a) **Proportion**
  - b) **Line**
  - c) **Color**
  - d) **Form**
  - e) **Tone**
  - f) **Texture**
- 3) **Nature Drawing**

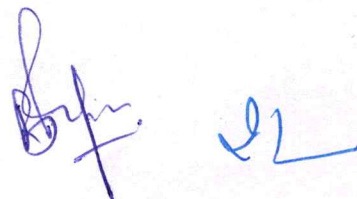
Draw various natural forms such as leaves, flowers, and landscapes.

- 4) **Drawing from Man-Made Objects**

Create detailed drawings of man-made objects such as tools or furniture.

- 5) **Poster Designs**

Design 4 posters based on a given theme.



- i) **4 Sketches:** Initial concept sketches.
  - ii) **Layers:** Digital files with layered designs.
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## Suggested Readings

### 1. Textbooks:

- *The Elements of Graphic Design* by Alex W. White
- *Design Basics* by David A. Lauer and Stephen Pentak

### 2. Reference Books:

- *Drawing on the Right Side of the Brain* by Betty Edwards
- *Color Theory: An Essential Guide to Color - From Basic Principles to Practical Applications* by Patti Mollica
- *The Art of Drawing and Sketching: Basic Techniques for Drawing* by Michael E. Whelan



## Subject Name: **Graphic Visualization**

Course Code: 24UGDM03

Credits: 02

Marks: 15 I+ 35 E

### Course Objectives

1. **Design Specification:** Identify design specifications based on the job brief, including dimensions and operating platforms.
2. **Idea and Concept Development:** Determine and relate the base idea, theme, and concept of the design.
3. **Client Branding:** Identify client branding elements such as color schemes, logos, and target audience.
4. **Platform Requirements:** Determine the platform requirements of the project, such as television, film, print, and gaming.
5. **Work Requirements:** Understand the work requirements relevant to the job role, including format, number, types, and duplicates.
6. **Practical Application:** Apply hands-on skills for creating visualization graphics.

### Course Outcomes

1. **Design Specifications:** Accurately identify and interpret design specifications from a job brief.
2. **Concept Development:** Develop and relate the base idea, theme, and concept to the project requirements.
3. **Branding Elements:** Recognize and incorporate client branding into the design.
4. **Platform Adaptation:** Tailor designs to meet specific platform requirements.
5. **Job Role Requirements:** Fulfill work requirements relevant to the graphic design role.
6. **Practical Skills:** Demonstrate hands-on proficiency in creating visualization graphics.

### Detailed Syllabus

#### Unit 1: Identifying Design Specifications

- Understanding job briefs.
- Identifying dimensions and operating platforms.
- Translating job briefs into design specifications.

#### Unit 2: Developing Base Ideas and Concepts

- Determining the base idea from the brief.
- Relating themes and concepts to the project.
- Conceptualizing initial design ideas.

#### Unit 3: Client Branding and Audience

- Identifying client color schemes and logos.
- Understanding target audience.
- Integrating branding elements into designs.

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#### **Unit 4: Platform Requirements**

- Determining project requirements for various platforms (television, film, print, gaming).
- Adapting designs to fit platform-specific needs.
- Technical specifications for different platforms.

#### **Unit 5: Work Requirements and Hands-on Application**

- Understanding format, number, and types of deliverables.
- Handling duplicates and revisions.
- Practical exercises in visualization graphics.
- Real-world application and project-based learning.

#### **Textbooks (Recommended)**

1. **Graphic Design Thinking: Beyond Brainstorming** by Ellen Lupton
2. **Visualize This: The FlowingData Guide to Design, Visualization, and Statistics** by Nathan Yau

#### **Reference Books**

1. **Designing Brand Identity: An Essential Guide for the Whole Branding Team** by Alina Wheeler
2. **The Elements of Graphic Design** by Alex W. White
3. **Making and Breaking the Grid: A Graphic Design Layout Workshop** by Timothy Samara

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# Subject Name: Graphic Visualization (Practical)

Course Code: 24UGDM04

Credits:02

Marks: 35 I+ 15 E

## Course Objectives

1. **Design Specification Implementation:** Translate design specifications from job briefs into practical applications.
2. **Concept Development:** Develop and visualize base ideas, themes, and concepts into tangible graphic outputs.
3. **Client Branding:** Apply client branding elements in practical design exercises, focusing on consistency and target audience alignment.
4. **Platform Adaptation:** Create designs suited for various platforms, ensuring technical and aesthetic adaptability.
5. **Hands-on Application:** Engage in real-world projects that require the application of graphic visualization skills.

## Course Outcomes

1. **Specification Accuracy:** Accurately apply design specifications in practical assignments.
2. **Concept Realization:** Successfully develop and translate concepts into visual designs.
3. **Brand Consistency:** Implement client branding effectively in all practical outputs.
4. **Platform-Specific Design:** Demonstrate the ability to adapt designs to multiple platforms.
5. **Project Execution:** Complete complex graphic visualization projects with a focus on real-world applications.

## Practical Contents

### 1. Translating Job Briefs into Design Specifications

Create a design project based on a provided job brief. Identify dimensions, platforms, and other specifications to produce an accurate initial concept.

### 2. Developing and Visualizing Base Ideas

- Develop initial sketches or digital mock-ups based on the base idea and concept provided in a brief.

### 3. Client Branding in Design

- Design a branded piece (e.g., a brochure, ad, or social media post) that incorporates a client's branding elements, such as color schemes, logos, and typography.

### 4. Adapting Designs for Multiple Platforms

- Create a design that will be used across multiple platforms (e.g., television, print, and digital). Adapt the design for each platform's specific requirements.

### 5. Project Execution



- Undertake a comprehensive project that involves creating a visualization graphic, handling all stages from concept to final output.

### **Textbooks (Recommended)**

1. *Graphic Design Thinking: Beyond Brainstorming* by Ellen Lupton
2. *Visualize This: The FlowingData Guide to Design, Visualization, and Statistics* by Nathan Yau

### **Reference Books**

1. *Designing Brand Identity: An Essential Guide for the Whole Branding Team* by Alina Wheeler
2. *The Elements of Graphic Design* by Alex W. White
3. *Making and Breaking the Grid: A Graphic Design Layout Workshop* by Timothy Samara



# Subject: Computer Graphics -I

Course Code: 24UGDM05

Credits: 02

Marks: 15 I+ 35 E

## Course Objectives:

- Develop a foundational understanding of core visual communication principles.
- Master the terminology and application of visual elements and design principles.
- Explore various forms of visual communication and their impact on audiences.
- Cultivate critical thinking skills to analyze visual messages and design choices.
- Create effective and visually engaging communication solutions.

## Course Outcomes:

- **Identify and differentiate between visual elements** (line, shape, color, texture, space, typography) and their roles in visual communication.
- **Apply design principles** (balance, contrast, hierarchy, emphasis, etc.) to create visually harmonious compositions.
- **Analyze and critique existing visual communication** using design principles and communication theories.
- **Develop concepts and design solutions** for various communication goals (e.g., posters, infographics, presentations).
- **Utilize basic principles of composition** (focus, leading lines, scale/hierarchy, contrast, repetition, white space, rule of thirds) to create effective visual layouts.
- **Communicate design ideas** effectively in both written and visual formats.

## Unit 1: Introduction to Visual Communication & Typography

- Define visual communication and its role in society.
- Explore the history and evolution of visual communication methods.
- Understand the design process (research, planning, exploration, implementation) in visual communication.
- In-depth exploration of typography:
  - Anatomy of a letterform (ascender, descender, baseline, etc.)
  - Classification of typefaces (serif, sans-serif, display, etc.)
  - Basic principles for readability (hierarchy, contrast, emphasis)

## Unit 2: Composition

- Introduce the core principles of composition:
  - Focus
  - Leading lines
  - Scale/hierarchy
  - Contrast
  - Repetition
  - White space



- Rule of thirds

### **Unit 3: Graphic Design Movements and Styles**

- Survey of major graphic design movements throughout history.
- Bauhaus, Swiss Style, Postmodernism

### **Unit 4: Camera Angles & Framing in Visual Communication**

- Explore the concept of camera angles (normal, high angle, low angle, etc.) and their influence on viewers' perception.
- Identify and understand different types of shots (close-up, medium shot, wide shot, etc.) and their impact on storytelling and composition.
- Analyze how camera angles and framing techniques are used in various visual communication applications (e.g., advertising, film).

### **Unit 5 Visual Metaphor in Design**

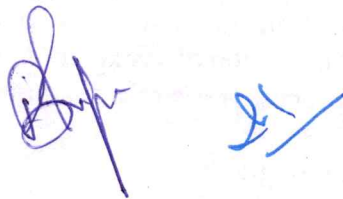
- Understanding the concept of visual metaphor and its application in graphic design.
- Analyzing examples of effective visual metaphors in advertising and editorial design.
- Creating and implementing visual metaphors in design projects.

#### ***Textbooks (Recommended):***

- *Visual Basics: The Fundamentals of Design* by Lisa Lefkowitz
- *Graphic Design School* by David Dabner

#### **Reference Books:**

- *Understanding the Elements of Design* by Robert Reilly and Michael Hattrick
- *The Non-Designer's Design Book* by Robin Williams
- *Filmmaking for Dummies* by Bryan Jay Jones

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## Subject: Computer Graphics – I (Practical)

Course Code: 24UGDM06

Credits: 02

Marks: 35 I+ 15 E

### Course Objectives

1. **Master Typography:** Develop a deep understanding of typographic principles and their application in creating visually compelling compositions.
2. **Apply Composition Techniques:** Learn to effectively apply core principles of composition to create balanced and aesthetically pleasing layouts.
3. **Explore Graphic Design Movements:** Study and create designs inspired by key graphic design movements, understanding their historical context and influence.
4. **Understand Camera Angles & Framing:** Gain proficiency in using various camera angles and framing techniques to enhance visual communication.
5. **Develop Visual Metaphors:** Learn to create visual metaphors that convey complex ideas and messages effectively through design.

### Course Outcomes

1. **Typography Skills:** Demonstrate the ability to create typographic compositions that effectively use typefaces, readability principles, and visual hierarchy.
2. **Composition Mastery:** Apply principles such as focus, leading lines, and white space to develop well-structured layouts that communicate the intended message.
3. **Historical Design Insight:** Produce designs that reflect an understanding of major graphic design movements and their stylistic characteristics.
4. **Camera & Framing Techniques:** Use camera angles and framing effectively to enhance the impact of visual communication projects.
5. **Visual Metaphor Creation:** Create visual metaphors that encapsulate complex ideas, enhancing the depth and meaning of your designs.

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### Detailed Syllabus

#### 1. Typography Practice:

Create a series of typographic compositions using different typefaces and principles of readability (hierarchy, contrast, emphasis).

#### 2. Composition Techniques:

Develop layouts applying core principles of composition (focus, leading lines, scale/hierarchy, contrast, repetition, white space, rule of thirds).

#### 3. Graphic Design Movements:

Create designs inspired by different graphic design movements (e.g., Bauhaus, Swiss Style, Postmodernism).

#### 4. Camera Angles & Framing:



Explore and apply various camera angles and framing techniques in visual communication projects.

#### 5. **Visual Metaphor in Design**

- Develop visual metaphors in design projects.
- Create designs that use visual metaphors to represent abstract concepts or complex ideas.

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#### Textbooks (Recommended)

1. **"Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image, and Digital Media"** by David Dabner, Sandra Stewart, and Eric Zempel.
2. **"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students"** by Ellen Lupton.

#### Reference Books

1. **"The Elements of Graphic Design"** by Alex W. White.
2. **"Typographic Systems of Design"** by Kimberly Elam.
3. **"Graphic Design: A New History"** by Stephen J. Eskilson.
4. **"The Graphic Designer's Digital Toolkit"** by Allan B. Wood.

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# Subject: Communication and Media

Course Code: 24UGDM07

Credits:03

Marks: 30 I+ 70E

## Course Objectives

1. **Understanding Media Channels:** Introduce students to various media channels and their roles in communication.
2. **Developing Communication Skills:** Enhance students' ability to communicate effectively across different media platforms.
3. **Analyzing Media Content:** Develop skills to critically analyze and interpret media content and its impact on audiences.
4. **Creating Media Messages:** Learn to create compelling media messages tailored to different platforms and audiences.
5. **Ethics and Legal Issues:** Understand the ethical and legal considerations in media communication.

## Course Outcomes

1. **Media Literacy:** Demonstrate an understanding of different media channels and their functions in communication.
2. **Effective Communication:** Develop and present clear, persuasive, and targeted messages across various media.
3. **Content Analysis:** Analyze media content and its effectiveness in reaching and influencing target audiences.
4. **Media Production:** Create and produce media messages using appropriate tools and techniques.
5. **Ethical Awareness:** Recognize and apply ethical standards and legal considerations in media communication.

## Detailed Syllabus

### Unit 1: Introduction to Media Channels

- **Course Contents:**

Traditional and digital media channels (print, broadcast, social media).

- The role of media in shaping public perception and communication.
- Media channels and their target audiences.

### Unit 2: Campaign

- Promotional activity which aims to sell a product or service to a target audience.

### Unit 3: Media

- **Course Contents:**
- Media Definition,
- Folk Media



- Mass Media, Emerging Media, Digital Media
- Emerging Trends, Social Media, push and pull factor

#### **Unit 4: Visual Communication using Multimedia**

What is Visual Communication, Use of Authoring tools in Visual Communication ,  
Introduction to Color theory, Storytelling through multimedia.

#### **Unit 5: Ethics and Legal Issues in Media**

- **Course Contents:**
  - Ethical considerations in media communication (privacy, accuracy, representation).
  - Legal issues related to media production and distribution (copyright, libel).

#### **Textbooks**

1. **Media & Culture: An Introduction to Mass Communication** by Richard Campbell, Christopher R. Martin, and Bettina Fabos
2. **The Elements of Journalism: What Newspeople Should Know and the Public Should Expect** by Bill Kovach and Tom Rosenstiel

#### **Reference Books**

1. **Understanding Media: The Extensions of Man** by Marshall McLuhan
2. **The Ethics of Emerging Media: Information, Social Norms, and New Media Technologies** by Bruce E. Drushel and Kathleen German



## Subject Name: Project Work I

Course Code: 24UGDM08

Credits:01

Marks: 35 I+ 15 E

### Course Objectives

1. **Introduction to Graphic Design Projects:** Introduce students to various graphic design project types.
2. **Raster Design:** Develop skills in creating raster graphics using Photoshop.
3. **Print Media Design:** Understand design principles for print media and create designs using Photoshop.
4. **Photoshop Tools Mastery:** Gain proficiency in Photoshop tools and techniques.
5. **Software Application:** Apply Photoshop skills to practical design projects.

### Course Outcomes

1. **Raster Design Proficiency:** Create high-quality raster graphics using Photoshop.
2. **Print Media Design Skills:** Design layouts and graphics for print media using Photoshop.
3. **Photoshop Tool Mastery:** Utilize Photoshop tools effectively for raster graphics and print design.
4. **Software Competence:** Gain proficiency in Photoshop specific to graphic design.
5. **Project Execution:** Complete practical graphic design projects using Photoshop.

### Contents

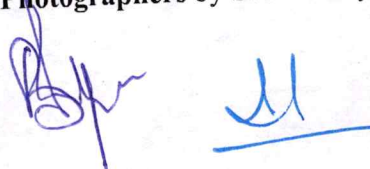
1. **Raster Graphic Creation:**
  - Create a high-quality raster graphic (e.g., digital painting or photo manipulation) using Photoshop, showcasing proficiency in raster design principles.
2. **Print Media Design:**
  - Design a print media piece (e.g., poster or flyer) using Photoshop, applying principles of layout, typography, and color theory.
3. **Photoshop Tool Mastery:**
  - Complete a series of exercises focusing on advanced Photoshop tools and techniques, including image editing, retouching, and applying effects.
4. **Digital Artwork:**
  - Create a digital illustration or artwork using raster graphics techniques in Photoshop, demonstrating creativity and technical skill.
5. **Print Design Preparation:**
  - Prepare a design for print production, including setting up files with appropriate print specifications and understanding bleed, resolution, and color modes.

### Textbooks

1. **Adobe Photoshop Classroom in a Book** by Adobe Creative Team
2. **Photoshop for Artists: A Complete Guide for Fine Artists, Photographers, and Printmakers** by Sylvie Covey

### Reference Books

1. **The Adobe Photoshop CC Book for Digital Photographers** by Scott Kelby



2. **The Non-Designer's Design Book** by Robin Williams



# Environmental Science

Course Code: 24UEVS01

Credits:02

Marks: 30 I+ 70 E

**Course Objective** To develop foundation on principles of environmental studies and concept of structure and function of different compartments of the environment.

## Course Outcome

**CO1:** Understand the fundamentals of environmental studies.

**CO2:** Comprehend ecosystems and their dynamics.

**CO3:** Implement corrective measures for the abatement of pollution.

**CO4:** Understand the waste management techniques.

**CO5:** Grasp environmental policies, legislation, and issues.

## Contents of the course

### Unit:1 Indian Knowledge System- Indigenous Practices, Air & Environment

Environment: Nature, Scope and Importance, Need for Public Awareness. Renewable and Non-Renewable Resources, Atmosphere: Introduction, layers of the atmosphere, Traditional agricultural practices - Organic farming, Crop rotation, Intercropping), Water management techniques - Stepwells, Tankas, Baolis, Forest management and conservation methods - Sacred groves, Agroforestry

### Unit:2 Ecosystems

Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Bio-geochemical Cycles, Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem, Desert ecosystem, Aquatic Ecosystems.

### Unit-3: Environmental Pollution

Environmental Pollution: Definition, Causes, Effects and Control Measures, Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Environmental issues: Climate change, global warming, acid rain, ozone layer depletion

### Unit-4: Waste Management, Environmental policies and legislation

Solid waste management Municipal solid waste management techniques: Bio Composting, Vermicomposting, Incineration, Landfill sites, Liquid waste management: Waste water and Standards for its discharge given by CPCB, Waste water treatment: Effluent Treatment Plant and Sewage treatment plant (STP), Wildlife Protection Act 1972, Forest Conservation Act 1980, Water (Prevention and control of Pollution) Act 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment Protection Act, 1986

### Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural
- Participation in plantation drive and nature camps.
- Campus environmental management activities such as solid waste disposal, water Management and sanitation, and sewage treatment.



## References

1. Deevedi M. (2021). Environment and ecology in the Indian knowledge system. Vidyanidhi prakashan.
  2. Melissa K. Nelson and Daniel Shilling. (2018). Traditional Ecological Knowledge: Learning from Indigenous Practices for Environmental Sustainability. Cambridge University Press.
  3. Odum, E.P., Odum, H.T. & Andrews, J. (1971). Fundamentals of Ecology. Philadelphia: Saunders.
  4. Singh, J.S., Singh, S.P. & Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications.
  5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson).
  6. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK.
  7. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press.
  8. Central Pollution Control Board Web page for various pollution standards. <https://cpcb.nic.in/standards/>
- Ahluwalia, V. K. (2015). *Environmental Pollution, and Health*. The Energy and Resources Institute (TERI).



## Human Values and Professional Ethics

Course Credit: 02(0-1-0)

Course Code: 24UHPE01

Max. Marks: 100(30I+70E)

**Objectives:** The course aims to inculcate core human values and professional ethics in the learners to guide them in developing a strong sense of ethics and values that can help them navigate their chosen profession with integrity and responsibility.

**Learning Outcomes:** After completing this course, the learners will be able to

- Understand of Human values to interact and connect with the outer world in a peaceful manner (Yama).
- To exhibit Professional Ethics at working place.
- Ability to work in team with human values and professional ethics.
- Appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity.

### • UNIT I

• Human Values-1: Values: Understanding values, Types of values, Role of tracking values for individual & social wellbeing.

• Integrity, Trustworthiness, Honesty, Courage, Love and Compassion, non-violence, Renunciation, Righteousness

• Co-operation: -Understanding cooperation and significance of cooperation, Team work, Cohesion of Self-Family-Society.

### • UNIT II

• Human Values-2: Empathy, Emotional Intelligence– Emotional Competencies – Conscientiousness.

• Self-confidence, Spirituality, Character.

• Truthfulness: Understanding truthfulness, need for truthfulness and role of truthfulness in relationship and social interaction.

• Customs and Traditions -Value Education – Human Dignity – Human Rights – Fundamental Duties.

### • UNIT III

• Professional Ethics aiming at excellence and Harmony: Value Based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics.

• Integrity, Trusteeship, Harmony, Accountability, Inclusiveness, Commitment, Respectfulness, Belongingness, Sustainability

### • UNIT IV

Professional Ethics: Global Prospective:

• Globalization and MNCs –Cross Culture Issues,

• Business Ethics, Media Ethics, Environmental Ethics, Bio Ethics, Computer Ethics, War

Ethics

### • UNIT V

Duties and Rights in Profession:

• Concept of Duty, Professional Duties, Consensus and Controversy

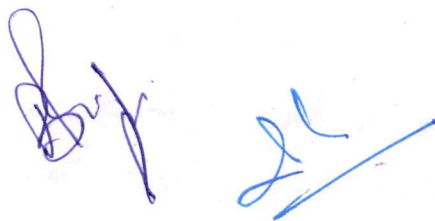
• Professional and Individual Right,

• Conflict of Interest-Ethical egoism,

• Gifts and Bribes, Plagiarism

### **Recommended Readings:**

1. Alavudeen, A, R. Kalil Rahman, and M. Jayakumaran. Professional Ethics and Human Values. Laxmi Publications, 2015.
2. Banerjee, B P. Foundation of Ethics and Management. Excel Books, 2005.
3. Gaur, R, R, R. Sangal, and G.P. Bagaria. A Foundation Course in Human Values and Professional Ethics. Excel Books, 2010.
  
4. Hugman, Richard. New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions. Red Globe Press, 2005.
  
5. Hugman, Richard, and Carter Jan. Rethinking Values and Ethics in Social Work. Ney York: Red Globe Press, 2017.
6. Titus, Smith and Nolan. Living Issues in Philosophy. Oxford University Press, 1995.

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# SEMESTER 2

Subject Name: **Graphic Tools**

Course Code: 24UGDM09

Credits: 02

Marks: 15 I+ 35 E

## Course Objectives

1. **Material Gathering:** Learn to gather and select relevant raw stock materials for production.
2. **Material Preparation:** Understand the process of sorting and preparing materials for production.
3. **Software and Equipment Check:** Ensure the readiness of software and equipment for use.
4. **Data Management:** Develop skills for saving backups and preparing final data-sets in appropriate formats.
5. **Software Maintenance:** Maintain software and clear logs/data regularly.

## Course Outcomes

1. **Raw Material Selection:** Effectively gather and select raw stock images and materials for production.
2. **Material Organization:** Sort and prepare materials for the production process.
3. **Technical Readiness:** Check and prepare software and equipment for use.
4. **Data Handling:** Save backups and prepare final data-sets in required formats.
5. **Software Management:** Maintain software and manage data logs efficiently.

## Detailed Syllabus

### Unit 1: Gathering Raw Stock Materials

- **Course Contents:**
  - Collecting photographs, clipart, image filters, and other raw materials.
  - Selecting relevant materials for production purposes.

### Unit 2: Preparing Materials for Production

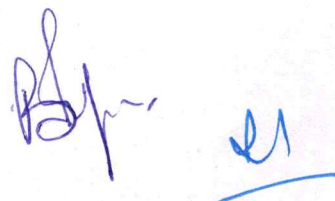
- **Course Contents:**
  - Sorting raw materials.
  - Organizing materials to make them ready for the production process.

### Unit 3: Checking Software and Equipment

- **Course Contents:**
  - Ensuring software like Photoshop and scanners are ready for use.
  - Performing equipment checks before starting production.

### Unit 4: Data Management and Backup

- **Course Contents:**



- Saving interim data-sets in appropriate file formats.
- Preparing final data-sets according to technical specifications (e.g., .psd, .ai, .cdr).
- Using appropriate mediums for data storage (e.g., DVD, CD, digital flash drives).

### **Unit 5: Software Maintenance**

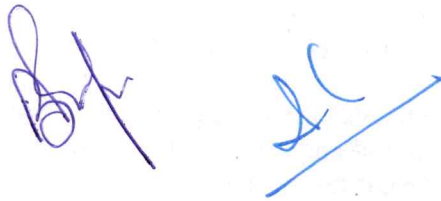
- **Course Contents:**
  - Clearing logs and data from software.
  - Regular software maintenance practices.

### **Textbooks (Recommended)**

1. **Adobe Photoshop Classroom in a Book** by Andrew Faulkner and Conrad Chavez
2. **The Graphic Designer's Digital Toolkit** by Allan B. Wood

### **Reference Books**

1. **Digital Imaging: A Practical Approach** by Jill A. Brody
2. **Managing Digital Resources in Libraries** by Audrey Fenner
3. **Graphic Design Essentials** by Joyce Rutter Kaye



## Subject Name: Graphic Tools (Practical)

Course Code: 24UGDM10

Credits:02

Marks: 35 I+ 15 E

### Course Objectives

1. Learn to gather and select relevant raw stock materials for production.
2. Understand the process of sorting and preparing materials for production.
3. Ensure the readiness of software and equipment for use.
4. Develop skills for saving backups and preparing final data-sets in appropriate formats.
5. Maintain software and clear logs/data regularly.

### Course Outcomes

1. Effectively gather and select raw stock images and materials for production.
2. Sort and prepare materials for the production process.
3. Check and prepare software and equipment for use.
4. Save backups and prepare final data-sets in required formats.
5. Maintain software and manage data logs efficiently.

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### Practical Syllabus

#### Unit 1: Gathering Raw Stock Materials

1. Collect and organize a variety of photographs, clipart, and image filters based on a specific design project.
2. Create a categorized library of raw materials suitable for different types of design projects.

#### Unit 2: Preparing Materials for Production

1. Sort and prepare the gathered raw materials, ensuring they meet the requirements for the production process.
2. Create a sample project using the prepared materials to demonstrate readiness for production.

#### Unit 3: Data Management and Backup

1. Save interim data-sets in multiple file formats (.psd, .ai, .cdr) and organize them systematically.
2. Prepare final data-sets and back them up using appropriate storage mediums (e.g., DVD, CD, digital flash drives).

#### Unit 4: Software Maintenance

1. Clear logs and unnecessary data from software to maintain optimal performance.

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## Suggested Readings

### 1. Textbooks:

- *Adobe Photoshop Classroom in a Book* by Andrew Faulkner and Conrad Chavez
- *The Graphic Designer's Digital Toolkit* by Allan B. Wood

### 2. Reference Books:

- *Digital Imaging: A Practical Approach* by Jill A. Brody
- *Managing Digital Resources in Libraries* by Audrey Fenner
- *Graphic Design Essentials* by Joyce Rutter Kaye

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# Subject Name: **Raster and Vector Graphics**

Course Code: 24UGDM11

Credits:02

Marks: 15 I+ 35 E

## Course Objectives

1. **Graphic Element Selection:** Learn to select graphic elements in accordance with the design idea.
2. **Color Output Determination:** Understand how to determine color output based on the design idea.
3. **Image Editing and Composition:** Develop skills for editing and composing existing images.
4. **Digital Artwork Creation:** Create various digital artworks, including logos, posters, and stationery.
5. **Typography Design:** Create typography designs for various applications, such as movie titles and logo text.
6. **Practical Application:** Engage in practice sessions to apply learned techniques.

## Course Outcomes

1. **Element Selection:** Select appropriate graphic elements for their design projects.
2. **Color Decisions:** Make informed decisions about color output based on design requirements.
3. **Image Editing:** Edit and compose images to meet project specifications.
4. **Art Creation:** Produce digital artworks such as logos, posters, and stationery.
5. **Typography Skills:** Create effective typography designs for different contexts.
6. **Hands-on Experience:** Demonstrate practical skills through practice sessions.

## Detailed Syllabus

### Unit 1: Selecting Graphic Elements

- **Course Contents:**
  - Selecting graphic elements in line with design ideas.
  - Understanding the role of different elements in a design.

### Unit 2: Determining Color Output

- **Course Contents:**
  - Determining appropriate color schemes based on design concepts.
  - Exploring color theory and its application in digital design.

### Unit 3: Editing and Composing Images

- **Course Contents:**
  - Editing existing images under supervision.
  - Composing images to fit design requirements.

### Unit 4: Creating Digital Artworks

- **Course Contents:**
  - Creating logos, posters, and stationery.
  - Utilizing various tools and techniques for digital art creation.

## Unit 5: Typography Design

- **Course Contents:**

- Designing typography for movie titles, logo text, and other applications.
- Exploring different typographic styles and their applications.
- Hands-on practice of selecting elements, determining color, editing images, and creating artworks.
- Real-world projects to apply and refine skills.

### Textbooks

1. **Adobe Illustrator Classroom in a Book** by Brian Wood
2. **Photoshop for Dummies** by Peter Bauer

### Reference Books

1. **Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork** by Von Glitschka
2. **The Non-Designer's Design Book** by Robin Williams
3. **Logo Design Love: A Guide to Creating Iconic Brand Identities** by David Airey

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# Subject Name: Raster and Vector Graphics (Practical)

Course Code: 24UGDM12

Credits:02

Marks: 35 I+ 15 E

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## Course Objectives

1. Learn to select appropriate graphic elements for various design ideas.
2. Understand how to determine color output based on design concepts.
3. Develop skills in editing and composing images.
4. Create digital artworks, including logos, posters, and stationery.
5. Design effective typography for various applications.
6. Engage in practical sessions to apply and refine graphic design techniques.

## Course Outcomes

1. Demonstrate proficiency in selecting graphic elements that align with design projects.
2. Make informed decisions regarding color output to enhance design projects.
3. Apply editing and composition skills to meet specific design requirements.
4. Create and refine digital artworks, such as logos and posters, with attention to detail.
5. Develop typography designs that are appropriate for movie titles, logos, and other applications.
6. Showcase practical skills through hands-on projects and practice sessions.

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## Practical Syllabus

### Unit 1: Selecting Graphic Elements

1. Select and organize graphic elements that complement a specific design idea.
2. Create a simple design using selected elements, focusing on visual harmony.

### Unit 2: Determining Color Output

1. Develop a color palette for a design project, applying basic color theory principles.
2. Experiment with color schemes in a digital design, assessing their impact on the overall aesthetic.


### Unit 3: Editing and Composing Images

1. Edit an existing image, focusing on enhancing its visual appeal.
2. Compose multiple images into a cohesive design, ensuring alignment with the project brief.

### Unit 4: Creating Digital Artworks

1. Design a logo for a fictional brand, utilizing vector graphics tools.
2. Create a poster or stationery design that incorporates both raster and vector elements.

### Unit 5: Typography Design



1. Develop a typography design for a movie title, experimenting with different fonts and styles.
2. Create a logo text design that effectively communicates the brand identity.

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### Suggested Readings

#### 1. Textbooks:

- *Adobe Illustrator Classroom in a Book* by Brian Wood
- *Photoshop for Dummies* by Peter Bauer

#### 2. Reference Books:

- *Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork* by Von Glitschka
- *The Non-Designer's Design Book* by Robin Williams
- *Logo Design Love: A Guide to Creating Iconic Brand Identities* by David Airey



## Subject Name: Multimedia

Course Code: 24UGDM13

Credits: 02

Marks: 15 I+ 35 E

### Course Objectives (CO)

1. To introduce students to the fundamental concepts and elements of multimedia.
2. To provide hands-on experience with multimedia authoring tools.
3. To understand the principles of visual communication in multimedia.
4. To familiarize students with internet technology and its applications in multimedia.
5. To explore emerging technologies like AR/VR and their integration with multimedia.

### Course Outcomes

- Gain a thorough understanding of multimedia and graphics principles.
- Develop the ability to use authoring tools effectively for multimedia production.
- Apply color theory and visual communication techniques to multimedia projects.
- Understand and apply internet technologies in the context of multimedia.
- Stay updated with emerging technologies like AR/VR and their real-world applications.

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### Detailed Syllabus

#### Unit 1: Introduction to Multimedia

- **Key Learnings:**
  - What is Multimedia?
  - Elements of Multimedia in detail (text, images, audio, video, animation, interactivity).
  - Linear and Non-Linear Multimedia.
  - Uses of Sound and Typography in Multimedia.

#### Unit 2: Authoring Tools

- **Key Learnings:**
  - Introduction to Authoring Tools.
  - Different types of Authoring Tools (card-based, time-based, icon-based).
  - Designing outputs using various authoring tools.
  - Study of Media platforms related to authoring tools like print and electronic media.
  - Overview and application of Articulate 360 in multimedia design.

#### Unit 3: Visual Communication using Multimedia

- **Key Learnings:**
  - What is Visual Communication?
  - Use of Authoring tools in Visual Communication.



- Introduction to Color Theory.
- Storytelling through multimedia.

#### **Unit 4: Introduction to Internet Technology**

- **Key Learnings:**
  - How the internet works.
  - Defining LAN, WAN, and WWW.
  - Uses of the Internet in multimedia applications.
  - Understanding IP addresses, ISPs, and the role of web browsers.
  - Internet protocols (HTTP, HTTPS, FTP, SMTP, POP).

#### **Unit 5: Emerging Multimedia Technologies**

- **Key Learnings:**
  - Introduction to AR/VR.
  - Applications of AR/VR in multimedia.
  - Study of new media platforms like websites and mobile apps.

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#### **Suggested Readings**

1. **Textbooks:**
  - *Multimedia: Making It Work* by Tay Vaughan
  - *Principles of Multimedia* by Ranjan Parekh
2. **Reference Books:**
  - *Multimedia: Computing, Communications and Applications* by Ralf Steinmetz and Klara Nahrstedt
  - *The Art of Interactive Design* by Chris Crawford
  - *Color Theory for the Web* by Molly E. Holzschlag



2. Design a basic interface for a mobile app or website, focusing on user-friendly design principles.

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### Suggested Readings

1. **Textbooks:**

- *Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image, and Digital Media* by David Dabner, Sandra Stewart, and Abbie Vickress.
- *Multimedia: Making It Work* by Tay Vaughan.

2. **Reference Books:**

- *The Non-Designer's Design Book* by Robin Williams.
- *Color Design Workbook: A Real World Guide to Using Color in Graphic Design* by Sean Adams and Terry Stone.
- *Design Basics Index* by Jim Krause.



## **Subject Name: Multimedia (Practical)**

Course Code: 24UGDM14

Credits:02

Marks: 35 I+ 15 E

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### **Course Objectives (CO)**

1. **CO1:** Apply basic multimedia concepts in practical design tasks.
2. **CO2:** Gain introductory experience with multimedia tools and software.
3. **CO3:** Utilize graphic design principles in multimedia projects.
4. **CO4:** Understand the integration of internet technology in multimedia design.
5. **CO5:** Explore new media and emerging technologies in a simplified, hands-on manner.

### **Course Outcomes (CO)**

1. **CO1:** Demonstrate the ability to create simple multimedia graphics and projects.
2. **CO2:** Develop basic multimedia content using introductory authoring tools.
3. **CO3:** Apply fundamental design and color theory principles in multimedia projects.
4. **CO4:** Implement basic internet technology knowledge in multimedia creation.
5. **CO5:** Design simple projects using emerging multimedia technologies.

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### **Simplified Practical Syllabus**

#### **Unit 1: Introduction to Multimedia**

1. Create a simple multimedia poster incorporating text, images, and basic design elements.
2. Develop a linear multimedia presentation with basic navigation and visual consistency.

#### **Unit 2: Authoring Tools**

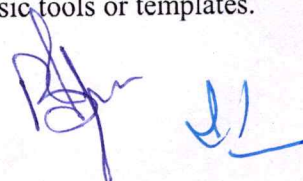
1. Design a basic e-learning slide using simple authoring tools, focusing on layout and typography.
2. Create a digital flyer or brochure for print, using introductory graphic design software.

#### **Unit 3: Visual Communication using Multimedia**

1. Design a simple storyboard that illustrates a visual narrative using basic graphic design principles.
2. Apply color theory by creating a basic color palette and using it in a simple multimedia project.

#### **Unit 4: Emerging Multimedia Technologies**

1. Explore and create a simple AR/VR mockup using basic tools or templates.



4. **Photoshop for Artists: A Complete Guide for Fine Artists, Photographers, and Printmakers** by Sylvie Covey

### Reference Books

3. **The Adobe Photoshop CC Book for Digital Photographers** by Scott Kelby
4. **The Non-Designer's Design Book** by Robin Williams

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- **Course Contents:**

- Study of the Dhvani theory and its significance in Indian aesthetics.
- Analysis of Alankar (ornamentation) and Auchitya (propriety) in artistic expression.
- Exploration of Riti (style) in the context of Indian literary and visual arts.

#### **Unit 4: Shadanga and Iconography**

- **Course Contents:**

- Understanding the six limbs of Indian art (Shadanga): Roop Bheda (form), Praman (proportion), Bhava (expression), Lavanya Yojana (graceful arrangement), Sadrishya (likeness), and Varnika Bhanga (color application).
- Study of the iconography of ancient Indian art and its application of Shadanga principles.

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#### **Textbooks (Recommended)**

1. *Foundations of Indian Art* by Ananda K. Coomaraswamy
2. *Indian Aesthetics: An Introduction* by V. S. Seturaman
3. *The Natyasastra of Bharatamuni* by Manomohan Ghosh

#### **Reference Books**

1. *The Theory of Rasa in Sanskrit Drama* by K.C. Pandey
2. *A History of Indian Aesthetics* by Radhakamal Mukerjee



## Subject Name: **Project Work II**

Course Code: 24UGDM16

Credits: 01

Marks: 35 I+ 15 E

### Course Objectives

1. **Introduction to Graphic Design Projects:** Introduce students to various graphic design project types.
2. **Raster Design:** Develop skills in creating raster graphics using Photoshop.
3. **Print Media Design:** Understand design principles for print media and create designs using Photoshop.
4. **Photoshop Tools Mastery:** Gain proficiency in Photoshop tools and techniques.
5. **Software Application:** Apply Photoshop skills to practical design projects.

### Course Outcomes

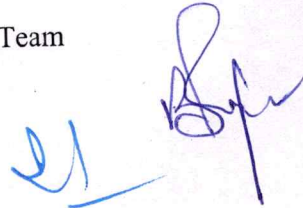
1. **Raster Design Proficiency:** Create high-quality raster graphics using Photoshop.
2. **Print Media Design Skills:** Design layouts and graphics for print media using Photoshop.
3. **Photoshop Tool Mastery:** Utilize Photoshop tools effectively for raster graphics and print design.
4. **Software Competence:** Gain proficiency in Photoshop specific to graphic design.
5. **Project Execution:** Complete practical graphic design projects using Photoshop.

### Contents

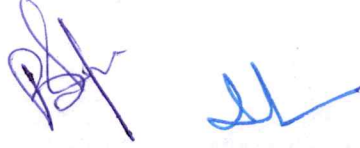
1. **Raster Graphic Creation:**
  - a. Create a high-quality raster graphic (e.g., digital painting or photo manipulation) using Photoshop, showcasing proficiency in raster design principles.
2. **Print Media Design:**
  - a. Design a print media piece (e.g., poster or flyer) using Photoshop, applying principles of layout, typography, and color theory.
3. **Photoshop Tool Mastery:**
  - a. Complete a series of exercises focusing on advanced Photoshop tools and techniques, including image editing, retouching, and applying effects.
4. **Digital Artwork:**
  - a. Create a digital illustration or artwork using raster graphics techniques in Photoshop, demonstrating creativity and technical skill.
5. **Print Design Preparation:**
  - a. Prepare a design for print production, including setting up files with appropriate print specifications and understanding bleed, resolution, and color modes.
6. **Design Enhancement:**
  - a. Apply effects, filters, and adjustments to a set of digital artworks to enhance their visual appeal and quality.
7. **Final Project Presentation.**

### Textbooks (Recommended)

3. **Adobe Photoshop Classroom in a Book** by Adobe Creative Team



2. Swami Satyananda Saraswati: Asana, Pranayama, Bandha, Mudra, Bihar School of Yoga, Munger, 2006
3. Basavaraddi, I.V. & others: YOGASANA: A Comprehensive description about Yogasana, MDNIY, New Delhi, 2011.
4. Basavaraddi, I.V. & others: Yogic Sukshma Evam Sthula Vyayama, MDNIY, New Delhi, 2011.

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- **Recommended Readings:**

- Joseph, C. J., Myall, E. G., and A. Biswas, eds. A Comprehensive Grammar of Current English. New Delhi: Inter University P, 2014.
- Lata, Pushp, and Sanjay Kumar. Communication Skills. 2nd ed. New Delhi: OUP, 2019.
- Monippally, Matthukutty, M. Business Communication: From Principles to Practice. NewDelhi: McGraw Hill Pub., 2018.
- Mukerjee, H. S. Business Communication: Connecting at Workplace. New-Delhi: Oxford University Press, 2012.
- Murphy, H. A., Hildebrandt, H.W., and Thomas, J.P. Effective Business Communication. Boston: McGraw-Hill Companies, 1997.
- Ramesh, Gopaldaswamy, and Mahadevan Ramesh. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success. Noida: Pearson, 2019.
- Sandra, M. O. Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied. New Delhi: Routledge, 2004.
- Sinha, K. K. Taxmann's Business Communication.4th Revised ed. New Delhi: Taxmann's Pub., 2018.
- Sinha, R. P. Current English and Usage with Composition. New Delhi: OUP, 2013.
- Taylor, Grant. English Conversation Practice. Indian ed. Chennai: McGraw Hill Education Pvt. Ltd., 2017.

Two handwritten signatures in blue ink are located below the list of recommended readings. The first signature is on the left and the second is on the right.

## Subject Name: Aesthetics

Course Code: 24UGDM15

Credits:03

Marks: 30 I+ 70 E

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### Course Objectives

1. **Understanding Indian Aesthetics:** Provide an overview of Indian aesthetics and its historical context, exploring the philosophical foundations related to the arts.
2. **Exploring Rasa Theory:** Introduce the Rasa-Nishpatti Theory of Bharat Muni, including its forms, types of Rasa, and Bhaav, and trace the development of the theory through various scholars.
3. **Analyzing Literary Theories:** Delve into the Dhvani theory, Alankar, Auchitya, and Riti, and their significance in Indian aesthetics.
4. **Comprehending Shadanga:** Study the six limbs of Indian art (Shadanga) and their application in Indian art and iconography.

### Course Outcomes

1. **Knowledge of Indian Aesthetic Principles:** Demonstrate an understanding of Indian aesthetics and its historical background, including the key principles of Indian philosophy related to the arts.
2. **Application of Rasa Theory:** Analyze and apply the concepts of the Rasa-Nishpatti Theory, including the types of Rasa and Bhaav, and their developments by various scholars.
3. **Literary Critique Skills:** Critically engage with the Dhvani theory, Alankar, Auchitya, and Riti, and apply these concepts in the analysis of literary and visual works.
4. **Artistic Analysis Using Shadanga:** Apply the six limbs of Indian art (Shadanga) to analyze and interpret the iconography of ancient Indian art.

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### Detailed Syllabus



#### Unit 1: Introduction to Indian Aesthetics

- **Course Contents:**
  - Overview of Indian aesthetics and its historical background.
  - Introduction to the basic principles of Indian philosophy as they relate to the arts.
  - Definitions and discussions on the concepts of beauty and ugliness.
  - Exploration of the concepts of truth, beauty, and goodness (Satyam, Shivam, Sundaram).

#### Unit 2: Rasa-Nishpatti Theory

- **Course Contents:**
  - Introduction to the Rasa-Nishpatti Theory by Bharat Muni.
  - Examination of the different forms of Rasa and types of Bhaav.
  - Development of Rasa theory by scholars such as Abhinav Gupta, Bhatt Nayak, Bhatt Lollat, and Shankuk.

#### Unit 3: Dhvani Theory and Literary Devices

# Yoga and Health Skills- I

Course Credit: 02 (2-0-0)

Course Code:24DYHS01

Max. Marks: 100(30I+70E)

## Objectives:

- To enable the student to have knowledge of Yoga.
- To possess emotional stability.
- To attain higher level of consciousness.

**Learning Outcomes:** After the completion of the course, the learners will be able to 1: Know and understand about basic Yoga.

2: Apply the knowledge of about different school of yoga to practice it traditionally. 3: Explaining the importance of health.

4: Apply knowledge of yoga asana for mental, physical and social well- being. 5: Understand the need of mediation techniques to practice it on daily basis.

Unit	Statement
1 Introduction to Yoga	Yogic Prayer Mantra, Meaning and Definition of Yoga, Aim and Objectives of Yoga, Misconceptions of Yog. Importance of Yoga in modern era.
2 Yoga Practices	Raja Yoga (AshtangaYoga), Bhakti Yoga, Karma Yoga, Hatha Yoga.
3 Health	Meaning, definition, yogic lifestyle, importance of yoga in health protection, measures to increase immunity.
4 Yogic Management in Health Problems	Cervical, Back Pain, Diabetes and Stress.
5 Meditation	Meaning, Types, Importance, General Instructions And Suggestions For Meditation, Physical, Mental and Spiritual Effects Of Meditation.

## TEXT BOOKS

1. Yoga & yogic chikitsa - Singh Prof. Ramharsh , Chaukhamba Sanskrit pratishthan, Edition 2011
2. Swami Vivekananda: Jnana Yoga, Bhakti Yoga, Karma Yoga, Raja Yoga, Advaita Ashrama, Calcutta, 2002.
3. Prof. Ramharsh Singh -SwashtavrittaVigyan, Chaukhambha Sanskrit Prakashan, Varanasi, 1998.
4. Sriram Sharma Acharya- JivemSharadahShatam, AkhandJyoti Mathura 1998.
5. Prof. Ramharsh Singh-Yogewam Yogic Chitksha, Chaukhambha Sanskrit Prakashan, Varanasi, 1998.
6. SwasthaVrittaVigyanewam Yogic Chiktsha- Dr. RakeshGiri, SikhshaBharti, Uttrakhand.

## REFERENCE BOOKS

1. Swami Kuvalyananda: Asana, Kaivalyadhama, Lonavla, 1993

## English Language and Communication Skills

Course Credit: 01(1--0)

Course Code: 24DENG01

Max. Marks: 50(15I+35E)

Objectives:

- To enhance the language and communication competence of learners with an emphasis on English for Specific Purposes (ESP) through communication skills related activities.

**Learning Outcomes:** After this course, the learners will be able to

- Communicate effectively in diverse situations.
- Frame sentences for their professional and personal communication needs.
- Draft meticulous resumes, letters, minutes and presentations.
- Comprehend and understand intermediate level of passages and audios.

Units	Topics
I Communi cations Skills	Meaning, Process and Types of Communication; Principles of Effective Communication;
II  Gramma r and Voca bular y	Use of Tenses, Articles, Prepositions, Conjunctions, Subject-verb concord, Word formation: Base, Prefixes, Suffixes Synonyms, Antonyms, One-word substitutes
III  Listenin g Skills	Process and types of listening, deterrents to listening process, Essentials of good listening. Listening Comprehension and Note- Taking
IV Writing Skills	Report writing, Agenda and Minutes; Letter Writing: Business letters, Cover letters, Electronic mail; Resume Writing
V Speaking Skills	Preparing for interviews- Types of interviews, Group discussion; Effective ways of performing well in interviews; Public Speaking

## English Language and Communication Skills Practical

Course Credit: 01(0-1-0)

Course Code: 24DENG02

Max. Marks: 50(35I+15E)

**Course Objective:** This course is designed to strengthen the communication abilities of the learners by providing them hands-on practice.

**Learning Outcomes:** After completing this course, the learners will be able to

- 1) Demonstrate knowledge and understanding of a range of professional or public communication situations.
- 2) Perform effectively in diverse professional and public communication situations like interviews and negotiations, drafting emails and resume etc.

### Details:

1. Situational Conversations
2. Listening Skills
3. Resume Writing
4. Mock Interviews
5. Group Discussion
6. Presentation Skills
7. Negotiation Skills
8. Email Writing
9. Public Speaking

**Note:** The teacher should play the role of the facilitator and allow the learners maximum time to practice these activities. The focus should be primarily on helping the learners overcome the LSWR barrier and gradually move towards honing these skills to enable the learners use them in professional communication situations.

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