

## **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>				23	
<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>				23	
<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 Thinking with Human Computer Interaction	200	3	
TOTAL CREDIT FOR 4 <sup>th</sup> SEMESTER				23	
5 <sup>th</sup> SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	COD082M511	User Interface 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
Internship	COD082M514	4 weeks Internship after 4 <sup>th</sup> Semester	300	4	
TOTAL CREDIT FOR 5 <sup>th</sup> SEMESTER				20	
6 <sup>th</sup> SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	COD082M611	New Media Design	300	4	4-0-0
	COD082M612	Wayfinding & Signages	300	4	4-0-0
	COD082M613	Copywriting	300	4	4-0-0
	COD082M614	Socio – Cultural Design	300	4	4-0-0
Minor	COD082N611	New Media Design	300	4	4-0-0
TOTAL CREDIT FOR 6 <sup>th</sup> SEMESTER				20	
7 <sup>th</sup> SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	COD082M711	System Design	400	4	4-0-0
	COD082M712	Brand Journalism	400	4	4-0-0
	COD082M713	Design for Sustainability	400	4	4-0-0
	COD082M714	Research 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 Design	400	4	4-0-0
Project / Dissertation	COD082M813	Dissertation/Research Project	400	4	4-0-0
Or					
	COD082M814	Design Management	400	4	4-0-0
	COD082M815	Intellectual Property Rights & Professional Practice	400	4	4-0-0
	COD082M816	Design Entrepreneurship	400	4	4-0-0
<b>TOTAL CREDIT FOR 8<sup>th</sup> SEMESTER</b>				20	