# University of Mumbai



## No. AAMS (UG) /148 of 2021

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science & Technology.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in **Home Science** at its meeting held on 20th March, 2021 **vide** item No. 1(vii) and subsequently passed by the Board of Deans at its meeting held on 11th June, 2021 **vide** item No. **8.8** have been accepted by the Academic Council at its meeting held on 29th June, 2021, **vide** item No. **8.8** and subsequently approved by the Management Council at its meeting held on 29th July, 2021 **vide** item No. **16** and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance **6687 & 6688** Regulations **9430 & 9431** and the syllabus of **Advance Diploma in Graphic Design and Visual Communication** has been introduced and the same have been brought into force with effect from the academic year **2022-23**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
25th October, 2021
To,

(Sudhir S. Puranik)
REGISTRAR

The Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Science and Technology. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

**A.C/8.8/29/06/2021**
**M.C/16/29/07/2021**

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No. AAMS (UG) /148-A of 2021          MUMBAI-400 032          25th October, 2021

Copy forwarded with Compliments for information to:-

1) The Chairman, Board of Deans
2) The Dean Faculty of Science and Technology,
3) The Chairman, Board of Studies in Home Science,
4) The Director, Board of Examinations and Evaluation,
5) The Director, Board of Students Development,
6) The Co-ordinator, University Computerization Centre,

(Sudhir S. Puranik)
REGISTRAR

**Copy to :-**

1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),
2. The Deputy Registrar, College Affiliations & Development Department (CAD),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
5. The Deputy Registrar, Executive Authorities Section (EA),
6. The Deputy Registrar, PRO, Fort, (Publication Section),
7. The Deputy Registrar, (Special Cell),
8. The Deputy Registrar, Fort/ Vidyanagari  Administration Department (FAD) (VAD), Record Section,
9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

1. P.A to Hon'ble Vice-Chancellor,
2. P.A Pro-Vice-Chancellor,
3. P.A to Registrar,
4. All Deans of all  Faculties,
5. P.A to Finance & Account Officers, (F.& A.O),
6. P.A to Director, Board of Examinations and Evaluation,
7. P.A to Director, Innovation, Incubation and Linkages,
8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),
9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,
10. The Director of Board of Student Development,
11. The Director, Department of Students Walfare (DSD),
12. All Deputy Registrar, Examination House,
13. The Deputy Registrars, Finance & Accounts Section,
14. The Assistant Registrar, Administrative sub-Campus Thane,
15. The Assistant Registrar, School of Engg. &  Applied Sciences,  Kalyan,
16.  The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
17. The Assistant Registrar, Constituent Colleges Unit,
18. BUCTU,
19. The Receptionist,
20. The Telephone Operator,
21. The Secretary MUASA

for information.

### New ordinances 6687 & 6688 relating to the Advance Diploma Course in Graphic Design and Visual Communication.

**1. Necessity of starting this course:**

This course aims to encourage the student's creativity, individuality and personal growth through the study of graphic communication design.

The main objective is on the application of skills to develop ideas and present information in ways that are engaging, meaningful, useful and worthwhile.

Since the communication is client based, the student will be able be aware of the intricacies of design, and can identify and use communication strategies to be effective. Using a wide range of intellectual, creative and cognitive skills, and placing a strong emphasis on design, presentation and communication of ideas, the student becomes fully equipped to hold his own in the industry.

The course offers, the study of design methodology, with the use of artistic and digital skills that are sustainable and can be used in all professional settings, and will allow them to face the challenges in the industry. The UGC has not recommended to start this course. Being a part of a reputed, accredited institution puts our students at an advantage so that in addition to a well-rounded education we can give them the best possible, once they step into the working world, giving them a strong foundation on which to build their careers. Furthermore, it will open doors unprecedented for our students. Conferring diplomas attached to an accredited institution thereby providing potential recruiters with an assurance of quality of education and skill.

Being a part of a reputed, accredited institution puts students at an advantage so that in addition to a well-rounded education we can give them the best possible, once they step into the working world, giving them a strong foundation on which to build their careers. Furthermore, it will open doors unprecedented for our students. Conferring diplomas attached to an accredited institution thereby providing potential recruiters with an assurance of quality of education and skill

**2. The UGC has recommended to start this course.**

Yes. The UGC has made a strong recommendation for Skill based courses, keeping in tune with the Government of India initiative of a National Design Policy. Such a course

visualizes a design enabled industry and aim to have a positive impact on the quality of life and in tune to the national economy.

**3. This course has not commenced in 2019-2020.**

**4. This is a proposed course, and it will be self financed**.

**5**. **This is a one-year diploma course.** The course is designed to provide professional training for the Graphic Design & Visual Communication industry, and encompasses all the advanced skills needed to work in the industry. It would not be possible to compress this course

**6. The intake capacity for this course is 30 students.**

**7. JOB OPPORTUNITIES:-**
- ✓ Junior graphic design
- ✓ Junior visualiser
- ✓ Layout designer at a printing press
  - o Story board artist
  - o Matte painting artist
- ✓ Background artist
- ✓ Junior art director in movies/drama
- ✓ Junior set designer
- ✓ 2D animator
- ✓ Pre production artist in 3D animation studio
- ✓ Wall painting artist
- ✓ Texture artist in an animation studio
- ✓ Assistant to a photographer
- ✓ -Freelance graphic designer
- ✓ -Freelance visualiser
- ✓ -Hobby classes for drawing/calligraphy

# UNIVERSITY OF MUMBAI



## ADVANCE DIPLOMA IN GRAPHIC DESIGN AND VISUAL COMMUNICATION

(to be introduced with effect from the academic year 2022-23)

# UNIVERSITY OF MUMBAI

# Syllabus for Approval

| Sr. No. | Heading | Particulars |
|---|---|---|
| 1 | Title of the Course **O. 6687** | Advanced Diploma in Graphic Design & Visual Communication |
| 2 | Eligibility for Admission **O. 6688** | Std. XII or Equivalent |
| 3 | Passing Marks **R - 9430** | 40% |
| 4 | Ordinances / Regulations ( if any) | |
| 5 | No. of Years / Semesters **R - 9431** | 1 year / 2 Semesters |
| 6 | Level | ~~P.G.~~ / ~~U.G.~~/ Diploma / ~~Certificate~~ **( Strike out which is not applicable)** |
| 7 | Pattern | ~~Yearly~~ / Semester **( Strike out which is not applicable)** |
| 8 | Status | New / ~~Revised~~ **( Strike out which is not applicable)** |
| 9 | To be implemented from Academic Year | From Academic Year - June, 2021 |

Name & Signature of BOS Chairperson :     **Dr. (Mrs.) Geeta Ibrahim**

Name & Signature of  Dean:     _____

# ADVANCE DIPLOMA IN GRAPHIC DESIGN AND VISUAL COMMUNICATION

**Medium of Instruction: English**

**RATIONALE:-**

This course aims to encourage the students creativity, individuality and personal growth through the study of graphic communication design.

The main objective is on the application of skills to develop ideas and present information in ways that are engaging, meaningful, useful and worthwhile.

Since the communication is client based, the student will be able be aware of the intricacies of design, and can identify and use communication strategies to be effective. Using a wide range of intellectual, creative and cognitive skills, and placing a strong emphasis on design, presentation and communication of ideas, the student becomes fully equipped to hold his own in the industry.

The course offers, the study of design methodology, with the use of artistic and digital skills that are sustainable and can be used in all professional settings, and will allow them to face the challenges in the industry.

**Eligibility: STD XII or Equivalent**
**Fees Rs. 98,300/- + GST applicable**
**Student Intake capacity: 30**

**SEMESTER I**

| UNIT | SUBJECTS | INTERNAL MARKS | TER END EXAMINATIO | TOTAL MARKS | TOTAL HOURS | CREDITS |
|------|----------|----------------|--------------------|-------------|-------------|---------|
| 1. | Advertising, Art and Ideas – (THEORY) | 40 | 60 | 100 | 45 | 3 |
| 2. | Graphic & Information Design – (Practical) | 40 | 60 | 100 | 45 | 3 |
| 3. | Publishing Design | 40 | 60 | 100 | 45 | 3 |
| 4. | Drawing – (Practical) | 40 | 60 | 100 | 45 | 3 |
| 5. | Communication Design – I Indoor Media - (Practical) | 40 | 60 | 100 | 45 | 3 |
| 6. | Communication Design – II Outdoor Media - (Practical) | 40 | 60 | 100 | 45 | 3 |
| 7. | Project (Illustration) - Practical | 40 | 60 | 100 | 45 | 3 |
| 8. | Computer Applications | 40 | 60 | 100 | 45 | 3 |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|--------------------|----------------|---------------|---------|
| 1. | Advertising, Art and Ideas – (THEORY) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To study the role of advertising, Media and methods of selecting media.

| COURSE CONTENT | | HOURS |
|------|------|-------|
| **UNIT 1** | • Media of Communication and their development including electronic media. | **15** |
| **UNIT 2** | • Performing arts. | **15** |
| **UNIT 3** | • Media contents – classification, readership/ viewership | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|:---:|---|:---:|:---:|:---:|
| **2.** | Graphic & Information Design – (Practical) | 3 | 100 | 3 |

### ❖ OBJECTIVES:-

- To encourage conceptual thinking and problem solving with respect design development.
- To communicate effectively using appropriate Information technology.

| COURSE CONTENT | | HOURS |
|---|---|:---:|
| **UNIT 1** | • The nature and scope for graphic design in social communication for specific masses. | **15** |
| **UNIT 2** | • Logo Designing. Colour Coding. Visibility aspect of color. | **15** |
| **UNIT 3** | • Generating set of symbols for various purposes.<br>• Application Possibilities in various sizes on various different surfaces and purposes. | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|---|---|---|---|---|
| **3.** | Publishing Design | 3 | 100 | 3 |

❖ **OBJECTIVES:-**

- To develop design skills to explore various design strategies to design books, periodicals, reports etc.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Creation of a good cooking page | **15** |
| **UNIT 2** | • Layouts, balance of image and text on a page. | **15** |
| **UNIT 3** | • Parts of a book | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **4.** | Drawing – (Practical) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To drawing inspiration from life and create illustrative visuals in various media of advertising

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • Rendering of human figure in action in different situations and in various atmospheres. | **15** |
| **UNIT 2** | • Creating of an atmosphere as per concept | **15** |
| **UNIT 3** | • Application of illustration for different types of communication media. | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **5.** | Communication Design – I Indoor Media - (Practical) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To study effective persuasive communication using various media.

| | COURSE CONTENT | HOURS |
|--|----------------|-------|
| **UNIT 1** | • Product: Daily consumer, consumer durable. | **15** |
| **UNIT 2** | • Service: Commercial, non-commercial | **15** |
| **UNIT 3** | • Idea (Public Welfare): National / International<br>• Market Research | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **6.** | Communication Design – II Outdoor Media - (Practical) | 3 | 100 | 3 |

## ❖ OBJECTIVES:-

- To learn about persuasive Communication for outdoor media.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Product: Daily consumer, consumer durable. | **15** |
| **UNIT 2** | • Service: Commercial, non-commercial. | **15** |
| **UNIT 3** | • Idea (Public Welfare): National / International.<br>• Market research for a selective subject | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **7.** | Project (Illustration) - Practical | 3 | 100 | 3 |

## ❖ OBJECTIVES:-

- To create a unique illustration style.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Design a project for a socially relevant issue and create awareness about it for a set target audience or the society at large. | **15** |
| **UNIT 2** | • Subject selection at micro level or macro level, national or global.<br>For eg. Slum sanitation, population,<br>front line workers and their lives/<br>struggles, poverty, global warming,<br>health, education, etc.<br>• Application of appropriate / relevant media to create awareness on any relevant or contemporary issue in society. | **15** |
| **UNIT 3** | • Illustration of a series of ideas/ solutions to create awareness and applications to appropriate/relevant media, for eg. Poster, story board, etc. | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **8.** | Computer Applications | 3 | 100 | 3 |

❖ **OBJECTIVES:-**

To learn the latest computer software that will enhance designing and execution.

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • 3D max to learn create 3D images and forms.<br>• After effects for animation and effects | **15** |
| **UNIT 2** | • HTML Dreamweaver for coding<br>• Website designing. | **15** |
| **UNIT 3** | • Digital marketing | **15** |

**EVALUATION:**

**All subjects will be evaluated through**

• Continuous assessment of sessional work in the form of assignments, drawings and tutorials.

# SEMESTER II

| UNIT | SUBJECTS | INTERNAL MARKS | TER END EXAMINATIO | TOTAL MARKS | TOTAL HOURS | CREDITS |
|------|----------|----------------|--------------------|-------------|-------------|---------|
| 1. | Advertising, Art and Ideas – (THEORY) | 40 | 60 | 100 | 45 | 3 |
| 2. | Graphic & Information Design – (Practical) | 40 | 60 | 100 | 45 | 3 |
| 3. | Publishing Design | 40 | 60 | 100 | 45 | 3 |
| 4. | Drawing – (Practical) | 40 | 60 | 100 | 45 | 3 |
| 5. | Communication Design – I Indoor Media - (Practical) | 40 | 60 | 100 | 45 | 3 |
| 6. | Communication Design – II Outdoor Media - (Practical) | 40 | 60 | 100 | 45 | 3 |
| 7. | Project (Advertising Campaign) - Practical | 40 | 60 | 100 | 45 | 3 |
| 8. | Computer Applications | 40 | 60 | 100 | 45 | 3 |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **1.** | Advertising, Art and Ideas – (THEORY) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To study the role of advertising, Media and methods of selecting media.

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • Society, audience survey and comparison. | **15** |
| **UNIT 2** | • Impact of global competition. | **15** |
| **UNIT 3** | • World wide web (www) as marketing tool, principles of internet marketing. | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **2.** | Graphic & Information Design – (Practical) | 3 | 100 | 3 |

### ❖ OBJECTIVES:-

- To encourage conceptual thinking and problem solving with respect design development.
- To communicate effectively using appropriate Information technology.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Systematic approach to design information- content- content planning- hierarchical sequence | **15** |
| **UNIT 2** | • Information channels and their role in communication<br>• Media related / specific design principles employed in information design. | **15** |
| **UNIT 3** | • Folders / Brochures, manuals, calendars, web media | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **3.** | Publishing Design | 3 | 100 | 3 |

### ❖ <u>OBJECTIVES:-</u>

- To develop design skills to explore various design strategies to design books, periodicals, reports etc.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Types of book : education, leisure reading, | **15** |
| **UNIT 2** | • Types of books :- corporate media publications (Annual Report etc.) | **15** |
| **UNIT 3** | • Periodicals | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **4.** | Drawing – (Practical) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To drawing inspiration from life and create illustrative visuals in various media of advertising

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • Exploration of various techniques | **15** |
| **UNIT 2** | • Developing own unique style of sketching and rendering. | **15** |
| **UNIT 3** | • Digital illustration | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|---|---|---|---|---|
| **5.** | Communication Design – I Indoor Media - (Practical) | 3 | 100 | 3 |

❖ **OBJECTIVES:-**
- To study effective persuasive communication using various media.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • Creation of a brief | **15** |
| **UNIT 2** | • Media to be covered: Press magazine, direct mailer, show card, poster, hoarding ad Innovative media | **15** |
| **UNIT 3** | • Media to be covered: Promotional media<br>• Campaign Planning | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|---------------------|----------------|---------------|---------|
| **6.** | Communication Design – II Outdoor Media - (Practical) | 3 | 100 | 3 |

## ❖ OBJECTIVES:-

- To learn about persuasive communication for outdoor media.

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • Creation of an advertising brief | **15** |
| **UNIT 2** | • Media to be covered : poster (close viewing and long range), Hoarding, Innovative | **15** |
| **UNIT 3** | • Media to be covered:  Bus stop panels, <br> • Campaign Planning, etc. | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|-------|--------------------|----------------|---------------|---------|
| **7.** | Project (Advertising Campaign) - Practical | 3 | 100 | 3 |

❖ **OBJECTIVES:-**

- To use research as a tool to create an effective meaningful advertising campaign.

| COURSE CONTENT | | HOURS |
|----------------|---|-------|
| **UNIT 1** | • Introduction<br>• Background study.<br>• Selection criteria for the subject, | **15** |
| **UNIT 2** | • Present scenario of the consumer,<br>• Existing problem, study of competitive product / services,<br>• Redefining the problems, | **15** |
| **UNIT 3** | • Proposed visual solution,<br>• Future plan.<br>• Synopsis of campaign, | **15** |

| SR.NO | TITLE OF THE COURSE | HOURS PER WEEK | MARKS ALLOTED | CREDITS |
|---|---|---|---|---|
| **8.** | Computer Applications | 3 | 100 | 3 |

## OBJECTIVES:-

To learn the latest computer software that will enhance designing and execution.

| COURSE CONTENT | | HOURS |
|---|---|---|
| **UNIT 1** | • 3D max to learn create 3D images and forms.<br>• After effects for animation and effects | **15** |
| **UNIT 2** | • HTML Dreamweaver for coding<br>• website designing. | **15** |
| **UNIT 3** | • Digital marketing | **15** |

## EVALUATION:
**All subjects will be evaluated through**
- Continuous assessment of sessional work in the form of assignments, drawings and tutorials.

- ✓ Students to make presentation on selected topics which will be marked.

- ✓ **Internship:-** 90 working days with a registered business firm.

- ✓ Teaching inputs include field visits, seminars, market surveys, study tour, assignments and presentations in the above mentioned subjects.

- ✓ Students showcase their collection at an annual exhibition which will be judged by eminent personalities from the field of Commercial Art.

- ✓ Students will work on interesting concepts  create campaigns.

- ✓ Participation in design competitions and Exhibition

## JOB OPPORTUNITIES:-

-Junior graphic design

-Junior visualiser

-Layout designer at a printing press

-Story board artist

-Matte painting artist

-Background artist

-Junior art director in movies/drama

-Junior set designer

-2D animator

-Pre production artist in 3D animation studio

-Wall painting artist

-Texture artist in an animation studio

-Assistant to a photographer

-Freelance graphic designer

-Freelance visualiser

-Hobby classes for drawing/calligraphy

# COMMERCIAL ART - 3rd YEAR

| SR. NO | REFERNCE BOOKS |
|--------|----------------|
| 1 | Commercial Artists Guild: Cag : 27th Annual. Bombay. Commercial Artists Guild, 1977. |
| 2 | Society Of Illustrators, Inc.: Illustrators 31. New York. Madison Square Press Ltd., 1990. |
| 3 | Cag : 28th Commercial Artists' Guild Annual. Bombay. Commercial Artists Guild, 1977. |
| 4 | Creative Black Book. New York. Black Book Marketing Group, 1995. |
| 5 | Art Directors Club, Inc.: The 72nd Art Directors Annual. Switzerland. Roto Vision, S. A., 1993. |
| 6 | The Graphic Designers Index - 10. Switzerland. Roto Vision, S. A., 1996. |
| 7 | The Black Book-1997. New York. Black Book Marketing Group (Roto Vision Distributor, S. A.), 1997. |
| 8 | The Best Of Business Card Design - 2. Massachusetts. Rockport Publishers Inc., 1996. |
| 9 | Pedersen, M.B. (Ed.).: Graphis Posters 94. Zurich. Graphis Press Corp., 1994. |
| 10 | Lurzer's Archive Special : Catalogs And Brochures 1. Frankfurt. Lurzer's Archive, 2000. |
| 11 | Blackbook - 2001. New York. Black Book Marketing Group, 2001. |
| 12 | Powers, Alan.: Front Cover : Great Book Jacket And Cover Design. London. Mitchell Beazley/ Octopus Publishing Group Ltd., 2001. |
| 13 | Pricken, Mario.: Creative Advertising : Ideas And Techniques From The Worlds Best Campaigns. London. Thames And Hudson Ltd., 2002. |
| 14 | Adc-the Art Directors Club, Inc.: Art Directors Annual 80 - The Years Best From Around The World. Crans /switzerland. Rotovision Sa, 2001. |
| 15 | Lst - Liaoning Science And Technology: The Greatest Hits Of Brochure Design. Singapore. Page One Publishing Pvt. Ltd., 2005. |
| 16 | Pawar, Shantaram.: Think Visual : A Study In Book Cover Designing. Mumbai. Navneet Publication (I) Ltd., 2006. |
| 17 | Crescent Hill Books: Creativity Awards Annual 37. New York. Collins Design, 2008. |
| 18 | Cordano, Margherito: Best of News Design. (31st edition ) beverly Mass . Rockport Publishers , 2010. |

| | |
|---|---|
| **19** | Kyoorius Design Magazine: Destination Branding -a.  Mumbai .  Kyoorius Exchange , 2011. |
| **20** | Hewes, Rachel & Hodges, Allison : Best of Brochure Design.  Suite .  Rockport Publishers , 2010. |
| **21** | One Show 2000 : Volume 22. |

## ❖ **Scheme of Examination:-**

The performance of the learners shall be evaluated into 2 parts.

The learner's performance shall be assessed by internal assessment with 40% marks in the first part, by conducting the semester end examination with 60% marks in the second part.

The allocation of marks for the internal assessment and the semester end examinations are shown as below:

Theory:

Internal assessment 40%

| Sr. No. | Evaluation Type | Marks |
|---|---|---|
| 1 | Curriculum based assignments<br>A)Presentation with the use of ICT (10 marks)<br>B)Project based assignments　　　(20 marks) | **30** |
| 2. | Active participation in routine class instructional deliveries | **5** |
| 3. | Overall conduct as a responsible learner, communication and leadership qualities in organizing related academic activities. | **5** |

**Semester end theory examination: 60%**

(Theory Exam will be of 2hr duration.)

Theory Question Paper Pattern:

There shall be 5 questions each of 12 marks. On each unit there will be 1 question.

Question1 will be based on the entire syllabus.

All questions shall be compulsory with internal choice within the questions.

Questions will be subdivided into sub-questions a), b), c)….and the allocation of marks will depend on the weightage of the topic.

**Practicals:**

Internal assessment 40%

| Sr. No. | Evaluation Type | Marks |
|---|---|---|
| 1 | 3 project based assignments based on the application of syllabus. (10 marks each) | 30 |
| 2. | Journal/Portfolio | 10 |

Semester end examination: 60%

(Practical Exam will be of 3hr. duration)

| Sr.No | Evaluation Type | Marks |
|---|---|---|
| 1 | Design Studio work: Syllabus based (1 question) | 25 |
| 2 | Design Studio work: Application based on syllabus (1 question) | 30 |
| 3 | Viva | 5 |