

CURRICULUM

B.DES. IN VISUAL COMMUNICATION

▲ Semester 1

▶ Language & Soft Skills

▶ History of Art & Culture

▶ Digital Representation – I

▶ Drawing – I

▶ Principles & Elements of Design – I

▶ Geometrical Construction & Material Workshop – I

▲ Semester 2

▶ Craft & Culture

▶ History of Indian Art

▶ Digital Representation – II

▶ Drawing – II

▶ Principles & Elements of Design – II

▶ Geometrical Construction II & Design Project

▲ Semester 3

▶ Elements of Graphic Design

▶ Introduction to Digital Media

▶ Film Appreciation

▶ Drawing & Illustration

▶ Basic Graphic Design

▶ Color and Form

▲ Semester 4

▶ Character development

▶ Elements of Typography

▶ History of Graphic Design

▶ Advertisement Design

▶ Promotional Design

▶ Typography & Font Design

▲ **Semester 5**

➤ History of Printing

➤ Photography

➤ Packaging Design

➤ Corporate Identity & Design Project

➤ Book Design

▲ Semester 6

➤ Principals of Advertisement & Marketing

➤ Professional Procedures & Copy Rights

➤ Design Project – I

➤ Design Project – II

➤ Design Project – III

▲ Semester 7

➤ Research Methodology

➤ Industry Experience

➤ Design Project – IV

➤ Design Project – V

➤ UI-UX Design

▲ Semester 8

➤ Internship