# STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME

## ROYAL SCHOOL OF DESIGN

### B. Des Graphic Design (Honours/Honours with Research)

| 1st SEMESTER | | | |
|---|---|---|---|
| **COMPONENT** | **COURSE CODE** | **COURSE TITLE** | **CREDIT** |
| Major (Core) | GRD082M111 | Introduction to Design | 3 |
| | GRD082M112 | Elements & Principles of Design | 3 |
| Minor | GRD082N111 | Elements & Principles of Design | 3 |
| Interdisciplinary (IDC) | IKS992K101 | Indian Knowledge System | 3 |
| Ability Enhancement course (AEC) | CEN982A101 | Communicative English -1(Introduce to Effective Communication) | 1 |
| Ability Enhancement course (AEC) | BHS982A102 | Behavioural Science-I | 1 |
| Skill Enhancement Course (SEC) | GRD082S111 | Illustration Technique | 3 |
| Value Added Course (VAC) | VAC992V1415 | Introduction to Graphic Design | 3 |
| Swayam Course | | Understanding Design | 3 |
| **TOTAL CREDIT FOR 1st SEMESTER** | | | 23 |
| **2nd SEMESTER** | | | |
| **COMPONENT** | **COURSE CODE** | **COURSE TITLE** | **CREDIT** |
| Major (Core) | GRD082M211 | Elements, Form & Structure | 3 |
| | GRD082M212 | Design Thinking | 3 |
| Minor | GRD082N211 | Elements, Form & Structure | 3 |
| IDC | IDC072K211 | Indian Knowledge System - 2 | 3 |
| AEC | CEN982A201 | Communicative English – 2 (approaches to verbal and non-verbal communication) | 1 |
| | BHS982A202 | Behavioural Science-II | 1 |
| SEC | GRD082S211 | Visualization Techniques | 3 |
| VAC | VAC992V2110 | Design Thinking | 3 |
| Swayam Course | | Design Technology and Innovation | 3 |
| **TOTAL CREDIT FOR 2nd SEMESTER** | | | 23 |
| **3rd SEMESTER** | | | |
| **COMPONENT** | **COURSE CODE** | **COURSE TITLE** | **CREDIT** |

| Major (Core) | GRD082M311 | Semiotics | 4 |
|---|---|---|---|
| | GRD082M312 | Art History | 4 |
| Minor | GRD082N311 | Art History | 4 |
| IDC | GRD082I311 | Visualization Techniques | 3 |
| AEC | CEN982A301 | Fundamentals of Business Communication | 1 |
| AEC | **BHS982A304** | Behavioural Science-III | 1 |
| SEC | GRD082S311 | Print Technology | 3 |
| Swayam Course | | Web – Designing & Multimedia Technology | 3 |
| **TOTAL CREDIT FOR 3$^{rd}$ SEMESTER** | | | 23 |

### 4$^{th}$ SEMESTER

| COMPONENT | COURSE CODE | COURSE TITLE | CREDIT |
|---|---|---|---|
| Major (Core) | GRD082M411 | Brand Identity Design | 4 |
| | GRD082M412 | Typeface Design | 4 |
| | GRD082M413 | Packaging Design | 4 |
| Minor | GRD082N411 | Brand Identity Design | 3 |
| | GRD082N412 | Typography | 3 |
| AEC | CEN982A401 | Employability and Communication | 1 |
| AEC | BHS982A404 | Behavioral Science | 1 |
| Swayam Course | | Augmenting Design Thinking with Human Computer Interaction | 3 |
| **TOTAL CREDIT FOR 4$^{th}$ SEMESTER** | | | 23 |

### 5$^{th}$ SEMESTER

| COMPONENT | COURSE CODE | COURSE TITLE | CREDIT |
|---|---|---|---|
| Major (Core) | GRD082M511 | User Interface Graphics | 4 |
| | GRD082M512 | User Experience | 4 |
| | GRD082M513 | Publication Design | 4 |
| Minor | GRD082N511 | Publication Design | 4 |
| **Internship** | GRD082M521 | 4 weeks Internship after 4$^{th}$ Semester | 4 |
| **TOTAL CREDIT FOR 5$^{th}$ SEMESTER** | | | 20 |

### 6$^{th}$ SEMESTER

| COMPONENT | COURSE CODE | COURSE TITLE | LEVEL | CREDIT |
|---|---|---|---|---|
| Major (Core) | GRD082M611 | New Media Design | | 4 |
| | GRD082M612 | Experiential Design | | 4 |

| | GRD082M613 | Motion Graphics | 4 |
|---|---|---|---|
| | GRD082M614 | Socio – Cultural Design | 4 |
| Minor | GRD082N611 | New Media Design | 4 |
| | | **TOTAL CREDIT FOR 6<sup>th</sup> SEMESTER** | 20 |

## 7<sup>th</sup> SEMESTER

| COMPONENT | COURSE CODE | COURSE TITLE | CREDIT |
|---|---|---|---|
| Major (Core) | GRD082M711 | System Design | 4 |
| | GRD082M712 | Advertising & Marketing | 4 |
| | GRD082M713 | Design for Sustainability | 4 |
| | GRD082M714 | Research Methodology | 4 |
| Minor | GRD082N711 | Advertising & Marketing | 4 |
| | | **TOTAL CREDIT FOR 7<sup>th</sup> SEMESTER** | 20 |

## 8<sup>th</sup> SEMESTER

| COMPONENT | COURSE CODE | COURSE TITLE | CREDIT |
|---|---|---|---|
| Major (Core) | GRD082M811 | Retail and Exhibition Design | 4 |
| | GRD082N812 | Portfolio Design | 4 |
| Project / Dissertation | GRD082M821 | Dissertation/Research Project | 12 |
| | | **TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER** | 20 |