Foundation Programme

Students gain a basic understanding of the fields of design and architecture by engaging with a common set of courses taught by designers, theorists and artists from various fields of expertise. It equips the students with practical skills and introduces them to a broad and yet detailed interdisciplinary approach. The programme encourages students to critically analyse the effect of cultural, socio-economical and political factors on the practice of architecture and design. It acquaints students with the following subjects:

* Design Text and Communication

* Sustainability

* World of Art

* Visualisation and Representation

* Technical Drawings

* Elements of Design

* World of Art and Design

* Materials: Properties and Processes

* Exploring Design Principles

* World and India

* Electives

Semester 3

Communication design students undergo a common foundation programme for the first year. In the third semester, students gain exposure to graphic design and an introduction to animation, film and interaction design as well. The student can then make an informed choice and focus on Graphic design, Illustration, Photography, Animation or Film making.

* Visual Design

- Basic Typography

- Basic Photography

- Design Process

- History of Graphic Design

- Colour Theory

Semester 4

Students learn skills in the dynamic media with motion graphics, photography using studio lights and large format photography. They also learn about signs, symbols and theory of communication before venturing into logo and identity design.

- Visual Design

- Semiotics

- Communication Theory

- Identity Design

- Advanced Photography

- Motion Graphics

Semester 5

Students learn about Indic typography and type design, observe and experiment with various printing techniques and design publications. The semester also introduces them to the basics of Interaction Design and how graphics can enhance interiors and exteriors. They also apply their learning to create a campaign for a social cause.

- Advanced Typography

- Print & Production Methods

- Publication Design

- Interaction Design

- Design for Social Impact

- Environmental Graphics

Semester 6

Students learn about human visual capabilities, strategies to make complex data presentable and understand the intricacies of packaging. The courses expose students to the basics of animation and principles of success in the profession.

- Visual Ergonomics
- Professional Practice & Design Management
- Data Visualisation
- Packaging Design
- Basic Animation
- Summer Internship

Semester 7

Students address complex problems through systems thinking and find ways of making their practice more planet-friendly. They learn to pursue research, write a paper, make short films from scratch and study about methods and materials of way-finding design. Students explore domains like Augmented Reality(AR), Virtual Reality(VR) and Mixed Reality(MR) as well.

- Research paper
- Systems Thinking
- Sustainable Graphic Design
- Signage & Way-finding
- Short film making
- Immersive media design

Semester 8

Students take up a graduation project, which can be self-initiated, faculty-suggested or offered from the Students take up a graduation project, which can be self-initiated, faculty-suggested or offered by

industry. Students learn to apply their acquired skills and find their niche in the domain while learning project management skills.