

## STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME

**SCHOOL NAME** - Royal School of Design

**DEPARTMENT NAME** - Communication Design

**PROGRAMME NAME** - B.Des in Communication Design

| <b>1<sup>st</sup> SEMESTER</b>                  |                    |                                 |              |               |              |
|---|--------------------|---------------------------------|--------------|---------------|--------------|
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>             | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M111         | Introduction to Design          | 100          | 3             | 1-0-4        |
|   | COD082M112         | Elements & Principles of Design | 100          | 3             | 1-0-4        |
| Minor   | COD082N111         | Elements & Principles of Design | 100          | 3             | 1-0-4        |
| Interdisciplinary (IDC)                         |                    | Indian Knowledge System         | 100          | 3             |              |
| Ability Enhancement course (AEC)                | AEC982A101         | Communicative English -1        | 100          | 2             |              |
| Skill Enhancement Course (SEC)                  | COD082S111         | Illustration Technique          | 100          | 3             | 1-0-4        |
| Value Added Course (VAC)                        |                    | Introduction to Design          | 100          | 3             | 1-0-4        |
| Swayam Course                                   |                    | Understanding Design            | 100          | 3             |              |
| <b>TOTAL CREDIT FOR 1<sup>st</sup> SEMESTER</b> |                    |                                 |              | <b>23</b>     |              |
| <b>2<sup>nd</sup> SEMESTER</b>                  |                    |                                 |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>             | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M211         | Elements, Form & Structure      | 100          | 3             | 1-0-4        |
|   | COD082M212         | Design Thinking                 | 100          | 3             | 1-0-4        |
| Minor   | COD082N211         | Elements, Form & Structure      | 100          | 3             | 1-0-4        |
| IDC   |                    | Indian Knowledge System - 2     | 100          | 3             |              |

|   |                    |                                       |              |               |              |
|---|--------------------|---------------------------------------|--------------|---------------|--------------|
| AEC   | AEC982A201         | Communicative English - 2             | 100          | 2             |              |
| SEC   | COD082S211         | Visualization Techniques              | 100          | 3             | 1-0-4        |
| VAC   |                    |                                       |              |               |              |
| Swayam Course                                   |                    | Design Technology and Innovation      | 100          | 3             |              |
| <b>TOTAL CREDIT FOR 2<sup>nd</sup> SEMESTER</b> |                    |                                       |              | <b>23</b>     |              |
| <b>3<sup>rd</sup> SEMESTER</b>                  |                    |                                       |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>                   | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M311         | Semiotics                             | 200          | 4             | 1-0-6        |
|   | COD082M312         | Art History                           | 200          | 4             | 1-0-6        |
| Minor   | COD082N311         | Art History                           | 200          | 4             | 1-0-6        |
| IDC   | COD082I311         | Visualization Techniques              | 200          | 3             | 1-0-4        |
| AEC   | AEC982A301         | Communicative English - 3             | 200          | 2             |              |
| SEC   | COD082S311         | Communication Theory                  | 200          | 3             | 1-0-4        |
| Swayam Course                                   |                    | Web-designing & Multimedia Technology | 200          | 3             |              |
| <b>TOTAL CREDIT FOR 3<sup>rd</sup> SEMESTER</b> |                    |                                       |              | <b>23</b>     |              |
| <b>4<sup>th</sup> SEMESTER</b>                  |                    |                                       |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>                   | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M411         | Brand Identity Design                 | 200          | 4             | 1-0-6        |
|   | COD082M412         | Typeface Design                       | 200          | 4             | 1-0-6        |
|   | COD082M413         | Packaging Design                      | 200          | 4             | 1-0-6        |
| Minor   | COD082N411         | Brand Identity Design                 | 200          | 3             | 1-0-4        |
|   | COD082N412         | Typography                            | 200          | 3             | 1-0-4        |
| AEC   | AEC982A401         | Communicative English - 4             | 200          | 2             |              |

|   |                    |  |              |               |              |
|---|--------------------|--|--------------|---------------|--------------|
| Swayam Courses                                  |                    | Augmenting Design<br>Thinking with Human<br>Computer Interaction | 200          | 3             |              |
| <b>TOTAL CREDIT FOR 4<sup>th</sup> SEMESTER</b> |                    |  |              | 23            |              |
| <b>5<sup>th</sup> SEMESTER</b>                  |                    |  |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>  | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M511         | User Interface<br>Graphics                                       | 300          | 4             | 4-0-0        |
|   | COD082M512         | User Experience  | 300          | 4             | 4-0-0        |
|   | COD082M513         | Publication Design   | 300          | 4             | 4-0-0        |
| Minor   | COD082N511         | Publication Design   | 300          | 4             | 4-0-0        |
| <b>Internship</b>                               | COD082M514         | 4 weeks Internship<br>after 4 <sup>th</sup> Semester             | 300          | 4             |              |
| <b>TOTAL CREDIT FOR 5<sup>th</sup> SEMESTER</b> |                    |  |              | 20            |              |
| <b>6<sup>th</sup> SEMESTER</b>                  |                    |  |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>  | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M611         | New Media Design   | 300          | 4             | 4-0-0        |
|   | COD082M612         | Wayfinding &<br>Signages   | 300          | 4             | 4-0-0        |
|   | COD082M613         | Copywriting  | 300          | 4             | 4-0-0        |
|   | COD082M614         | Socio – Cultural<br>Design                                       | 300          | 4             | 4-0-0        |
| Minor   | COD082N611         | New Media Design   | 300          | 4             | 4-0-0        |
| <b>TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER</b> |                    |  |              | 20            |              |
| <b>7<sup>th</sup> SEMESTER</b>                  |                    |  |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>  | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M711         | System Design  | 400          | 4             | 4-0-0        |
|   | COD082M712         | Brand Journalism   | 400          | 4             | 4-0-0        |
|   | COD082M713         | Design for<br>Sustainability                                     | 400          | 4             | 4-0-0        |
|   | COD082M714         | Research<br>Methodology  | 400          | 4             | 4-0-0        |

|   |                    |  |              |               |              |
|---|--------------------|--|--------------|---------------|--------------|
| Minor   | COD082N711         | Brand Journalism   | 400          | 4             | 4-0-0        |
| <b>TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER</b> |                    |  |              | 20            |              |
| <b>8<sup>th</sup> SEMESTER</b>                  |                    |  |              |               |              |
| <b>COMPONENT</b>                                | <b>COURSE CODE</b> | <b>COURSE TITLE</b>  | <b>LEVEL</b> | <b>CREDIT</b> | <b>L-T-P</b> |
| Major (Core)                                    | COD082M811         | Portfolio Design   | 400          | 4             | 4-0-0        |
|   | COD082M812         | Retail and Exhibition<br>Design                            | 400          | 4             | 4-0-0        |
| Project /<br>Dissertation                       | COD082M813         | Dissertation/Research<br>Project                           | 400          | 4             | 4-0-0        |
| Or  |                    |  |              |               |              |
|   | COD082M814         | Design Management  | 400          | 4             | 4-0-0        |
|   | COD082M815         | Intellectual Property<br>Rights & Professional<br>Practice | 400          | 4             | 4-0-0        |
|   | COD082M816         | Design<br>Entrepreneurship                                 | 400          | 4             | 4-0-0        |
| <b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b> |                    |  |              | 20            |              |