B.DES IN VISUAL COMMUNICATION DESIGN

SEMESTER I Foundation Programme		
Course Code	Course Type	Course Name
BDFO1101	DSC (Major Core)	Design Thinking
BDFO1102	DSC (Major Core)	Basics of Design and Drawing
BDFO110 3	DSC (Major Core)	Communication and Presentation Skills
BDFO110 4	DSE (Minor Stream)	Design specialization - I
BDFO1105	DSE (Minor Stream)	Digital Tools and Techniques - I
BDFO1106	Multidisciplinary	History of Art and Design
BDFO1107	AEC	Environmental Studies

SEMESTER II		
Course Code	Course Type	Course Name
BDFO1201	DSC (Major Core)	Design Visualisation
BDFO1202	DSC (Major Core)	Advance Drawing
BDFO1203	DSC (Major Core)	Material Exploration
BDFO1204	DSE (Minor Stream)	Design specialization - II
BDFO1205	DSE (Minor Stream)	Digital Tools and Techniques– II
BDFO1206	Multidisciplinary	Art of Photography
BDFO1207	IKS	Indian Contribution to the world

SEMESTER III

Course Code	Course Type	Course Name
BDVCD2301	DSC (Major Core)	Graphic design
BDVCD2302	DSC (Major Core)	Study of Production Materials
BDVCD2303	DSC (Major Core)	Advanced Photography
BDVCD2304	DSE (Minor stream)	Advanced Typography & Calligraphy
BDVCD2305	DSC (Major Core)	Design Project - I
BDVCD2306	DSE (Minor stream)	Inter-Design Studies – Signs and Symbols

SEMESTER IV

Course Code	Course Type	Course Name
BDVCD240 1	DSC (Major Core)	Corporate Identity Design
BDVCD240 2	DSC (Major Core)	Publication Design Software
BDVCD240 3	DSC (Major Core)	Publication Design
BDVCD240 4	DSE (Minor stream)	Info-graphics & Wayfinding Systems
BDVCD240 5	DSE (Minor stream)	VFX & Motion Graphics
BDVCD240 6	DSE (Minor stream)	Storyboarding

SEMESTER V

Course Code	Course Type	Course Name
BDVCD3501	DSC (Major Core)	UI Design Software
BDVCD3502	DSC (Major Core)	User Experience Design
BDVCD3503	DSC (Major Core)	Interaction Design
BDVCD3504	DSE (Minor stream)	Packaging Design
BDVCD3505	DSE (Minor stream)	Professional Practice
BDVCD3506	DSE (Minor stream)	Social Media Campaign Design

SEMESTER VI

Course Code	Course Type	Course Name
BDVCD4701	DSC (Major Core)	Design Ethnography
BDVCD4702	DSC (Major Core)	Film and Video
BDVCD4703	DSC (Major Core)	Vehicle UI and Autographics
BDVCD4704	DSC (Major Core)	Campaign Design - II
BDVCD4705	DSE (Minor stream)	Brands Designing
BDVCD4706	DSE (Minor stream)	System Thinking – Systems Design

SEMESTER VII		
Course Code	Course Type	Course Name
BDVCD480	DSC	1- Graphic Design A. GraphicDesigner B. Production Design C. Illustrator D. Typography Design E. Publication Design F. Advertising Design G. Visual Merchandising H. Auto Graphics 2- Identity Design A. Brand Identity /Communication Design B. Packaging Design C. Information Design D. Motion Graphics Design E. Environmental Graphic Design
		3- UI and UX a) User Interface (UI) Design b) User Experience (UX) Design c) Vehical UI
		4 - System Design a) Interactive Design b) Icon Design c) Information Architecture
		5 - Film Making a) Photography b) Cinematography c) Visualization d) Production Design
		e) Creative consultant

SEMESTER VIII		
Course Code	Course Type	Course Name
BDVCD4801	DSC (Major Core)	Dissertation Project
BDVCD4802	OJT	Design Internship