ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle,
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE

PROGRAMMES

P.G. Diploma in Graphic Design

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

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REGULATIONS

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NAME OF THE PROGRAMME   : *P.G. Diploma in Graphic Design*

ELIGIBILITY: Any Under graduate program of minimum 3-year duration in any specialization, after 10+2 system, from any university or institute recognized by law in India. OR

Full-time Diploma of minimum 3-year duration in Design / Fine Arts / Applied Arts / Architecture, Visual Communication, Animation, Film & Video Making or any courses related to Graphic Design curriculum after 10th SSLC system, from any university or institute recognized by law in India.

PATTERN: Semester

DURATION: The course for the Full-Time students shall extend over a period of only one Academic Year.

CONTINUOUS INTERNAL ASSESSMENT:

The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in case studies, paper presentations, quizzes, Practical, tests and other assignments.

ATTENDANCE:

Students who secure at least 80% of attendance in the year will only be eligible to appear for the examination of that year. Those who fail to secure the required attendance shall repeat the same year/ course during the subsequent academic year.

UNIVERSITY EXAMINATIONS:

The University examinations will be held at the end of the Academic Year for duration of three hours for each subject. End semester Jury will be held for the practical subjects with an external examiner.

EVALUATION OF ANSWER PAPERS:

 Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

PASSING MINIMUM:

 The passing minimum, for the University examination is 50% of the total marks of the university examination in each subject. The overall passing minimum is 50% both in the external and aggregate of Internal and external in each subject. There are no minimum prescribed marks for pass in the internal assessment.

CLASSIFICATION: There classification of marks will be as follows.

60% and above	- I	Class
50% to 59%	- II	Class

AWARD OF DIPLOMA:

 Students who successfully complete the programme within the stipulated period will be awarded PG Diploma in Fashion Design.

COURSE COMPLETION:

 Students shall complete the programme within a period not exceeding 5 years from the year of completion for the period of study.

MISCELLANEOUS

a. Each student possesses the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
b. Each student is issued with an identity card by the University to identify his / her admission to the course
c. Students are provided library and internet facilities for development of their `studies.
d. Students are to maintain the record of practical conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
e. Students who successful complete the course within the stipulated period will be awarded the degree by the University.
f. The Internship / Project (any other viva-voce) where external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

FEE STRUCTURE

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

Semester Pattern

Pattern	Course Fee payment deadline
Semester	Fee must be paid before 10th February of the academic year

Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

P.G. Diploma in Graphic Design

Sem.	Course Code	Title of the Paper	T/P	Cr.	Hours	Max. Marks		
						Int.	Ext.	Total
I	98711	Theory of Graphic Design	T	4	5	25	75	100
	98712	Visual Arts & Tools – Practical	P	5	10	25	75	100
	98713	Image Making – Practical	P	5	10	25	75	100
	98714	Typography	T	4	5	25	75	100
		Total		**18**	**30**			**400**
II	98721	Digital Tools &Design – Practical	P	4	8	25	75	100
	98722	Print Media Design – Practical	P	4	8	25	75	100
	98723A 98723B	**Elective** a) UI – UX Design – Practical b) Branding Visual Identity Design - Practical	P	4	6	25	75	100
	98724	Diploma Project	PR	6	8	25	75	100
		Total		**18**	**30**			**400**
		Grand Total		**36**	**60**			

P.G. Diploma in Graphic Design					
Course Code:98711	Theory of Graphic Design		T	Credits:4	Hours:5

Unit– I	
Objective 1	**To understand the principles of visual design**

Elements & Principles of Graphic Design
Dots & Lines; 2D shapes – Geometric, Organic, Abstraction, 3D forms, Patterns & Textures,Color & Value-Color Wheel, Color Schemes, Space - Negative/Positive, Figure/Ground. Unity, Balance, Contrast, Rhythm & Movement, Proportion, Repetition, Hierarchy, Empahsis

Outcome 1	**Understanding of primary elements and principles of visual design** *Questions: classify, compare, convert, Explain,Express, Illustrate, Outline, Relate, Show,Summaries, Translate.*	**K2**

Unit– II	
Objective 2	**To gain knowledge on graphic design**

History of Graphic Design - I
Pre-historic art, Branding of animals, Seals and minting, written script, print making in china and Germany.Pre-industrial era - arts and crafts movement. Art movements: Japanese prints and its effects in west. Modernism leading to Bauhaus and its effect.Modernism in America

Outcome 2	**A basic knowledge on Learn about the history of graphic design** *Questions: classify, compare, convert, Explain,Express, Illustrate, Outline, Relate, Show,Summaries, Translate.*	**K2**

Unit– III	
Objective 3	**To understand the design concepts**

History of Graphic Design - II
Post modernism and its counter. Early Mass Marketing – effects of industrialization. Graphic Design Radicalism – 1950s – 1970s.Structuralism. Post structuralism. Deconstruction. Digital era- Raster versus vector. DTP and its effects. Software tools. Open source movement. Fonts and typeface. Social era UI to UX. Women in Graphic design.

Outcome 3	**Understand the emergence of design as a recognized practice** *Question: Construct, Develop, Discover, Identify,Interview, modify, Predict, Practice, Solve.*	**K3**

Unit–IV	
Objective 4	**To understand the design choices**

Art Appreciation
Nature of Art, Meaning of Art, Types of Visual Expression - a. Narration and Description b. Illusion and Reality Appreciation – Form, Content & Context; Famous Artists & Graphic Designers – Their works

Outcome 4	**To make informed design choices** *Question: Categories, Classify,Compare, Distinguish, Generate, Examine,Interpret, Operate, Simplify.*	**K4**

Unit–V	
Objective 5	**To know about applied theory**

Applied Theory

Visual Language, Semiotics, Marks, Icons, and Symbols, Mixing Color: Paint, Print and Screen.Communication models. Roland Barthes. Gestalt theory,synesthesia.

Outcome 5	Understand the applied theory	K5
	Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret,Justify, Measure, Priorities, Prove, Select.	

References:-

1. Understanding media: the extensions of man by Marshall McLuhan
2. Graphic design: a new history by Stephen J. Eskilson
3. Ways of Seeing - by John Berger
4. Interaction of Color by Josef Albers
5. Women Design—Libby Sellers
6. DESIGN(H)ERS: A Celebration of Women in Design Today—Published by Victionary
7. The Language of Graphic Design: An illustrated handbook for understanding fundamental design principles by Richard Poulin

(On what level the COs & POs correlated each other -based on that we have to give marks)

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M (2)	S (3)	M (2)	L (1)	S (3)	S (3)	S (3)	L (1)	L (1)	M (2)
CO2	L (1)	M (2)	S (3)	M (2)	S (3)	M (2)	L (1)	M (2)	L (1)	S (3)
CO3	S (3)	L (1)	M (2)	S (3)	M (2)	L (1)	M (2)	S (3)	M (2)	L (1)
CO4	M (2)	M (2)	L (1)	M (2)	L (1)	-	S (3)	M (2)	S (3)	M (2)
CO5	M (2)	L (1)	S (3)	L (1)	M (2)	M (2)	M (2)	L (1)	M (2)	M (2)
W.AV	**1.8**	**1.6**	**2**	**1.8**	**2**	**1.4**	**2**	**1.6**	**1.6**	**1.8**

S –Strong (3), M-Medium (2), L- Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	L (1)	S (3)	M (2)
CO3	M (2)	M (2)	M (2)	L (1)	L (1)
CO4	L (1)	M (2)	M (2)	S (3)	M (2)
CO5	L (1)	M (2)	M (2)	S (3)	M (2)
W.AV	**1.6**	**2**	**1.4**	**2**	**1.6**

S –Strong (3), M-Medium (2), L- Low (1)

P.G. Diploma in Graphic Design					
Course Code:98712	**Visual Arts & Tools- Practical**		**P**	**Credits:5**	**Hours:10**

Objectives	**To learn practical skills of sketching & painting for image making** **To understand aesthetics and visual form from arts**	

Students are expected to learn the following

- Visual art types
- Free hand sketching, 2D, 3D
- Manual renderings with different mediums – Water color, Oil color, Acrylic, Pen & Ink
- Human Sketches, Anthropometry study
- Model Making

Assessment Type:

- *Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.*
- *External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.*

Outcomes	**Students get a complete knowledge about Visual arts & tools** *Question: Choose, Compile, Compose,Construct, Create, Develop, Discuss,Elaborate,Estimate, Formulate, Maximize, Minimize,Modify, Propose, Solve.*	**K6**

References: -

1. Webb, Frank, "The Artist guide to Composition", David & Charles, U.K., 1994.
2. Drawing a Creative Process", Ching Francis, Van Nostr and Reinhold, New York, 1990.
3. Alan Swann, Graphic Design School, Harper Collins, 1991.
4. Moivahuntly, "The artist drawing book", David & Charles, U.K., 1994.
5. Arundell (Jan) Exploring sculpture, Mills and Boon, London/Charles, T. Brand Ford Company, U.S.A.
6. The art of drawing trees, heads, colours, mixing, drawing, landscape and painting, water colour, oil colour, etc. – The Grumbacher Library Books, New York – 1996.
7. Caldwell peter, "Pen and Ink Sketching", B.T. Bats ford Ltd., London, 1995.

(On what level the COs & POs correlated each other -based on that we have to give marks)
Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	M (2)	L (1)	S (3)	M (2)	S (3)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	S (3)	M (2)	S (3)	L (1)	L (1)	L (1)	M (2)	S (3)
CO3	L (1)	L (1)	M (2)	S (3)	M (2)	S (3)	M (2)	M (2)	S (3)	L (1)
CO4	M (2)	-	L (1)	M (2)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)
CO5	L (1)	M (2)	S (3)	L (1)	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)
W.AV	**1.6**	**1.4**	**2**	**1.8**	**2**	**1.8**	**2**	**1.6**	**1.6**	**1.8**

S –Strong (3), M-Medium (2), L- Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	M (2)	L (1)	S (3)	L (1)
CO2	M (2)	M (2)	L (1)	M (2)	S (3)
CO3	M (2)	L (1)	M (2)	M (2)	L (1)
CO4	L (1)	M (2)	M (2)	M (2)	S (3)
CO5	L (1)	M (2)	M (2)	M (2)	S (3)
W.AV	**1.6**	**1.6**	**1.4**	**2**	**2**

S –Strong (3), M-Medium (2), L- Low (1)

P.G. Diploma in Graphic Design					
Course Code:98713	Image Making – Practical	P	Credits:5	Hours:10
Objectives	**To make informed design choices using image-based research** **To create ranges of representation using images** **To compose spreads for your own book**				

Students are expected to learn the following

- Denotative Images – Image recognition
- Denotative image making process – Image generation methods, Iteration methods
- Connotative Image making
- Form to image – Understanding Context, Ambiguity, Culture & History
- Image making techniques – different mediums & Methods
- Icons and symbols. Symbol/logo design. Signage
- Illustration. Children book to technical. different manual media to digital illustration
- Sequential narrative. Comics. Storyboarding.
- Photography. Indoor and outdoor.

Assessment Type:

- *Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.*
- *External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.*

Outcomes	**Students get a complete knowledge about Image making** *Question: Choose, Compile, Compose,Construct, Create, Develop, Discuss,Elaborate,Estimate, Formulate, Maximize, Minimize,Modify, Propose, Solve.*	**K6**

References: -

1. Scott McCloud, Understanding Comics
2. Bruno Munari, Design as Art
3. 365 Days of Art **-** by Lorna Scobie
4. Fifty Years of Illustration - Lawrence Zeegen and Caroline Roberts
5. Picture This – by Molly Bang
6. A Smile in The Mind: Witty Thinking in Graphic Design
7. A Smile in the Mind - Revised and Expanded Edition: Witty Thinking in Graphic Design Author Name: Beryl McAlhone, David Stuart, Greg Quinton, Nick Asbury

(On what level the COs & POs correlated each other -based on that we have to give marks)
Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	M (2)	L (1)	S (3)	M (2)	S (3)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	S (3)	M (2)	S (3)	L (1)	L (1)	L (1)	M (2)	S (3)
CO3	L (1)	L (1)	M (2)	S (3)	M (2)	S (3)	M (2)	M (2)	S (3)	L (1)
CO4	M (2)	-	L (1)	M (2)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)
CO5	L (1)	M (2)	S (3)	L (1)	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)
W.AV	**1.6**	**1.4**	**2**	**1.8**	**2**	**1.8**	**2**	**1.6**	**1.6**	**1.8**

S –Strong (3), M-Medium (2), L- Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	M (2)	L (1)	S (3)	L (1)
CO2	M (2)	M (2)	L (1)	M (2)	S (3)
CO3	M (2)	L (1)	M (2)	M (2)	L (1)
CO4	L (1)	M (2)	M (2)	M (2)	S (3)
CO5	L (1)	M (2)	M (2)	M (2)	S (3)
W.AV	**1.6**	**1.6**	**1.4**	**2**	**2**

S –Strong (3), M-Medium (2), L- Low (1)

P.G. Diploma in Graphic Design					
Course Code:98714	**Typography**	**T**	**Credits:4**	**Hours:5**	

Unit– I		
Objective 1	**To review the terminology and measuring system used to describe type**	

Introduction to Typography
Font versus Typeface, The Anatomy of Letters, Words and Spacing, Measuring Type -Type Size: The Point System, Typesetting Text, Stroke and Proportion, Typefaces, Fonts and Type Families, Typeface Categories, Denotation in Type, Connotation in Type, Choosing a Typeface - Looking at Letterforms, Experimenting with Letterforms, Typographic Composition.

Outcome 1	**Get knowledge about typography** *Question: Construct, Develop, Discover, Identify, Interview, modify, Predict, Practice, Solve.*	**K3**

Unit– II		
Objective 2	**To explore how typefaces tell stories and understand the historic evolution**	

Typefaces – Case studies
Humanist Letters, Enlightened Refinement, Type for the Masses, the Typographic Avant-Garde, International Modern, Typographic Remix

Outcome 2	**Students are able to the typefaces concepts** *Questions: classify, compare, convert, Explain, Express, Illustrate, Outline, Relate, Show,Summaries, Translate.*	**K2**

Unit– III		
Objective 3	**To design of a full-scale typographic poster**	

Working with Type
Working with Type, Typographic Space, Page Space, the Grid, Creating Hierarchy, Typographic Conventions.

Outcome 3	**Students are ready to make posters** *Question: Categories, Classify,Compare, Distinguish, Generate, Examine,Interpret, Operate, Simplify.*	**K4**

Unit–IV		
Objective 4	**To gain knowledge about creating type**	

Creating Type
Meaningful Type, Typesetting with Expression, Beyond Typesetting

Outcome 4	**Understand creating type completely** *Question: Assess, Choose, Compare, Determine, Evaluate, Explain, Interpret, Justify, Measure, Priorities, Prove, Select.*	**K5**

Unit–V		
Objective 5	**Students will be expected to create a graphic project**	

Typography Project
Students will be expected to create a graphic project related to typography, where they will be using the things they learnt in this module.

Outcome 5	**Students create a graphic project** *Question: Choose, Compile, Compose,Construct, Create, Develop, Discuss,Elaborate,Estimate, Formulate, Maximize, Minimize,Modify, Propose, Solve.*	**K6**

References: -
1. Thinking with type by Ellen Lutpon
2. Elements of typographic style by Robert Bringhurst
3. The Art of Hand-Lettering: Techniques for Mastery and Practice by Helm Wotzkow

(On what level the COs & POs correlated each other -based on that we have to give marks)

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	M (2)	L (1)	S (3)	M (2)	S (3)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	S (3)	M (2)	S (3)	L (1)	L (1)	L (1)	M (2)	S (3)
CO3	L (1)	L (1)	M (2)	S (3)	M (2)	S (3)	M (2)	M (2)	S (3)	L (1)
CO4	M (2)	-	L (1)	M (2)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)
CO5	L (1)	M (2)	S (3)	L (1)	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)
W.AV	**1.6**	**1.4**	**2**	**1.8**	**2**	**1.8**	**2**	**1.6**	**1.6**	**1.8**

S –Strong (3), M-Medium (2), L- Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	M (2)	L (1)	S (3)	L (1)
CO2	M (2)	M (2)	L (1)	M (2)	S (3)
CO3	M (2)	L (1)	M (2)	M (2)	L (1)
CO4	L (1)	M (2)	M (2)	M (2)	S (3)
CO5	L (1)	M (2)	M (2)	M (2)	S (3)
W.AV	**1.6**	**1.6**	**1.4**	**2**	**2**

S –Strong (3), M-Medium (2), L- Low (1)

		Semester - II			
Course Code	98721	**Digital Tools & Design-Practical**	**P**	**Credits:4**	**Hours:8**
Objectives	● To learn the image making and composition digital tools to help with design ● To get equipped with latest digital technology in graphic design				
Unit - I	2D Image Manipulation 3D Image Manipulation				
Unit - II	Digital Composition Video Editing				
Unit - III	Motion Graphics Info graphics				
Unit - IV	Social media – Graphic design, Layouts, sizes, resolution, etc				
Unit - V	Software – Adobe – Photoshop (Rater Graphic), Illustrator (Vector Graphic), After effects				

Reference:
- Affinity Designer Workbook
- Adobe InDesign Classroom in a Book (2020 release) Tina DeJarld
- Adobe Illustrator: A Complete Course and Compendium of Features Paperback – Illustrated by Jason Hoppe
- Adobe Photoshop: A Complete Course and Compendium of Features by Stephen Laskevitch (Author)
- The Wall Street Journal Guide to Information Graphics – The Dos and Don′ts of Presenting Data, Facts, and Figures by Dona M Wong
- Motion Graphics: 100 Design Projects You Can't Miss by Wang Shaoqiang (Editor)

Course outcome:
The students will be introduced to digital softwares for vector and scalar image creation. They will be familiarized with techniques for image enhancement and image restoration. This can include introduction to layouting and video editing tools as well. They will also be equipped with the knowledge of image file formats for web, video, and print distribution.

Assessment Type:

- Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.
- External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.

Course Code	98722	Print Media Design- Practical	P	Credits:4	Hours:8
Objectives		● To have a basic knowledge on print media and learn about the history of graphic design ● To understand the emergence of design as a recognized practice ● To make informed design choices			
Unit - I		History of Print Media design			
Unit - II		Layout Design - Layout Design – Papers types, Sizes, Binding & Folds, die cuts, Lamination, Grid systems, Incremental Leading			
Unit - III		Publication Design - Books, Newspapers, Newsletters, Directories, Annual reports, Magazines, Catalogs: Types, materials, design language, Method of printing			
Unit - IV		Packaging Design - Packaging layers, Type of packaging, Materials, Printing format – Dyelines, file format, color options			
Unit - V		Marketing Design - Postcards and flyers, Magazine and newspaper ads, Posters, banners and billboards, Brochures, Vehicle wraps - Types, materials, design language, Method of printing			

Reference:
- Printmaking: History and Process by Donald Saff and Deli Sacilotto
- Grid Systems, by Josef Muller-Brockmann
- Printmaking: A Complete Guide to Materials & Process by Bill Fick (Author), Beth Grabowski (Author)
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara layout Essentials by Beth Tondreau

Course outcome:
Students will be equipped to design a wide variety of print projects in different formats. They will understand the benefits and limitations of different kinds of printing technologies and binding methods at their disposal. They will also be introduced to special printing effects that can be incorporated in their projects. They should be able to organize content based on information hierarchy, choose formats, devise grids and design layouts suitable for the content provided.

Assessment Type:

- Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.
- External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.

Course Code	98723A	A. UI – UX Design- Practical	P	Credits: 4	Hours: 6

Objectives	● To build up a theme-based designing skill. ● To develop portfolio boards with computer application
Unit - I	Visual Elements – UI - Relationship between UI and UX, Roles in UI/UX, Interface Conventions, Template & Content, Form & Function, Visual Language, Imagery & Typography, Icons, Static & Active, Speed & Style, Composition & Structure, Buttons, States & Changes, Hierarchy, Structure & Grid, Platforms & Screen sizes
Unit - II	Design Fundamentals - Ideation, Articulation, Development, Mapping, Testing, Envisioning, Nielsen's Usability Heuristics, Consistency and Details, Wireframe Map, Developing & Refining UI, Prototyping.
Unit - III	Web Design – I - User Experience; User – Centric design, UX Phases, Web vs App. Strategy – Inspiration, Analytics, User needs, Target Audience, Personas, Content & Functionality, Sitemaps, Tree jack.
Unit - IV	Web Design – I - Responsive design – Size, Primary Navigation, Content, Links, Indexes, Search, Way finding, Header & Footer, Sidebar, Homepage, Wire framing tools.
Unit - V	Final Design - Mood boards, Visual Mockups, Design Principles, Whitespace, Style, Visual comparison, Web fonts, typography, Coding, Exporting & Importing Assets.

Reference:
- Don't Make Me Think, Revisited, a Common-Sense Approach to Web Usability by Steve Krug
- The User Experience Team of One: A Research and Design Survival Guide Paperback by Leah Buley
- The Elements of User Experience — By Jesse James Garrett
- A Project Guide to UX Design: For user experience designers in the field or in the making (2nd Edition) — By Russ Unger & Carolyn Chandler
- About Face: The Essentials of Interaction Design- By Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel

Course outcome:
Students will be equipped to identify the users and learn the user experience lifecycle in its entirety. They should be able to develop a deep understanding of business-centered design and create an efficient prototype to communicate and validate the design definition. They are expected to apply the UX process to mobile and small screen devices and develop a prototype as well as test the usability of the developed design. They will be introduced to softwares like Adobe XD, Figma, Adobe Dreamweaver.

Course Code	98723B	B. Branding Visual Identity Design-Practical	P	Credits: 4	Hours: 6
Objectives		● To Create and give a visual identity to a mock start-up company ● To apply that visual identity to a number of forms			
Unit - I	Branding – The connection between clients & Business				
Unit - II	Visual identity elements – Logo, Fonts & Typography				
Unit - III	Color palette, Graphic elements & Photography.				
Unit - IV	Supporting elements - Brochure, Business card, Envelope, Letter head design, Web design				
Unit - V	Assignments				

Reference:
- Logo Modernism, TASCHEN publication, authored by Jens Müller
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler.
- The Non-Designer's Design Book (4th Edition)Author Name: Robin Williams
- How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World Author Name: Michael Bierut
- Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey

Course outcome:
Students will be able to understand the significance of a branding. They should be able to analyze brands, understand the market and target audience and devise effective brand strategy based on client briefs and insights from research. They should be familiar with different types of logos and be able to create brand identity that is most relevant to the client.. They should also be able to develop and extend the brand language across different branding collaterals besides the logo and also put together a branding manual or style guide to support a consistent brand image.

Assessment Type:

- Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.
- External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.

Course Code	98724	Diploma Project	PR	Credits: 6	Hours: 8
Objectives	The Diploma Project is the final project that the student will undertake in this course. The student can work on a topic of their choice or on an on-going project at an industry or studio. He/she is expected to carry out extensive research, come up with ideal and creative art concepts and see the project through till the final finishing phase. An adequate document on the work done is expected along with prototypes.				
Unit - I	Project Phase 1 (Research and project brief)				
Unit - II	Project Phase 2 (Ideation and Concepts)				
Unit - III	Project Phase 3 (Prototype)				
Unit - IV	Project Phase 4 (Final work of creative)				
Unit - V	Project Phase 5 (Documentation of the project)				

Assessment Type:

- Internal Assessment is the Formative Assessment of the performance during the learning process and deliverables submitted against the given Coursework/Assignment.
- External Assessment is the Summative Assessment of Presentation/Viva-voce/Jury based on the deliverables submitted against the given Coursework/Assignment.