Nirma University
Department of Design

B.Des in Communication Design

Nirma University
Department of Design
Teaching & Examination Scheme of *(B.Des. programme)*
Revised
Semester I -A.Y. 2018-19

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)				Examination Scheme		
			L	P	T	C	Component Weightage		
							CE	P	SEE
1	DSK111	Drawing - I		4.5		3	1.00		
2	DSK112	Geometric Construction 2D		4.5		3	1.00		
3	DSK113	Colour		4.5		3	1.00		
4	DSK114	Elements of Design I		4.5		3	1.00		
5	DSK115	Introduction to Basic Materials - I		4.5		3	1.00		
6	DPR110	Design Studio I – Design Enviornment		7.5		5	1.00		
7	DTH111	History of Design -I	1	1.5		2	1.00		
8	DTH112	Design Case Studies	1	1.5		2	1.00		
		Total	2	33		**24**			

SEE: *Semester End Examination / Jury*

L: *Lectures, P/T: Practicals-Studio/Tutorial, C: Credits*

CE: *Continuous Evaluation*

LPW: *Laboratory / Project Work / Studio Work*

* Field Course: Students will work a minimum of 8 hours each day at whichever site they are.								

Nirma University

Bachelor of Design, Department of Design

Year I, Semester I

L	T	P	C
		4.5	3

Course Code	DSK111
Course Title	Drawing - I
Credits	4.5
Teaching hours:	67.5 hours

Course Learning Outcomes (CLO):

This course helps develop a quality of keen observation and experience space in terms of perspective. Sharpens the ability to analyze and appreciate the structure that is either visible or hidden.

Helps understand the basics of drawing in terms of perception and representation of distance, concepts of 3D spaces and forms on 2D surface.

Helps establish a sense of inter-relatedness of parts in the overall proportion

Syllabus:

Basic Exercise

Movement of fingers, elbows and arms in drawing. Explore different grades of pencils, its properties and use. Representation of textures. Freehand plotting and layout.

Nature Drawing

Analysis and appreciation of natural form through a visual reference. Capturing of an overall form-character, overall proportions, and fine details. Understanding depth, light, and shade.

Human Figure Study

Overall human form study with the actual model, quick sketching to enhance observation. Human body details; understanding of form, relative proportions, and details by rendering techniques. **Dimensional Solids**

Drawing basic solid (cube/cone/sphere) and understanding its hidden dimension and structure in perspective.

Perspective Study

Simple one-point and two-point perspective of interior and exterior spaces. Complex perspective.

Suggested Readings^:
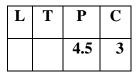
1. Dalley Terence ed; The complete guide to illustration & design, Phaidon, Oxford, 1980
2. T. C. Wang; Pencil Sketching, John Wiley & Sons, 1997
3. Pogany, Willy; The Art of Drawing, Publisher: Madison Books, 1996
4. R. Kasprin; Design Media –Techniques for watercolor, pen and ink,
5. Edwards, Betty; New Drawing on the Right Side of the Brain,

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

Nirma University

Bachelor of Design, Department of Design

Year I, Semester I

L	T	P	C
		4.5	3

Course Code	**DSK112**
Course Title	**Geometric Construction – 2D**
Credits	**3**
Teaching hours:	**67.5 hours**

Course Learning Outcomes (CLO):

Geometry (literally 'earth (geo) measure') is primarily a philosophical pursuit, along with arithmetic, Music & Astronomy, Geometry was one of the four obligatory educational studies in ancient times. It provides the tools, methods and vocabulary to giving tangible form to abstract ideas, which is the primary concern of Design.

It enables the analysis and description of shapes, patterns and their interrelationship.

It sensitizes designers to the hidden geometric order in natural forms, which can contribute significantly to their work

Syllabus:

Introduction to tools, Basic Concepts & Terminology, Shapes, Proportions, Series & Progressions, Symmetry, Tiling & surfaces

Suggested Readings^:

- Gail Greet Hannah, Elements of Design, Princeton Architectural   Press,   2002
- Lauer, David; Design Basics, Wadsworth Publishing, 1999
- W. Wong; Principles of Two Dimensional Design, John Wiley and Sons, 1972
- J. Bowers; Introduction to Two Dimensional Design: Understanding Form and Function, John Wiley & Sons, 1999
- Proctor, R.M.; The principles of pattern,
- Dover Publications, 1990
- Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press, 2001

w.e.f. Academic year _2018 and onwards

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NIRMA UNIVERSITY

Department of Design

(B.Des.)

(1st Year / Semester 1)

L	T	P	C
		7.5	5

Course Code	DPR111
Course Title	Design and Environment

Course Learning Outcomes (CLO):
To understand the process of design and be able to find solutions to simple problems in our immediate environment. The focus is on being able to identify problems and find needs.

Syllabus: **Teaching hours**:112.5

Introduction to Design and its eco-system

Design Relevance: Exposure and analysis

Introduction to the process of Design

Inquiry and observations

Documenting activities and environments

Talking and conversing with users

Problem identification or need finding

==Documentation, report making and presentations==

Student put into practice what they have learnt in the other courses during the semester

Suggested Readings:

D. Norman; The Design of Everyday things, London, The MIT Press, 1998

A Forty; Objects of Desire, Thems & Hudson 1995

J. de Noblet ed., Industrial Design--Reflections of a century, Thames & Hudson, 1993

Julier, G.; 20th Century Design, Thames & Hudson, 1993

Potter, Norman; What is a Designer: Things, Places, Messages, Princeton Architectural Press, 2002

Victor Papanek, Design For the Real World

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w.e.f. academic year _2018_____ and onwards

NIRMA UNIVERSITY

Department of Design

(B.Des.)

(1st Year / Semester 1)

L	T	P	C
		4.5	3

Course Code	DSK114
Course Title	Elements of Design I

Course Learning Outcomes (CLO):

Be able to Communicate ideas and concepts by researching visual techniques

Be able to select visual communication techniques to realize creative intentions

Be able to produce work which demonstrates the use of visual communication

Syllabus: **Teaching hours**: 67.5

Exploration of parallel and curved lines,

Visualization of movement through lines

Exploration of edge & surface character and form of objects through lines

5 second progression

Suggested Readings^:

Elements of Design: Rowena Reed Kostellow and the structure of visual Relationships (Design Briefs) Paper –Import, 1 July 2002

By Gail Greet Hannah

Design by Nature: Using Universal Forms and Principles in Design by Maggie Macnab

Universal Principles of Design, by Lidwell, Holden and Butler, Rockport, 2010

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w.e.f. academic year _2017_____ and onwards

NIRMA UNIVERSITY

Department of Design

(B.Des.)

(1st Year / Semester 1)

L	T	P	C
		4.5	3

Course Code	DSK115
Course Title	Introduction to Basic Materials I

Course Learning Outcomes (CLO):

Materials are one of the most basic resources for designers to give tangibility to their concepts and ideas. In this context it becomes important for them to understand the various kinds of materials that they can use, know their properties, the processes and the tools and their interrelationships required to work on them. New materials, processes and tools keep getting developed and it becomes relevant for the students to learn the method and pedagogy of understanding the materials, processes and the tools and techniques involved so that they can get confidence to work with any material, processes, tools and techniques known or new. It is also important for the students to develop sensitivity to experience the properties of different materials to get comfortable to interact with the world around filled with materials.

Syllabus: **Teaching hours**: 67.5

Introduction to basic forms - solid, sheet, clay and linear form.

Wood removal of material, understanding the grain structure and the form exploration. Sheet metal and plastic - shaping and forming, space filling possibility.

Clay - molding and shaping (pinching, slab work and coiling.)

Linear materials (rope, metal wire)- exploring tension properties. Techniques that can lead to surface and volume generation.

Introduction to hand tools across the workshops

Suggested Readings^:

- Basic Workshop Practice, Author Name: Kogent Learning Solutions Inc.
- Westermann Tables for the Metal Trade Book by John Wiley & Sons
- Workshop Technology Volume 1, 5th Edition by W. Chapman

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w.e.f. academic year _2017_____ and onwards

NIRMA UNIVERSITY

Department of Design

(B.Des.)

(1st Year / Semester 1)

L	T	P	C
1		1.5	2

Course Code	DTH111
Course Title	History of Design - I

Course Learning Outcomes (CLO):

Students of design need to engage with art and design history as a way of informing design practice as well as thinking. This course will introduce students to the breadth of art and design history from Indian as well as a Western perspective.

The objective of this course is to introduce students to historical developments in art and design against the background of major movements, styles and periods and with relation to social, cultural, economic, scientific and philosophical developments. The course will introduce students to Indian as well as Western perspectives in history and also introduce students to resources for studying history that will enable them in their own future investigations. It will cover historical developments until the Industrial Revolution in the 19th century.

Syllabus: **Teaching hours**: 37.5

Topic 1: Pre-history and Ancient Civilizations

Topic 2: <mark>Western Art and Design till Industrial Revolution</mark>

Topic 3: <mark>Indian Art and Design till Industrial Revolution</mark>

Topic 4: <mark>Industrial Revolution: the first machine age</mark>

Suggested Readings^:

L= Lecture, T= Tutorial, P= Practical, C= Credit

w.e.f. academic year _2017_____ and onwards

NIRMA UNIVERSITY

Department of Design

(B.Des.)

(1st Year / Semester 1)

L	T	P	C
1		1.5	2

Course Code	DTH112
Course Title	Design Case Studies

Course Learning Outcomes (CLO):

Learning about the many facets of design through a study of design case studies.

Design case studies will be selected from a wide range of design fields such as product, furniture, health, accessibility, UX, branding etc. The case studies will be a fair representation of Design in India as well as Design in the world outside.

Syllabus: **Teaching hours**: 37.5

Study and discussion of the case studies from different fields of design such as industrial design, product design, furniture design, graphic design, web design, textile design, sustainable design, eco design, etc.

The analysis of the case will be produced in a poster/ wall chart form

The students will submit a 1000-word paper at the end

Suggested Readings^:

www.designcouncil.org.uk

www.designinindia.net

www.dsource.in

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w.e.f. academic year _2017_____ and onwards

Nirma University

Department of Design

Teaching & Examination Scheme of *(B.Des. program)*

Proposed Semester II - A.Y. 2018-19 onwards

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)				Examination Scheme		
			L	P	T	C	Component Weightage		
							CE	P	SEE
1	DSK 121	Drawing - II		4.5		3	1.00		
2	DSK 122	Geometric Construction 3D		4.5		3	1.00		
3	DSK 123	Basic Typography		3		2	1.00		
4	DSK 124	Elements of Design II		6		4	1.00		
5	DSK 125	Introduction to Basic Materials II		4.5		3	1.00		
6	DSK 126	Imaging Techniques - Basic		3		2	1.00		
7	DPR 120	Design Process		4.5		3	1.00		
8	DTH 121	History of Design - II	1	1.5		2	1.00		
		Total	1	31.5		22			
*Field Courses									
9	DFO 120	*Rural Exposure & Documentation (Part of RSP)		40		2	1.00		
10	DFS 100	** Summer Apprenticeship		160 hrs		4	1.00		
		Total				2			
*Supplymentary Course									
10	DSP 120	Essential Communication		1		0	1.00		
		Total		1		0			
		Grand Total Credits	1	32.5		24			

			SEE: *Semester End Examination / Jury*						
L: *Lectures, P/T: Practicals-Studio/Tutorial, C: Credits*			CE: *Continuous Evaluation*						
LPW: *Laboratory / Project Work / Studio Work*									
* Field Course: Students will work a minimum of 8 hours each day at whichever site they are.									
** Summer Apprenticeship Course Evaluation will be part of Semester III's T&E Scheme									

NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		40	2

Course Code	DFO120
Course Title	Rural Exposure & Documentation

Course Learning Outcomes (CLO):

Design practice does not happen in isolation The environment, the society and culture provides the context within which design thrives and is created. A design student needs to empathize with the environment and experience the actual development of design at the grass root level. During this 1 week course the student would actually live in a rural environment and experience first-hand how design is practiced in reality.

Part two of this course is on campus where a detailed document is prepared of their observations and experience.

Suggested Readings:

1. Rajan Aditi, Handmade in India: Crafts of India 2009

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year II, Semester II

L	T	P	C
		160	4

Course Code	DFS100
Course Title	Summer Apprenticeship

Course Learning Outcomes (CLO):

This 4 week Summer Apprenticeship provides a comprehensive first exposure to professional workplace, to learn organization structure and function, to develop personality traits and to enhance communication and presentation (oral and written) skills.

Methodology

Orientation (up to four weeks) comprises design studio/ office visits and interaction with designers/ executives to facilitate the process of learning by observation and discussion, duly aided by the Checklist (an exhaustive list of queries about different aspects of an organization). Projects (often study type, involving collecting data, organizing, analyzing and presenting are assigned to promote leaning by doing. Components of evaluation include Dairy, Quiz, group discussion and presentation to develop regularity, group learning and communication skills.

w.e.f. Academic year _2017 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

L	T	P	C
		6	4

Course Code	DPR 120
Course Title	Design Process

Course Learning Outcomes (CLO):

At the end of the course student will:

1. Understand the methodologies used in Design problem solving.
2. Be able to understand and apply Design Opportunity Mapping as an important aspect of Problem Solving.
3. Understand the critical and significant steps and stages of the process of arriving at a solution after rigorous analysis and synthesis of the date collected

Syllabus: **Teaching hours**:90

1. **Opportunity Mapping:**
   Reflecting on personal experiences in everyday life where a difficulty is perceived; identification of a problem & an opportunity to improve the situation as a designer.
2. **Study if User Environments:**
   Understanding User Environments where the problems are perceived; study of a several users to understand commonalities, distinct situations, behavioral, cultural, material indicators, contributing to the context.
   Introduction of various methods to understand the above-observation study, qualitative dialogue, questionnaire's, group discussions etc.
3. **Study of Object- Image Space:**
   Understanding the device, image system, service in question its construction, its function, its semantic value, embedded technology etc.
4. **Detailed Brief & Parameter Mapping:**
   Articulation of Detailed brief to evaluate solutions
5. **Rapid Ideations:**

Brain Storming Ideas, solutions, concepts, new ways of doing thing

6. Final Solution & Prototyping:
Evaluation of solutions against parameters, selection of one idea fulfilling criteria, mock-up making, prototyping testing

Suggested Readings:

2. ***The India Report,*** *Charles & Ray Eames*, National Institute of Design Publications, 1958
3. ***Design & Environment***. *Primer, H Kumar Vyas*, National Institute of Design Publications, 1952
4. ***Design The Indian Context***, *H Kumar Vyas***,** National Institute of Design Publications
5. ***Design The International Movement with Indian Parallel,*** *H Kumar Vyas*, CEPT University Publications, 2011
6. ***Thinking Design,*** *S Balaram, Sage Publications, 2011*
7. ***Design Your Life:*** *The pleasures and perils of Everyday Things, Julia Lupton, St Martin's Press, 12- May -2009*
8. ***The language of Things:*** *Understanding the world of Desirable Objects, Deyan Sudjic, W.W. Norton, 01 June 2009*
9. ***Evocative Objects:*** *Things we think with Sherry Turkle, MIT Press 2007*
10. ***Emotional Design:*** *Why we love for (or Hate)Everyday Things, Donald A. Norman, Basic Books, 2004*
11. ***The Design of Everyday Things,*** *Donald A Norman, Basic Books, 2001*

w.e.f. Academic year _2019 and onwards

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NIRMA UNIVERSITY

(B. Des- Industrial Design & Communication)

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		1	0

Course Code	DPS 120
Course Title	Essential Communication
Credits	0
Teaching hours:	15 hours

Course Learning Outcomes (CLO)

At the end of the course, students will be able to:

1. Understand how communication process works

2. Develop effective speaking and writing abilities

3. Develop an ability to understand and deliver different kinds of writing

4. Effectively express

Syllabus:

- Types of Communication,
- Process of Communication
- Barriers to Communication
- Essentials of Good Communication
- Verbal and Non-verbal Communication
- Benefits of Effective Listening
- Basic grammar in spoken and written English
- Presentation Skills, Interviews, Public Speaking, Preparing the Speech

- <mark>Effective Writing Skills: Elements of Effective Writing, Writing of CV, Drafting an E-mail, Press Release, Report Writing etc</mark>

Suggested Readings:

1. *Effective English Communication* by Mohan Krishna, Meenakshi Raman
2. *The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions*, by Barbara Pease, Allan Pease, Bantam Books, 2006
3. *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds,* Carmine Gallo, St. Martin's Press, New York, 2014
4. *Essential Communication* by Ronald Adler, George Rodman, Athena du Pre, Oxford University Press, 2015
5. *Simply Said: Communicating Better at Work and Beyond*, by Jay Sullivan, Wiley, 2016

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w.e.f. academic year _2018_____ and onwards

NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		3	2

Course Code	DSK 123
Course Title	Basic Typography

Course Learning Outcomes (CLO):

To understand and become sensitive to the use of type, type families and their variations. To do explorative printing on different surfaces.

Syllabus: **Teaching hours**:45

-Introduction to type and its history

-Type as a form and means of communication

- Type in our environment

- Learning to see and recognize typefaces, type families and know about type designers

- Construction of type with hand

- Structure and anatomy of type; x-height, ascenders, descenders, counter, cap-height, baseline etc.

-Typographic variables like kerning, tracking, leading, spacing etc

-Semantics of type, legibility and readability issues in type

==Introduction of printing techniques==

Suggested Readings:

1. *Carter Ron, Day Ben Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons 1999*
2. *Allen Hurlburt, The Grid, John Wiley & Sons 1999*

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		4.5	3

Course Code	DSK 124
Course Title	Elements of Design II

Course Learning Outcomes (CLO):

The course provides the students with design skills to generate newer form ideas, using the Principles of Design

The focus is to study this through 3 dimensional form manipulations in various media

The learning focus is also on Form Semantics, using various Elements of Design learnt in EOD I

Syllabus: **Teaching hours**:67.5

Nature & Form:

Study of a natural organism- flora or fauna; Simplification of the form to discover its key characteristics

Form & Movement:

Learning to create visual movement in a three dimensional form through principles of Form Integration

Form & Color:

Changing the characteristic of a Form through the use of Colour, Contrast, Edge Character,

Vantage Point, Orientation etc.

Suggested Readings:

1. **The Elements of Design**- Rediscovering Colours, Textures, Forms and Shapes, Authors Loan Oei & Cecile De Kegel Thames & Hudson 2002
2. **Elements of Design**: Rowena Reed Kostellow and the structure of Visual Relationships (Design Briefs) Author Gail Greet Hannah, Princeton Architectural Press 2002
3. **Notes on the Synthesis of Form** by Christopher Alexander, Harvard University Press

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		4.5	3

Course Code	DSK 125
Course Title	Introduction to Basic Materials II

Course Learning Outcomes (CLO):

The course objective is to introduce learners to natural and human created materials, techniques of construction and processes used to convert materials into forms

To discover properties of materials by 'doing'

Introduction to hand tools, their functions and their use.

Syllabus:

Teaching hours:45

Wood:

Learning all that is possible to do in wood-natural and synthetic-sawing, cutting, planning, drilling, chiseling, shaping, inlaying, molding etc.

Introduction to working on a wood lathe

Introduction to basic wood joineries

Metal:

Introduction to Wire & Rods- twisting, forging etc.

Introduction to Sheet Metal: Pressing, Bending, Forming, Shaping, Perforating

Introduction to Solid Rods: Lathe Work demonstration & making of a 'master' for casting/ molding (As part of field Visits)

Suggested Readings:

1. Handmade in India by Aditi and M P Ranjan, Mapin Publishers Pvt. Ltd, 2007
2. Understanding Wood: A Craftsman's Guide to Wood Technology by R. Bruce Hoadley, Taunton Press 2003
3. What wood is that? A manual of wood identification by Herbert Lesson Edlin, Viking Press, 1969
4. Identifying Wood: Accurate Resilts with simple Tools, by R Bruce Hoadley Tanton Press 1990
5. Wood: Identification and Use by Terry Potter, Guild of Master Craftsmen, 2004
6. Metal Techniques for Craftsmen: A basic manual on the methods of Forming and decorating Metals, by Oppo Untracht, Publisher: Robert Hale, 1985
7. Complete Metalsmith by Tim McCreight, Publisher: Davis 2005
8. Creative Metal Forming by Betty Helen Longhi, Cunthia Eid, Publisher: Brynmorgen Press 2013
9. The Art of Enameling: Techniques, Projects, inspiration by Linda Darty, Publisher: Lark Crafts, 2006
10. Metal Techniques of Bronze Age Masters: All Chained Up, By Victoria Lansford, Publisher: Spiral Publishing Inc, 2008

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		3	2

Course Code	**DSK 125**
Course Title	**Introduction to Basic Materials II**

Course Learning Outcomes (CLO):

Exposure and exploration of the fundamentals of photography

Syllabus: **Teaching hours**:45

-Exposure to element of photography

-Light a composition

-Framing and point of view

Suggested Readings:

1. Hegdecoe John, The Photographer's Handbook, Ebony Press London 1977
2. Scott Kelby, The Digital Photography Book
3. Graves, Carson; The elements of B& W Photography, Focal Press 2001
4. Ang. Tom; Digital photography, Mitchell Beazley 1999
5. Sontag Susan, On Photography, Picador 2001
6. Kelby Scott; The Digital Photography Book, Publisher; Peachit Press 2006
7. Grimm Michele & Grimm Tom; The Basic Book of Photography, Fifth Edition, Publisher: Plume, 2003

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
		4.5	3

Course Code	DSK121
Course Title	Drawing II

Course Learning Outcomes (CLO):

In this course learner will be introduced to Analytical Drawing, where the focus is to understand the inherent structure and construction of natural and human created forms.

The course helps to evoke skills of representation learnt in Drawing I, through application of principles of principles of perspective. Various kinds of physical environments will be documented where elements bought together in time spatial frame – landscape, objects, people, flora and fauna, context, etc. Students will learn to document through sketches various environments, outdoors and indoors- work environments, living environments etc. and capture nuances of time, social and material character.

Syllabus: **Teaching hours**:67.5

Analytic drawing:

Understanding isometry:

Simple exercise of planes moving through space, drawn with the help of Isometric grid giving corner curvatures to planes, understanding circles as ellipse in isometric views

Form Transition & Form Generation:

Moving of form between different kinds of regular & semi-regular Polygons

Structures of Natural Objects:

Analysis of structure of natural forms- human body in motion, flora and fauna

Perspective Study

Representation of various environments recording time, space, motion and context

Suggested Readings:

1. Li: Dynamic Form in Nature by David Wade, wood Books, Walker, 2003
2. Golden Section by Scott Olsen, wooden Books, 2006
3. The Drawing Book: An innovative, practical approach to drawing the world around you, Author Sarah Simblet Penguin UK 2009
4. Jungle Trees of Central India: A field Guide for Tree Spotters, Author Pradip Krishen, penguin India 2014
5. Drawing: A Creative Process, Author, Francis D.K. Ching, New York : John Wiley & Sons, 1990.
6. Design Drawing, Author Francis D.K. Ching, Steven P. Juroszek Wiley 1997
7. The Sketchnote Handbook: the illustrated guide to visual note taking, Author by Mike Rohde Peachpit 2014
8. The Doodle Revolution: Unlock the Power to Think Differently, Author Sunni Brown, Portfolio 2014
9. Design by Nature: Using Universal Forms and Principles in Design (Voices that Matter), Author Maggie Macnab, New Ridders 2011

w.e.f. Academic year _2017 and onwards

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L	T	P	C
		4.5	3

Course Code	DSK122
Course Title	Geometric Construction -3D

Course Learning Outcomes (CLO):

The course if focused on understanding the construction of 3 dimensional Polyhedrons with precision and skill

The course aims to make the learner understand mathematical properties of 3 dimensional dorms, their planes, angles, indices, axis and their current mathematical absolutes geometrically through the study of relationships of constituent parts

The course will also inculcate in the student the ability to analyze forms and their internal structures.

Syllabus: **Teaching hours**:67.5

Constructions of Polytrons:

Introduction to the construction of simple polytrons- tetrahedron, cube, octahedron, Dodecahedron, Icosahedron in paper and as frame structures

Tessellating Polyhedrons:

Introduction to construction of tessellating three dimensional polyhedrons like space lattices

Dissecting Polyhedrons:

Sections of Polyhedrons will be constructed to understand the interrelationships between all the regular polyhedrons

Crafting Innovative Tessellating 3 Dimensional Forms

Surface Planes of Polyhedrons will be evolved as distinct forms to tessellate with adjoining planes in Thermocol/PoP/ Clay etc.

The exercise can be then applied to space filling 3 dimensional, tessellating structures

Suggested Readings:

w.e.f. Academic year _2017 and onwards

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NIRMA UNIVERSITY

FOUNDATION PROGRAMME

Bachelor of Design, Department of Design

Year I, Semester II

L	T	P	C
1		1.5	2

Course Code	DTH121
Course Title	History of Design II

Course Learning Outcomes (CLO):

To introduce students to the philosophical, ideological and contextual circumstances within which Art, Architecture & Design movements flourished

To understand the visual language and vocabulary of various movements

To understand their cross- geographical reach and simultaneous connectedness

To understand their impact on the world and futures

Syllabus: **Teaching hours**:37.5

Topic 1: Design movements in the Occident

Topic 2: Design movements in the orient

Topic 3: World at the Turn pf 20th century movements

Topic 4: Design today & Furniture of design

Suggested Readings:

1. No more Rules: Graphic Design and Postmodernism by Rick Piynor, Laurance King Publishers; Reprint edition 2013

2. Postmodernism; Style and subversion, 1970-90, Edition by Glenn Adamson, Edited by Jane Pavitt, V & A Publishing 2011
3. The Design Way: Intentional Change In an Unpredictable World Erik
4. Stolterman and Harold G Nelson, MIT Press 2012
5. Towards Post Modernism: British Museum Press; Michael Colins, 1994
6. Design Since 1851, Michael Collins, British Museum Publ. 1987
7. Design of the 20th Century, Charlotte Fiell Peter Fiell Taschen 1999
8. History of Modern Design: Graphics and products since the Industrial Revolution. David Raizman, Laurance Kind Publishing 2003
9. The AZ of modern design, Bernd Polster Merrel 2006
10. Beginning Postmodernism, Tim Woods, Manchester University Press 1999
11. Radical Postmodernism; Architectural Design, edited by Charles Jencks and fat, Published by Wiley

w.e.f. Academic year _2017 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

Nirma University

Department of Design

Teaching & Examination Scheme of *(B.Des. Programme-Communication Design)*

Semester III - A.Y. 2018-19 onwards

Sr. No.	Course Code	Course Title	L	P/S	T	C	CE	P	SEE
1	DSK 211	Typography II & Layout Design		4.5		3	1.00		
2	DSK 212	Printing & Production Techniques I		3		2	1.00		
3	DSK 213	Imaging Techniques II		3		2	1.00		
4	DSK 214	Introduction to Graphic Software I		4.5		3	1.00		
5	DSK 215	Illustration Design I		3		2	1.00		
6	DTH 211	Communication Theory I	1	1.5		2	1.00		
7	DPR 211	Identity Design I	1	6		5	1.00		
8	DPR 212	Communication Design I: Poster Design		4.5		3	1.00		
		Total	**2**	**30**		**22**			
* Field Courses									
9	DFS 100	**Summer Apprenticeship		160 hrs		4	1.00		
		Total				**4**			
		Grand Total Credits				**26**			

L: *Lectures*, P/S: *Practicals-Studio*, T: *Tutorial*, C: *Credits*			**CE:** *Continuous Evaluation + Semester End Jury (80 %+20%)*	
LPW: *Laboratory / Project Work / Studio Work*				
*** Field Course: Students will work a minimum of 8 hours each day at whichever site they are**				
** Summer Apprenticeship: 1 Week = 40hours = 1 Credit				

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
		4.5	3

Course Code	DSK 211
Course Title	Typography II & Layout Design
Credits	3
Teaching hours:	67.5 Hours

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Understand in depth the various Font Styles and their distinctive characteristics for application in Design
2. Use grids for laying out text and image material for Publication & Communication Design purpose
3. Create innovative and functional layouts for specific applications

Syllabus:

The course will introduce the learners to the science of Typography & readability in various contexts of its use- Publications Design, Advertising Design, Wayfinding etc. through lecture presentations and assignments. The course will also help learners understand the value of various typefaces and the contexts of their use, based on their design and visual value.

- Understand Grids used for Publication Design
- Understanding technicalities of typographic matter and inter-related rules of sizes of text, images and the functions of spacing, layout design and readability.
- The learning of the use of Columns & Grids introduced in Semester II would be further enhanced with respect to scale and context of use.
- Introduction to Design of simple leaflets, booklets, etc.

Suggested Readings:

1. *Making and Breaking the Grid* by Timothy Samara
2. *Thinking with Type* by Ellen Lupton
3. *Typographie: A Manual of Design* by Emil Ruder
4. *New Perspectives in Typography* by Scott Williams
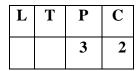
w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
		3	2

Course Code	**DSK 212**
Course Title	**Printing & Production Techniques I**
Credits	2
Teaching hours:	**45 hours**

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Understand various industrial printing processes
2. Make 'artworks' which are the pre- production processes for printing

Syllabus:

The course will introduce learners to various industrial methods of printing and reproduction for Publication & Communication material. This would include Screen Printing, Offset lithography, Gravure, Digital printing, Letterpress printing, Intaglio etc. This would be aided by classroom lectures and on-site visits.

Students would design artworks to get it printed in some of the printing methods learnt, to understand the preparatory processes involved prior and during the printing process.

- History of printing & publishing industry
- Understand pre-production, production and post-production of different printing methods
- Preparation of digital artworks
- Small trial sample productions from selected artworks

Suggested Readings:

1. *Production for the Graphic Designer* by James Craig
2. *Handbook of Print Media* by Helmut Kipphan (Editor)
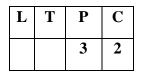3. *3D Printing: Technology, Applications, and Selection* by Rafiq Noorani

w.e.f. Academic year _2018 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
		3	2

Course Code	DSK 213
Course Title	Imaging Techniques II
Credits	2
Teaching hours:	45 hours

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Use advanced techniques of photography to create photographic compositions
2. Create narratives using single frames in continuity
3. Document and communicate, processes of manufacturing and making

Syllabus:

- Introduction to technicalities of Picture styles, RAW image, Digital imaging, Sensor, Crop factor, Light meter reading (Incident, reflected)
- Photography as contemporary Art
- Work of famous photographers
- Composition & Shooting at night
- Creating a body of work through Narrative photography

This would be learnt through:
- Outdoor Photography based on parameters of time, space etc.
- Live Photography of workshops, public spaces, factories, cottage industries - documenting processes, people at work and making
- Editing images to refine presentation of images

Suggested Reading:
1. *Starting Photography,* Andrews, Philip & Langford,
2. *Light and Lens: Photography in the Digital Age,* Hirsch, Robert
3. *Photographic Composition: A Visual Guide,* Page, David A. & Zakia, Richard D.,

4. *Light Science and Magic: An Introduction to Photographic Lighting,* Hunter, Fil & Biver, Steven & Fuqua, Paul
5. *Perception and Imaging: Photography – A Way of Seeing,* Zakia, Richard D.,

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credits

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
		4.5	3

Course Code	DSK 214
Course Title	Introduction to Graphic Software I
Credits	3
Teaching hours:	67.5 hours

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Work proficiently with Graphic software currently in use in the Industry
2. Use advanced software for visual ideation, image creation and presentations
3. Be skillful in image editing and image enhancement

Syllabus:

The course will focus on presentation and graphic software such as Microsoft Office's PowerPoint Presentation, Adobe Suite's Photoshop, Illustrator & InDesign

1. Introduction to various Software & its applications in Industry
2. Introduction to various tool/commands and its versatility for purpose at hand
3. Practical applications of Tools & Commands
4. Creative visualization of layouts with text and images
5. Creative Image creation

Suggested Readings:

1. *Adobe CC Classroom in a Book:* **7 Books**
2. *The Adobe Photoshop CC Book for Digital Photographers 2017*, **Scott Kelby**
3. *Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations,* Garr Reynolds
4. *Slide:ology: The Art and Science of Presentation Design,* Nancy Duarte

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credits

NIRMA UNIVERSITY

Communication Design Programme
Bachelor of Design, Department of Design
Year II, Semester III

L	T	P	C
		3	2

Course Code	DSK 215
Course Title	Illustration Design I
Credits	2
Teaching hours:	45 hours

Course Learning Outcomes (CLO):

At the end of the course students will be:
1. Skilled to create illustrations in different styles and genres
2. Use Illustration design skills to communicate ideas and concepts creatively and effectively

Syllabus:

The course will introduce learners to various illustration and rendering techniques. The course will include different illustration styles, exploration of different mediums through relevant hands-on assignments.

- Study of the works of well-known illustrators
- Illustration for industry specific requirements from development of concept to execution
- Creation of conceptual solutions in a variety of media, including but not limited to: pencil, ink, water colour media, acrylics, oils, markers, pastels, charcoal on paper or collage
- Exploration of Illustration series like graphic novels/comic book/storyboards etc.
- Illustration for social/marketing communication

Suggested Readings:

1. *Digital Storytelling: A Creator's Guide to Interactive Entertainment,* Carolyn Handler Miller
2. *Creative Illustration,* Andrew Loomis
3. *Anatomy and Drawing, Victor Perard*
4. *Illustration: A Theoretical and Contextual Perspective,* Alan Male

w.e.f. Academic year _2018 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
1		1.5	2

Course Code	**DTH 211**
Course Title	**Communication Theory I**
Credits	2
Teaching hours:	**37.5 hours**

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Understand the power of the image and its context and reach
2. Research and comprehend the ways whereby different societies associate and perceive imagery with phenomena, events and objects in the environment
3. Through study become familiar with symbolic visual language which is understand within a specific culture

Syllabus: **Society, culture & communication: Image, Form & embedded meanings**

To introduce students to what governs the development of a visual language across cultures:

- Geography and context
- Historical development and guiding impulses
- Visual forms in images, objects, environments
- Semantic meanings associated with the use and hence symbolic orientation
- Inspirational principles and fantasy associated with intangible attributes like power, spirituality, social norms, language etc.

The course will combine

o Visual lectures which would include scholarly theoretical frameworks

o   Individual assignments based on image and object systems and their various functions. For example, study of colour and its associations, gender identities, rank or social orientations, ideal proportion systems & human representation etc.

Suggested Readings:

1. *Design and Environment: A Primer,* H. Kumar Vyas
2. *Design, the Indian Context: Learning the Historical Rationale of the Indian Design Idiom,* H. Kumar Vyas
3. *The Design of Everyday Things*, Don Norman
4. *Emotional Design*, Don Norman
5. *The Earthen Drum* by Pupul Jayakar
6. *Ways of Seeing, John Berger*
7. *Naked Ape, Desmond Morris*
8. *People Watching, Desmond Morris*

w.e.f. Academic year _2018 and onwards

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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
1		6	5

Course Code	**DPR 211**
Course Title	**Identity Design 1**
Credits	**5**
Teaching hours:	**105 hours**

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Comprehend Logotype design that is part of the Trademark/Corporate identity development
2. Understand what is a Brand and how a visual identity helps in building awareness of the Brand qualities and value
3. Be equipped to design logotypes that represent the mission and concept of an organization, product, space, system and/or a concept.
4. Apply the Visual Identity developed on Office Stationery, print communication materials

Content:

This course is preliminary part of the introduction to Corporate Identity Design for Communication Design students. The course will focus on the development of logotype identity, its visual nuances and differentiating characteristics that help embed the concepts & brand value of an organization, company, institution etc. in developing a corporate identity.

Syllabus:

1. Understanding functions of Corporate identity
2. Understanding basic concepts of branding

3. <mark>Design of a logotype</mark>
4. <mark>Logotype adaptations in different languages</mark>
5. Application of the corporate identity in basic stationery

Suggested Readings:

1. Logo Construction: How to Design and Build a Logo by Paula Yacomuzzi
2. Logotype by Michael Evamy
3. Know Your Onions: Graphic Design: How to Think Like a Creative, Act Like a Businessman and Design Like a God by Drew de Soto

w.e.f. Academic year _2018 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

Communication Design Programme

Bachelor of Design, Department of Design

Year II, Semester III

L	T	P	C
		4.5	3

Course Code	**DPR 212**
Course Title	**Communication Design I: Poster Design**
Credits	3
Teaching hours	**67.5 hours**

Course Learning Outcomes (CLO)

At the end of the course students will be able to:

1. Conceptualize and visualize an idea that has to be communicated in analog or digital medium
2. Apply design skills to enhance promotion, motivation and/or mediation of concepts to specific audiences
3. Design visual material in tandem with printing production methods

Syllabus:

The course would introduce the learners to various types of Posters used in the Communication Industry-ranging from Political propaganda, Cinema promotions, Social communication to Advertising. The students would be taught to design posters for an organization, a social cause, commercial promotion etc. The design process will use printing & production methods as a significant parameter along with the Design brief, which may be hypothetical or real.

- History of Posters & its value as a medium of communication
- Poster as a medium of communication
- Classification of Posters & its technical parameters for both digital & print media
- Introduction to various types of papers used in the print Industry for various production processes
- Understanding a brief

- <mark>Poster design fundamentals</mark>
- <mark>Creativity and communication in design of posters through practice</mark>

Suggested Readings:

1. *New Poster Design,* Wang Shaoqiang
2. *How Posters Work,* Ellen Lupton

w.e.f. Academic year _2018 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

Nirma University
<u>Communication Design Programme</u>

Bachelor of Design, Department of Design
Year II, Semester III

L	T	P	C
		160	4

Course Code	DFS 100
Course Title	Summer Apprenticeship
Credits	4
Teaching hours:	160 hours

Course Learning Outcomes (CLO):

At the end of the Summer Internship at an organization, students will have:
1. Exposure to a professional workplace and understand its structure and mandate
2. Understand the various Departments and hierarchy of the workplace
3. Learn to work and produce output based on the brief given by the client
4. Familiarity with work ethics of a professional environment

Methodology:
- Orientation (up to four weeks) comprises design studio/ office visits and interaction with designers/ executives to facilitate the process of learning by observation and discussion, duly aided by the Checklist (an exhaustive list of queries) about different aspects of an organization.
- Projects (often study type, involving collecting data, organizing, analyzing and presenting data/ information) are assigned to promote learning by doing.
- Components of evaluation include Diary, Quiz, Group Discussion and Presentation to develop regularity, group learning and communication skills.

w.e.f. Academic year _2017 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

Nirma University

Department of Design

Teaching & Examination Scheme of *(B.Des. Programme- Communication Design)*

Semester IV- A.Y. 2019-20 onwards

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)			Credits	Examination Scheme		
			L	P/S	T	C	Component Weightage		
							CE	P	SEE
1	DSK 221	Typography III- Type Design		4.5		3	1.00		
2	DSK 222	Illustration Design II		4.5		3	1.00		
3	DSK 220	Environmental Graphics		4.5		3	1.00		
4	DSK 225	Introduction to Moving Images I		4.5		3	1.00		
5	DTH 221	Communication Theory II	1	4.5		4	1.00		
6	DPR 221	Identity Design II	2	7.5		7	1.00		
		Total	3	30		23			
* Field Courses									
9	DFO 200	Summer Internship- Apprenticeship 6 Weeks		240		6	1.00		
10	DSP 200	Business Communication		1		0	1.00		
		Total	3	32.5					
		Grand Total Credits				23			

L: Lectures, P/S: Practicals-Studio, T: Tutorial, C: Credits

SSE: *Semester End*

		Examination /Jury						
LPW: Laboratory/ Project Work/ Studio Work		CE: Semester End Jury						
Field Course: Students will work a minimum of 8 hours each day at whichever site they are								
**Summer Apprenticeship Course Evaluation will be part of Semester V's T & E Scheme								

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year II, Semester IV

L	T	P	C
		4.5	3

Course Code	**DSK 221**
Course Title	**Typography III- Type Design**

Course Learning Outcomes (CLO):

At the end of the course, student will:

4. Build capabilities to design letter forms
5. Develop an understanding about need of type forms in contemporary contexts- use of traditional, contemporary and experimental calligraphy
6. Have exposure to traditional, contemporary and experimental calligraphy
7. Be skilled in use of various calligraphic tools such as pencil, rotring - aerograph pens, cut-nibs, paint brushes etc. and introduction to various (mediums) such as inks, poster colours, water colours on various surfaces being explored

Syllabus: **Teaching hours:** 67.5 hours

Unit I Introduction to various writing cultures **Teaching hours:** 6 hours

Unit 2. Module – Calligraphy **Teaching hours:** 12 hours

5.1. Calligraphic experiments using various tools, medium and surface
5.2. Creating Calligraphic patterns – Calligrams
5.3. Decorative aspect/s of Calligraphy
5.4. Study of Classical Roman Calligraphy and Devanagari Calligraphy styles

Unit 3. Type Design **Teaching hours:** 18 hours

a. Introduction to font/type design software
b. Understanding physical characteristics of a Letterform- serifs, x-height, ascenders, descenders, upper and lower case, thick/thin/italic variations etc.
c. Optical and mechanical spacing in between the letters of a word-word space, alignments etc.

Unit 4. Designing Letterforms　　　　　　**Teaching hours**: 31.5 hours

4.1 Designing and constructing a Roman Letterform

4.2 Letterform design- understanding positive and negative spaces in and around it

Suggested Reading

1. An A-Z of Type Designers, Neil Macmillan
2. Designing Type, Volume 10, Karen Cheng

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year II, Semester IV

L	T	P	C
		4.5	3

Course Code	DSK 222
Course Title	Illustration Design II

Course Learning Outcomes (CLO)

At the end of the course the students will:
1. Be skilled in a variety of digital illustration and rendering techniques.
2. Develop knowledge and skills to use illustration as means of communicating idea and concepts
3. Be able to use the acquired skill in their visual communication projects

Syllabus: **Teaching hours: 67.5 hours**

Digital Illustration course will provide an overview to wide variety of digital illustration techniques. Students will learn the basics of digital illustration and explore different techniques including digital painting, drawing, rendering using Wacom/other digital illustration devices as well as through analog methods

Unit 1   Introduction to methods and mediums of illustration   Teaching hours: 25.5 hours

1.1 Create illustrations based on a specific brief from conceptualization to visualization with different media, for eg. Watercolour, Mixed media etc.

Unit 2   Understanding hardware and software for digital illustration
                                                        Teaching hours: 21 hours
1.1 Comprehension and application of the tools of bitmap and vector
1.2 Application of brushes, pencils and pens in digital frames

Unit 3 Converting of analog illustration into digital graphics   Teaching hours: 21 hours

3.1 Vector and Raster images

Suggested Readings:

1. Digital Storytelling: A Creator's Guide to Interactive Entertainment
2. Andrew Loomis- Creative Illustration
3. The fundamentals of Illustration
4. *Anatomy and Drawing - Victor Perard*

5. *Illustration: A Theoretical and Contextual Perspective* by Alan Male

w.e.f. Academic year _2018 and onwards
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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
		4.5	3

Course Code	DSK 220
Course Title	Environmental Graphics

Course Learning Outcome (CLO):
The course aims to make the learner:

1. Design Supergraphics, Signage, Hoardings which become part of Scaled operations with varying scales of reference vis-à-vis space.
2. Communicate strategies for large public spaces where communication messages are viewed from a distance from a higher vantage point of physical position etc.
3. Understand technologies used in current times for large scale projections

Syllabus: **Teaching hours**: 67.5

Unit 1: Scale, Material and Processes for digital technologies

1.1 Understanding Scale, Type and Visual Imagery
1.2 Understanding materials & Processes commonly used
1.3 Understanding digital technologies used in scaled up communication

Unit 2 Visualization of Design for a given space

Principles of Cognitive Design

1.1 Design development for a specific brief
1.2 Understanding Artwork production for Scaled operations.
1.3 Design project in a group & development of prototype

Unit 3 Methods of implementation   Cognitive task analysis

3.1 Understanding Artwork production for scaled operations
3.2 Creating mock ups and models
3.3 On site implementation

Suggested Reading

1. The field guide to supergraphics, Sean Adams
2. Billboard Art, Sally Henderson, Robert Landau

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
		4.5	3

Course Code	DSK 225
Course Title	Introduction to Moving Images I

Course Learning Outcome (CLO):
At the end of the course the students will have:

1. Create, edit, animate narratives using moving image tools and software
2. Demonstrate understanding of integrate soundtracks, titles, subtitles and other post production requirements.
3. Experience in using graphic and moving image software and its various tools.

Syllabus: **Teaching hours**: 67.5

Unit 1: Learning to create short narratives   **Teaching hours: 15**

1.4 Creating short narratives through digital tools

Unit 2 Understanding sound and recording   **Teaching hours: 20**

Unit 3 Methods of implementation   **Teaching hours: 32.5**

3.4 Introduction to moving image software: Getting used to the interface, basic tools
3.5 Understanding the narratives with the mix of sound and image
3.6 Understanding the use of production and post production digital software
3.7 Use of effects and text in the narratives through digital tools

Suggested Reading

3. Adobe after effects CC Classroom in a book (2018 release) by Lisa Fridsma, Brie Gyncild
4. Flash CS4: The missing manual by Chris Grover

w.e.f. Academic year _2019 and onwards

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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
1		4.5	4

Course Code	DTH 221
Course Title	Communication Theory II

Course Learning Outcomes (CLO):

At the end of the course, students will:

1. Document various indigenous visual folk cultures, their visual language and their identities
2. Build knowledge about folk traditions and their history, evaluation of visual forms and their functions in their functions in terms of narratives, materials and the embedded semantics.
3. Understand the meaning of signs and significance with respect to context and culture
4. Understand current media trends and its communication processes and their influence on society.

Syllabus: **Teaching Hour: 82.5**

Unit 1: The Foundation and Ingredients of Communication   **Teaching Hour: 12**

    1.1 Communication process, types of communication – Intra Personal, Inter Personal and forms of Communication- Verbal, Non-verbal

    1.2 Understanding Semiotics

    1.3 Meaning of Semiotics, different types of codes and signs

Unit 2: Semiotics and Culture   **Teaching Hour: 12**

    2.1 Understand how meaning and significance change with culture

    2.2 Culture and symbolism

    2.3 Signifier and signified in visual forms

    2.4 Denotation and connotation

Unit 3: Culture and visual language.   **Teaching Hour: 18**

3.1 Study of Indian visual folk styles

3.2 Meanings of symbols and their representation

3.3 Understanding visual motifs defining a specific and their community identity.

3.4 Materials and surfaces, techniques, process, innovations, markets-users

3.5 Historical perspectives

Unit 4: Field work and Documentation of a visual folk narrative   **Teaching Hour: 40.5**

4.1 Analyze visual forms and objects that form specific the identity of a culture

4.2 The functional needs of social and political objects, marks and symbols of identity that define a place, context, ceremony, celebration or any other function.

4.3 Study the specific community's language and its communication process in terms of their meanings, materials and methods of production.

4.4 Engagement with both primary and secondary research to understand the techniques and methods of visual narrative used in the specific folk/ tradition.

Suggested Readings:
- Semiotics – The Basics, Daniel Chandler
- Cultural Semiotics – For a Cultural Perspective in Semiotics, Lorusso, Anna Maria
- Hand made in India, Published by National Institute of Design

w.e.f. Academic year _2018 and onwards

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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
2		7.5	7

Course Code	DPR 221
Course Title	Identity Design II

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Be able to help define a company's product/ service message through applications on packaging, outdoor promotions, advertising etc.
2. Be able to integrate the brand identity developed in part I of the course, across system of promotion into creative and functional design applications
3. Be able to understand comprehensively the idea of brands and the branding process
4. Be able to use ethnographic studies to understand the cognitive aspects of brand understanding across various demographic segments.
5. Understand Design Research Methods and use them for information and data collection, stakeholders and user research, market research etc. to help arrive at Design brief.

Syllabus: **Teaching hours: 142.5**

Unit 1: Design Research Methods   **Teaching hours: 22.5**

The course will introduce basic concepts of design research methods and the tools that are generally used in design research

    1.1 Quantitative and Qualitative research methods
    1.2 Primary and Secondary research methods
    1.3 Survey and questionnaire methods.

Unit 2: Analyze Brand Identity Typologies   **Teaching hours: 30**

    2.1 Differenctiate Identity qualities through Qualitative Methods: Observation methods, Stakeholder research, Ethnographic / User Research

Unit 3. Designing new identities   **Teaching hours: 30**

3.1 Market research, Opportunity mapping and Design brief development

3.2 Design new identities

Unit 4: Design applications incorporating identity   **Teaching hours: 30**

4.1 Unified system as per the brief hypothetical or real

Unit 5: Basic standards for corporate identity manual   **Teaching hours: 30**

5.1 Grid system
5.2 Colour system
5.3 System of typography and identity
5.4 Standard and systems of applications

Suggested reading:

1. Designing Brand Identity – An essential guide for the whole branding team, Alina Wheeler
2. Designing Corporate Identity: Graphic Design as a Business Strategy, Pat Matson Knapp
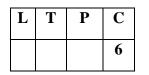
w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
			6

Course Code	DFS 200
Course Title	Summer Internship- Apprenticeship- 6 weeks
Credits	6
Teaching hours:	240 hours

Course Learning Outcomes (CLO):

At the end of the Summer Internship-Apprenticeship of 6 weeks the students will:

1. Develop and enhance professional competencies
2. Have exposure to real life work environment
3. Understand the importance of industry work environment, processes, market requirements, project deadlines, team-work and methodologies in practice, professional work ethics etc.

Syllabus:

Unit 1: Apprenticeship in the chosen industry

a. Application of design skills learnt in previous semesters
b. Development of practical knowledge related to specialization
c. Strengthening work values
d. Developing communication skills
e. Developing an understanding of market requirements, client briefs etc.
f. Understanding the work environment and design processes/methods used

Unit 2: Documentation of Experience

Documentation of the summer internship – apprenticeship

2.1 Organization profile

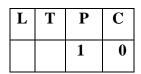2.2 Processes/methods observed, work portfolio, experience and knowledge gained

Suggested Reading

1. AIGA Professional Practice in Graphic Design, Tad Crawford
2. The Professional Practice of Design, Dorothy Goslett

w.e.f. Academic year _2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM

Bachelor of Design, Department of Design

Year II, Semester IV

L	T	P	C
		1	0

Course Code	DPS 200
Course Title	Business Communication
Credits	0
Teaching hours:	22.5 hours

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Communicate effectively in professional contexts in English language

2. Communicate effectively according to different audience

3 Use terminology that can be applied to written reports and emails, and professional presentations

4. Use terminology suitable for telephonic business ccommunication

Syllabus

1. Identifying and understanding audience

2. The Importance of Listening in the Workplace: Introduction, what is listening? Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context

3. **Verbal Communication**

- Introduction to basic language and vocabulary used in business situations
- Writing business emails, reports, proposals
- Making a professional presentation
- Use terminology suitable for telephonic business communication

4. **Non-Verbal Communication**

- Nonverbal Cues – Facial Expressions, gestures, paralinguistic, body language & Posture, eye gaze, appearance
- Nonverbal Cues in Written Messages

5. Proof reading the written communication

Suggested Readings^:

1. Effective English Communication by Mohan Krishna, Meenakshi Raman
2. Essentials of Business Communication, Mary Ellen Guffey, Dana Loewy
3. Writing, Speaking, Listening: The Essentials of Business Communication Helen Wilkie

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w.e.f. academic year _2018_____ and onwards

Nirma University

Department of Design

Teaching & Examination Scheme of *(B.Des. Programme-Communication Design)*

Semester V - A.Y. 2019-20 onwards

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)			Credits	Examination Scheme		
			L	P/S	T	C	Component Weightage		
							CE	P	SEE
1	CDPR 311	Publication Design		6		4	1.00		
2	CDSK 311	UI-UX I (Website Design)	1	6		5	1.00		
3	CDSL 311	Introduction to Literature & Creative Writing	2	1.5		3	1.00		
4		Institute Elective I	1	6		5	1.00		
5		Institute Elective II	1	1.5		2	1.00		
6		University Elective	3			3	0.60		0.40
		Total	8	21		22			
* Field Courses									
7	DFS200	****Summer Internship - Apprenticeship- 6 Weeks**		240		6	1.00		
		Total							
		Grand Total Credits				28			

L: *Lectures,* P/S: *Practicals-Studio,* T: *Tutorial,* C: *Credits*

CE: *Continuous Evaluation + Semester End Jury (80 %+20%)*

LPW: *Laboratory / Project Work / Studio Work*								
* Field Course: Students will work a minimum of 8 hours each day at whichever site they are								
** Summer Apprenticeship: 1 Week = 40hours = 1 Credit								

List of Department Elective Courses			
Institute Elective I		**Institute Elective II**	
CDPR 312E	**Type Design**	CDTH 311E	**Film Appreciation**
CDPR 313E	**Moving Images II (Short Live - Advance)**	CDTH 312E	**Art Appreciation**

NIRMA UNIVERSITY

Bachelor of Design, Department of Design

Year III, Semester V

L	T	P	C
		6	4

Course Code	CDPR 311
Course Title	Publication Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Design books, journals, reports creatively

2. Determine layout of pages using grids that are synchronized for printing production processes

3. Apply design principles of Publication Design for enhancing communication

4. Demonstrate and develop various graphic design concepts for Publication material

Syllabus: **Teaching hours**: 90

Unit 1: Introduction to Publication Design   **Teaching hours: 10**

    1.1 Different types of Publications
    1.2 Understanding constituent parts of a specific publication like book/newspaper/
        magazine etc.

Unit 2: Layout Principles   **Teaching hours**: 60

    2.1 Understanding grids - margin, columns, gutter space etc.

    2.2 Explorations in Layout design using CRAP Principles (contrast, repetition, alignment,
        proximity)
    2.3 Designing pages and various parts of the book/newspaper/magazine etc.
    2.4 Working with type (typeface selection, leading, kerning, baseline, drop letters, indents, page
        numbering etc.
    2.5 Working with images (RGB/CMYK, image size, resolution, cropping, resizing, editing etc.)
    2.6 Design system for the publication

Unit 3: **Printing and Production**   **Teaching hours**: **20**

    3.1 Artwork development

    3.2 Preparing for print/digital platforms

Suggested Readings:

1. *The Elements of Typographic style,* by Bringurst Robert, Harley and Marks, Point Roberts, Washington, 1992
2. *Grid: A module system for the design and production of newspapers, magazine and books,* Hurlburt Allen, John Wiley and sons, 1982
3. *Unspecial Effects for Graphic Designers* by Bob Gill, Harper Collins Design International, 2001

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME

Bachelor of Design, Department of Design
Year III, Semester V

L	T	P	C
1		6	5

Course Code	CDSK 311
Course Title	UI - UX I (Website Design)

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Develop design expertise to create comprehensive websites for mobile and computer platforms
2. Determine User Interface and User Experience design for enhance communication
3. Analyze the design brief, its purpose, function and potential consumer segment
4. Understand hosting domains, and be conversant with programming languages

Syllabus: Teaching hours: 105

Unit 1: **Web Technology:** Telecommunication and Internet technology   **Teaching hours: 12**

1.1. **Internet & Hosting:** Domain and Domain Server DNS; Hosting and Type of Hosting Server
1.2. **Third Party Application:** Payment Gateway, SSL (Secure Sockets Layer) Secure Site Certificates
1.3. **Software Support:** Exploration of application; Coding HTML (Hypertext Mark-up Language); Embedded to HTML: PHP (Hypertext Pre-Processor), Java (Programming Language); Python (Dynamic language without compiler) etc.

Unit 2: Development of Design Brief   **Teaching hours: 30**

1. Articulate Business/Concept Brief; Purpose of Web Site
2. Literature study of existing similar Products; Competitor Analysis
3. Identification of Target User group and other significant stakeholders
4. Keyword Generation based on final Design brief
5. Content development

Unit 3: **Design Research and Development**   **Teaching hours: 48**

1. Static / Dynamic (Interactive) / e-commerce
2. Study of User experience and User Interfacing- User Flow (Navigation), Current GUI trends and Creating Graphic User Interface (GUI)
3. Concept Explorations and Final Concept with Grid (Table), Typeface, Colour, Icons, Images for Mouse over, Hyper Link Pages, .html Page creation, Search Box Widget (site map)
4. Photography and Photo editing

5. User Testing and Refinement

Unit 4: **Hosting and Optimizing**   **Teaching hours: 15**

1. Uploading pages in to Hosting Server (ftp/c panel)
2. Server Configuration and testing all links and navigation
3. Optimizing for the search engines, Social media, Email Marketing,
4. Webalizer Analysis and reporting
5. Documentation, Specifications, etc.

Suggested Readings:

1. *The Elements of User Experience: User-Centered Design for the Web* by Jesse James
   Publisher: New Riders, 2010
2. *Observing the User Experience: A Practitioner's Guide to User Research* by Mike Kuniavsky,
   Publisher: Morgan Kaufmann, 2012
3. *Sketching User Experiences: Getting the Design Right and the Right Design Book* by Bill Buxton,
   Publisher: Morgan Kaufmann, 2007
4. *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Paperback)* by
   Jeffrey Rubin, Publisher: John Wiley & Sons, 2008

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME

Bachelor of Design, Department of Design

Year III, Semester V

L	T	P	C
2		1.5	3

Course Code	**CDSK 311**
Course Title	**Introduction to Literature & Creative Writing**

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Compose ideas and concepts creatively through essays, poems, short stories, blogs and scripts
2. Analyze various fictional stories and biographies that have been converted into film scripts
3. Understand creative expression related to human values and ideologies through literature study from various geographic regions and time periods.

Syllabus: **Total Teaching hours**: **52.5**

Unit 1: Creative Verse   **Teaching hours**: **06**

  1.1 Contemporary Poems
  1.2 Verse in oral traditions

Unit 2: Short Narratives   **Teaching hours**: **09**

  2.1 Short Stories in English
  2.2 Study of Short Stories explored from student's first language

Unit 3: Prose   **Teaching hours**: **06**

  3.1 Creative Essays
  3.2 Motivational Speeches

Unit 4: Fiction & Features   **Teaching hours: 15**

  4.1 Novels and Plays

4.2 Cinema and Film scripts

Unit 5: Creative Writing   **Teaching hours**: **16.5**

5.1 Exploring creative expression in Rhyme in different languages

5.2 Building a creative story around a specified word/ idea/sound/metaphor

5.3 Exploring forms of writing-linear, non-linear methods

5.4 Developing a blog, jingle, script etc.

Suggested Readings:

1. *Popular Short Stories,* Oxford University Press, 1995
2. *Pleasant Prose Selection,* Oxford University Press, 1997
3. *Introducing Comparative Literature: New Trends and Applications,* by Cesar Dominguez , Haun Saussy , Dario Villanueva, published by Taylor & Francis Ltd, 2014
4. *Critical Creative Writing*, edited by Janelle Adsit, Publisher: Bloomsbury Academics,
5. *India's Greatest Short Stories,* Published by Grapevine India, 2018
6. *Ghalib: Innovative Meanings and the Ingenious Mind,* by Gopi Chand Narang, Translated by Surinder Deol, OUP India, 2017
7. *The Classic Tradition of Haiku: An Anthology,* edited by Faubion Bowers, Published by Dover Publications, 1996

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester V

L	T	P	C
1		1.5	2

Course Code	CDTH 312E
Course Title	**Art Appreciation**

Course Learning Outcomes (CLO):

At the end of the course the students will be able to:

1. Analysis, interpret and evaluate works of art within formal, cultural, social and historical contexts
2. Develop an appreciation of the various aesthetic principles at work in Fine and Plastic Arts
3. Appreciate the history of Art and contexts and principles that shaped Art and artistic perception

Syllabus: **Total Teaching hours: 37.5**

This course is an exploration of visual art forms and their cultural connections across historical periods. It is an in-depth inquiry into the elements, media and methods used in a wide range of creative processes. It is a course that enables students to understand *the diverse ways in which cultures construct and represent their realities. Through the examination of both historical and contemporary art it will enable the students to acquire formal analytical skills.*

Unit 1: The Fine-Arts and Applied Art Forms   **Teaching Hours: 09**

1. Paintings
2. Sculptures
3. Graphics
4. Crafts
5. Installations
6. Architecture

Unit 2: Introduction to Art Appreciation   **Teaching hours: 09**

1.1 The concept of art
1.2 Theories of art and aesthetics and its application to analyze an artwork

Unit 3: The Art Movements in India and globally   Teaching Hours: 09
        - Context, Meaning and Judgment

3.1 Context: Historical, religious or environmental information that surrounds a particular work of art and which helps to understand the work's meaning

3.2 Meaning: A statement of the work's content. A message or narrative expressed by the subject matter

3.3 Judgment: A critical point of view about a work of art concerning its aesthetic or cultural value

Unit 4: Assignment   **Teaching Hours: 10.5**

4.1 Write a Blog/Paper on any of the art forms practiced by an artist in your city
4.2 Observe the work, document the processes, critique the method, material and content of the artwork
4.3 Based on study, analyze the finer nuances of style, aesthetic principles and finer output.

Suggested Readings:

1. *Indian Art (Oxford History of Art),* Partha Mitter, Oxford, 2001
2. *The Art & Architecture of the Indian Subcontinent (Pelican History of Art Series),* J.C.Harle, The Yale University Press, 1994
3. *Indian Art: A Concise History,* Roy C. Craven, Thames & Hudson Ltd, 1976
4. *The Story of Art,* by Gombrich Leonie, Published by Phaidon Press Ltd, 2007
5. *Understanding Art*, by Lois Fichner-Rathus, Published by Cengage Learning, 2016

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester V

L	T	P	C
1		1.5	2

Course Code	CDTH 311E
Course Title	Film Appreciation

Course Learning Outcomes (CLO):

At the end of the course the students will:

4. Perceive the power of cinema as a creative medium of communication and its relationship with society
5. Analyze the narrative styles of cinema and the various genres of story telling
6. Appreciate cinema through the lens of historical, social, aesthetic and technological perspectives

Syllabus: **Total Teaching hours: 30**

The course would make the student understand various elements of a film, the concepts behind storytelling and explore the aesthetics of cinema. The language of images and sounds, the meanings created by their design, their juxtaposition and sequencing will be discussed. The course methodology would consist of screening of films (by masters who are authors of film genres/styles), lectures and presentations, interactive discussions and assignments.

Unit 1: Introduction to film history and film analysis   Teaching hours: 10

1.1 Historic and contemporary film landscape
1.2 History of Indian cinema
1.3 Movie genres- documentary, fiction and hybrid cinema
1.4 Concepts behind storytelling, editing styles, mise-en-scène and cinematography

Unit 2: Understanding cinematic language   Teaching hours: 10

2.1 Narrative elements in film
2.2 Theme, metaphor and allegory
2.3 Cinema and literature
2.4 Role of sound in cinema

Unit 3: Cinema and society   Teaching hours: 10

3.1 Approaches to analysis and interpretation
3.2 Explicit and implicit content
3.3 Impact of cinema on society and vice versa
3.4 Analysis of film across social, cultural and political perspectives

Suggested Readings:

6. *Experimental Cinema: A Fifty-Year Evolution* by David Curtis, Delacorte Press, 1972
7. *The Cinema of Satyajit Ray: Between Tradition and Modernity* by Darius Cooper, Cambridge University Press, 2008
8. *Bollywood and Globalization: Indian Popular Cinema, Nation, and* Diaspora by Rini Bhattacharya Mehta, Anthem Press, 2011
9. *Poetics of Cinema* by David Bordwell, Routledge, 2007
10. *Film Theory and Criticism* by Leo Braudy, Oxford University Press, 2009
11. *The Genius of the System: Hollywood Filmmaking in the Studio Era,* by Thomas Schatz, Published by University of Minnesota Press, 2010

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME

Bachelor of Design, Department of Design

Year III, Semester V

L	T	P	C
1		6	5

Course Code	CDPR 312E
Course Title	Type Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Compose new 'type forms' and apply them in contemporary contexts
2. Design letterforms for a new font style with key characters that define the type style
3. Perceive and develop a keen sense of form that is useful for aesthetic and functional considerations.
4. Apply the pervious learning of type design to analyze and explore forms of Roman and Indian scripts

Syllabus: **Teaching hours**: 105

Unit 1: Form Generation   **Teaching hours: 24**

1.1 Generating concepts for font creation
1.2 Designing a basic character set as a foundation

1.3 Creating a mood board reflecting ideas for character and features of font

Unit 2: Form Refinement   **Teaching hours**: 30

2.1 Understanding Proportions
2.2 Achieving uniformity and consistency of characters

Unit 3: Digitization and functionality of characters   **Teaching hours**: 51

3.3 Construction of letterforms using software
3.4 Addressing the technical aspects with the software -spacing, kerning, alignments, measurement, ligature
3.5 Iterations and checking the functionality of fonts
3.6 Applications of typeface based on context
3.7 Making specimens of the font

Suggested Readings:

1. *Calligraphy Manuals by Aksharaya Organisation Mumbai* (http://www.aksharaya.org/)
2. *An A-Z of Type Designers,* Neil Macmillan, Yale University Press, 2006
3. *Designing Type, Volume 10,* Karen Cheng, Laurence King Publishing, 2006

L	T	P	C
1		6	5

Course Code	CDPR 313E
Course Title	Moving Images II (Short Live -Advance)

Course Learning Outcomes (CLO):

At the end of the course the students will:

7. Develop technical knowhow to shoot a professional video and create a short film
8. Create and record soundtracks and integrate these during post-production
9. Demonstrate skills editing and mixing live video footage, titles, animation, audio tracks etc. using various software
10. Plan relevant shots, select/create relevant locations and shoot footage
11. Experience with script writing and make story boards for the film script

Syllabus: Total Teaching hours: 105

Working across digital video and traditional film making, this course offers exciting opportunities for innovation and experimentation. It will help develop an understanding of moving image history, theory and professional practice through in-class screenings and discussions. Students will also learn the basics of storytelling processes, story-boarding for film, video editing with sound design.

Unit 1: Pre-Production   Teaching hours: 30

1.1 Introduction to Narrative Strategies in Film Making
1.2 Storyboarding and introduction to staging and mis-en-scene
1.3 Basics of using a video camera and its operational techniques
1.4 Creating short narratives based on an approved script

Unit 2: Production   Teaching hours: 30

2.1 Breakdown of shooting schedule and location
2.2 Selection of cast and crew and rehearsal
2.3 Shooting live-action
2.4 Sound effect recording, dubbing, sound editing and mixing
2.5 Video editing principles
2.6 Shot breakdown

Unit 3: Post Production   Teaching hours: 45

3.1 Introduction to video editing software

3.2 Use of effects
3.3 Title and Credits
3.4 Final compositing

Suggested Readings:

1. *Experimental Cinema: A Fifty-Year Evolution* by David Curtis, Published by Delacorte Press, 1972
2. *The Foley Grail: The Art of Performing Sound for Film, Games, and Animation,* by Vanessa Theme Ament, Focal Press, 2009
3. *The Art of the Storyboard* by John Hart, Published by Focal Press, 2007
4. *The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice edited* by Robert Brian Stone and Leah Wahlin, Published by Routledge, 2018

Nirma University

Department of Design

Teaching & Examination Scheme of *(B.Des. Programme-Communication Design)*

Semester VI - A.Y. 2019-20 onwards

Sr. No.	Course Code	Course Title	L	P/S	T	C	CE	P	SEE
1	CDSK 321	Introduction to Space Design		6		4	1.00		
2	CDPR 321	UI - UX II (App Design)	1	6		5	1.00		
3	CDPR 322	Branding & Brand Communication	1	6		5	1.00		
4	CDTH 321	Communication Theory III (Visual Semiotics)	3			3	1.00		
5		Institute Elective	1	6		5	1.00		
5		University Elective	3			3	0.60		0.40
		Total	9	24		25			
* Field Courses									
6	DFS300	** Summer Internship II				8	1.00		
		Grand Total Credits				25			

L: *Lectures,* P/S: *Practicals-Studio,* T: *Tutorial,* C: *Credits*			**CE:** *Continuous Evaluation + Semester End Jury (80 %+20%)*									
LPW: *Laboratory / Project Work / Studio Work*												
* Field Course: Students will work a minimum of 8 hours each day at whichever site they are												
** Summer Internship: 1 Week = 40hours = 1 Credit												
** Summer Internship will be part of Semester VII's Teaching & Examination Scheme												

List of Department Elective Courses			
Institute Elective			
CDPR 323E	**Packaging Design**		
CDPR 324E	**Moving Images III (Animation)**		

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME

Bachelor of Design, Department of Design

Year III, Semester VI

L	T	P	C
		6	4

Course Code	CDSK 321
Course Title	Introduction to Space Design

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Design a spatial experience for a museum, cultural space, retail environments etc.
2. Develop visual narratives combining images, text, colour, elements and principles of design etc. to create an interactive space
3. Apply cognitive and interaction principles that will help enhance the design brief
4. Demonstrate understanding about the Principles of Space and spatial perception

Syllabus: **Total Teaching hours: 90**

Unit 1: Principles of Space creation   **Teaching hours: 09**

1. Understanding Space: Envelope and contents
2. Understanding Space and Users: Scale and Perception
3. Understanding Cultural language of spaces
4. Understanding Types of Spaces: Personal, Collective, Public- Social, Commercial, Cultural, Political, Motivational, Corrective etc.

Unit 2: Visits to Museums, Cultural Spaces and Retail Environments

(Field Work and Online Virtual Study)   **Teaching hours: 24**

1. Understanding Concept, Stakeholders involved, including the intended audience
2. Analysis of Experiences and decoding of elements involved
3. Analysis of Display elements, structures, materials etc.

Unit 3: Concept Development for creating an Experiential Space   **Teaching hours: 24**

1. Development of a Design Brief
2. Research on theme/subject
3. Concept note preparation

Unit 4: Design of Spatial Contents   **Teaching hours: 33**
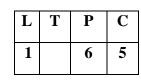
1. Content Development
2. Design Detailing
3. Modeling and Prototyping/ Digital Walkthroughs

Suggested Readings:

1. *The Bazaar: Markets and Merchants of the Islamic World,* Authors: Walter M. Weiss (Author), Kurt-Michael Westermann (Author, Photographer), Publisher: Thames & Hudson, 2001
2. The Electronic Bazaar: From the Silk Road to the e-Road, Author: Robin Bloor, Publisher: Nicholas Brealey Publishing, 2000)
3. *Exhibition Design: An Introduction,* Author: Philip Hughes, Publisher: Laurence King Publishing, 2015
4. *The Senses: Design Beyond Vision,* Authors: Ellen Lupton (Editor), Andrea Lipps (Editor), Publisher: Princeton Architectural Press (15 May 2018)
5. *Design is Storytelling,* Author: Ellen Lupton, Publisher: Cooper Hewitt, Smithsonian Design Museum, 2017
6. *As Seen: Exhibitions that Made Architecture and Design History,* Author: Zoë Ryan (Editor, Contributor), **Publisher:** Art Institute of Chicago, 2017
7. *Affordable Exhibition Design,* Author: Francesc Zamora, Publisher: Harper Design, 2011

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
1		6	5

Course Code	CDPR 321
Course Title	UI - UX II (App Design)

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Apply the knowledge and learnings from this course to their own professional work as a User Experience Designer, UX Designer, Information Architect, Usability Engineer etc.
2. Apply learnings in designing Mobile applications, Enterprise and consumer software products and applications.

Syllabus: **Teaching hours: 105**

Unit 1: Introduction to UX/UI   **Teaching hours: 18**

1. User Interaction with products, applications and services – Cognitive Model/Mental Model
2. Why UX/UI Design
3. What is UX/UI Design and user psychology

Unit 2: Elements of UI –UX Design   **Teaching hours: 18**

1. Research methods and tools
2. Ideation on idea
3. Business Goals and existing applications
4. Customer Group and 'persona' development
5. Contextual inquiry
6. Storyboards, Understanding information flow and Information Architecture

Unit 3: UX Design Process and Research methodology   **Teaching hours: 18**

1. Interaction pattern and Current trends in the market
2. Elements of UI –UX Design
3. Wire frame and paper prototyping
4. User testing and feedback

Unit 4: UX Design prototype   **Teaching hours: 18**

1. Final flow and interaction
2. Graphical User Interface
3. Hands-on assignments for prototyping Apps
4. Marketing USP

Unit 5: Software Tools   **Teaching hours: 33**

1. MIT App Inventor
2. Android GUI development (Basic level)
3. Mobile web development

Suggested Readings:

1. *The Elements of User Experience: User-Centered Design for the Web* by Jesse James Publisher: New Riders
2. *Observing the User Experience: A Practitioner's Guide to User Research* by Mike Kuniavsky, Publisher: Morgan Kaufmann
3. *Sketching User Experiences: Getting the Design Right and the Right Design Book* by Bill Buxton, Publisher: Morgan Kaufmann
4. *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Paperback)* by Jeffrey Rubin, Publisher: John Wiley & Sons

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

L	T	P	C
1		6	5

Course Code	CDPR 322
Course Title	**Branding and Brand Communication**

Course Learning Outcomes (CLO):
At the end of the course the students will:

1. Design brand communication campaigns to achieve specific objectives
2. Apply understanding of branding and communication theories for strategic communication
3. Demonstrate skills to make decisions about multi-channel communication based on critical evaluation of available choices
4. Demonstrate understanding of branding theories and understand significant aspects of branding

Syllabus: **Teaching hours**: 105

Methodology: In this course students will get oriented to branding theories to understand significant aspects of branding through lectures, case-studies and apply the same in practical assignments. Students will apply their understanding of branding to develop brand communication strategies and design brand communication campaigns by following a design process.

Unit 1:   **Teaching hours: 20**

1. **Understanding Branding**

1.1 Brand Equity and Brand Value
1.2 Brand Image and Brand Associations
1.3 Brand Personality
1.4 Brand Loyalty
1.5 Rebranding

Unit 2:   **Teaching hours**: 25

1. **Brand Strategy**

2.1 Brand Architecture
2.2 Brand Portfolio
2.3 Brand Positioning
2.4 Brand value preposition
2.5 Brand re-positioning and re-launching
2.6 Brand reinforcement and brand revitalization

Unit 3:   **Teaching hours**: 60

Brand Communication
   3.1 Story-telling and Branding
   3.2 Media, Message and Audience
   3.3 Advertising –
   • Product advertising
   • Social Advertising
   • Institutional advertising

Suggested Readings:

1. *Strategic Brand Management: Building, Measuring and Managing* by Kevin Lane Keller, Prentice Hall 2002
2. *Advertising and Promotion: An integrated Marketing Communication Perspective* by George E Belch and Michael A. Belch, McGrawhill Education (India) Private Limited, Ninth Edition, 2013
3. *Integrated Marketing Communication in Advertising and Promotion* by Terence A. Shimp, South- Western/Cengage Learning, 2009
4. *The Fundamentals of Branding* by Melissa Davis, AVA Publishing, 2009
5. *From ideas to iconic brands* by Giles Lury, Jaico Publishing house, 2018.

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME

Bachelor of Design, Department of Design

Year III, Semester VI

L	T	P	C
3			3

Course Code	CDTH 321
Course Title	Communication Theory III (Visual Semiotics)

Course Learning Outcomes (CLO):

At the end of the course the students will be able to:

1. Create visual narrative in Communication
2. Analyze various laws and models related to Semiotics
3. Apply its understanding in visual language
4. Demonstrate understanding of human communication and processing of information.

Syllabus: **Total Teaching hours: 45**

Unit 1: UNDERSTAND THE CONTEXT: (socio-cultural geography) **Teaching hours: 10**

Target audience profile, basic forms of communication

Unit 2: VISUAL SEMIOTICS & LANGUAGE   **Teaching hours: 10**

Metaphors, symbols, icons, pictograms in communication forms – its association, interpretation & perception.

Unit 3: VISUAL PERCEPTION & SEMIOTICS: **Teaching hours: 10**

Framework of effective visual communication. Sender, receiver, message, content, medium/channel and feedback.

Unit 4: DESIGN PROJECT

                                                         Teaching hours: 15

Application of communication theory for communication design

1. Social communication – campaign
2. Corporate communication – advertisement / branding
3. Display communication – experiential and exhibition
4. Digital / social media – interactive design / UI-UX

Suggested Readings:

1. *Semiotics: The Basics*, Author: Daniel Chandler, Publisher: Routledge, 2017
2. *Elements of Semiology,* Author: Roland Barthes, Publisher: Hill and Wang, 1977

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
1		6	5

Course Code	CDPR 323E
Course Title	Packaging Design

Course Learning Outcomes (CLO):

At the end of the course the student will

1. Develop packaging with the requisite form and function for various commodities and consumer goods
2. Create graphics for packaging and understand brand-storytelling techniques through the knowledge of visual semiotics
3. Demonstrate understanding of visual communication strategies and materials for effective packaging design

Syllabus: **Teaching hours**: 105

UNIT 1: Introduction to Packaging Design   **Teaching hours**: 35

1.1 Samples and case-studies of good and innovative packaging design
1.2 Form, function and aesthetics of graphics for packaging
1.3 Industry visits to get oriented with materials, packaging development through pre-production and post-production stages, print technology on different kinds packaging

UNIT 2: Process and visualization   **Teaching hours**: 35

2.1 Brand identity research, market study and survey
2.2 Concept explorations for developing a sensory experience using colour, typography and form
2.3 Surface and pattern design along with printing techniques
2.4 Information hierarchy and visualization

UNIT 3: Packaging Design Prototype   **Teaching hours**:35
3.1 Layout and drafting of the packaging
3.2 Final Prototype of Packaging Design

3.3 Document submission

Suggested Readings:

1. *Packaging Design: Successful Product Branding from Concept to Shelf* BY Marianne Klimchuk and Sandra A. Krasovec (Publisher: John Welly & sons Inc).
2. *50 Trade Secrets of Great Design: Packaging by Stafford* Cliff (Rockport Publishers)
3. *Printing Matters: The Cutting Edge of Print* by Victionary

w.e.f. Academic year_2019 and onwards
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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
1		6	5

Course Code	CDPR 324E
Course Title	Moving Images III (Animation)

Course Learning Outcomes (CLO):

At the end of the course the students will:

Create animated short films from concept to final production

8. Develop proficiency in traditional and digital techniques with animation softwares
9. Demonstrate understanding of the storytelling process and principles of animation`

Syllabus: **Total Teaching hours: 105**

Unit 1: Pre-Production for Animation film-making   **Teaching hours: 35**

1. Concept development and techniques of drawing used for animation
2. Scripting and storyboarding
3. Visualization, illustration and layout techniques
4. Character design development using advanced graphic software

Unit 2: Production: Traditional and Digital Animation   **Teaching hours: 3**

5. Animatic development
6. Timing and sequence
7. Introduction to techniques such as stop-motion and 2D digital animation

Unit 3: Post-Production: Editing and Compositing   **Teaching hours: 35**

1. Introduction to moving image software and interface for editing and compositing
2. Voice-over recording along with foley and sound design
3. Use of special effects and title design

Suggested Readings:

1. *Cartoon Animation*, Blair, P., Calif: W. Foster,1994
2. *Animation from pencils to pixels: Classical techniques for digital animators*. White, T., Focal Press, 2006
3. *The Animator's survival kit*, Williams, R., Faber, 2001
4. *Animation Writing and Development: From Script Development to Pitch*, Wright, J. CRC Press, 2013

w.e.f. Academic year _2019 and onwards

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NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
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Year III, Semester VI

L	T	P	C
			8

Course Code	**DFS 300**
Course Title	**Summer Internship II**

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Maximize design competencies in professional workplace
2. Develop communication strategies and work towards its implementation
3. Take part in professional activities and collaborate in a team of people with varied skill-sets and competencies
4. Demonstrate understanding of professional environment and strengthen work ethics

Syllabus: **Contact hours**: 320

1. Select the place of internship based on individual competencies and area of future professional interest
2. Gain an understanding of workplace dynamics and professional expectation
3. Understand the role of different departments and stakeholders of an organization
4. Strengthen professional competencies, undertake projects within the organization and deliver as per the brief within the stipulated timeline.
5. Observe, understand and document technologies being used in the professional organizations.
6. Understand real-world and real-time delivery practices
7. Understand client-designer relationship dynamics
8. Analyse their own work, work undertaken by different departments of an organization, role of different stakeholders to broaden their horizon professionally, personally and intellectually.
9. Prepare a detailed document giving the background of the organization, details of project brief/briefs and design process. Learning, reflections and analysis will be an important part of this document.

Suggested reading:

1. *Development of Life Skills and Professional Practice,* Author*:* Shalini Verma, Publisher: Vikas Publishing House, 2014

2. *The Professional Practice of Design*, Author: Dorothy Goslett, Publisher: B T Batsford Ltd, 1984

Nirma University

Department of Design

Teaching & Examination Scheme of B.Des. Programme - Communication Design

Semester VII - A.Y. 2020-21 onwards

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)			Credits	Examination Scheme Componenet Weightage		
			L	P/S	T	C	CE	P	SEE
1	CDTH 411	**Systems Thinking**	2			2	1.00		
2	CDSK 411	**Introduction to Materials and 3D Modelling**		6		4	1.00		
3	CDSK 412	**Portfolio Making (Analog and Digital)**		6		4	1.00		
4		**Institute Elective 1**		7.5		5	1.00		
5		**Institute Elective 2**	1	4.5		4	1.00		
		Total	3	24		19			
* Field Courses									
6	DFS 300	**Summer Industry Internship**				8	1.00		
		Grand Total Credits				27			

L: *Lectures,* P/S: *Practicals-Studio,* T: *Tutorial,* C: *Credits, LPW: Laboratory / Project Work / Studio Work*

CE: Continuous Evaluation + Semester End Jury (80 %+20%)

* Field Course: Students will work a minimum of 8 hours each day at whichever site they are located

** Summer Apprenticeship: 1 Week = 40hours = 1 Credit; Summer Industry Internship of Sem VI is part of Semester VII's Teaching & Examination Scheme							

List of Department Elective Courses			
INSTITUTE ELECTIVE 1		**INSTITUTE ELECTIVE 2**	
CDPR 411E	Design of Wayfinding Systems	CDSL 413 E	Understanding Public Communication Systems
CDPR 412E	Moving Images IV (3D Animation)	CDSL 414 E	Media Studies: Study of a Social Campaign

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year IV, Semester VII

L	T	P	C
2			2

Course Code	CDTH 411
Course Title	Systems Thinking

Course Learning Outcomes (CLO):

At the end of the course the students will:

10. Understand systems thinking as a method of mapping complex ecosystems
11. Depict causal relationships between systems elements
12. Learn giga-mapping techniques to display complexity
13. Identify and sort design intervention opportunities for the system studied

Syllabus: **Total Teaching hours**: 30

Unit 1: Understanding systems   **Teaching hours: 10**

4.1.   Understand the importance of systems thinking and how it is different from the
        conventional design process based approach
4.2.   System archetypes
4.3.   Roles and functions of system elements
*The material selected may be a product/scrap that has already served its purpose

Unit 2: Giga-mapping: **Teaching hours: 10**

a. Qualitative and quantitative research to establish points-of-view.
b. Systems modeling frameworks.
c. Information design for representation of relationships.

Unit 3: Opportunity identification & causal loops: **Teaching hours: 10**

3.1 Causal loops and relationship mapping.
3.2 Inflection points and impacts in the system.
3.3 Understanding time as an influencer.

Suggested Readings:

1. *Meadows, D. H., & Wright, D. (2015). Thinking in systems: a primer. White River Junction, VT: Chelsea Green Publishing.*
2. *The systems bible: the beginner's guide to systems large and small John Gall - General Systemantics Press - 2006*

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
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Year IV, Semester VII

L	T	P	C
		6	4

Course Code	CDSK 411
Course Title	Introduction to Materials and 3D Modelling

Course Learning Outcomes (CLO):

At the end of the course the students will:
1. Understand materials and the processes that are involved in manufacturing of products & Industries
2. Be able to explore different techniques using 3D modelling.
3. Be able to create animation and walkthroughs in space.

Syllabus: Teaching hours: 135

Unit 1: Introduction to Materials Teaching hours: 50

1. Properties, detailing and use of plastics.
2. Properties, detailing and use of rubber, ceramics and glass.
3. Properties of natural materials like wood, bamboo, cane, leather, cloth, jute and paper and their use at craft and industry.

Unit 2: Introduction to 3D Modelling Teaching hours: 85

1. Modelling and Prototyping Techniques with the materials including timber, plaster, plastics, and metals.
2. Introduction to 3D CAD / 3Ds Max / Rhinoceros, etc. using state of art software for creating animation and walkthroughs. The focus is on creating advanced 3D models both for space creation, and advanced visualization. Introduction to contemporary methods from sketch to prototypes and production.
3. Presentation and Layouts

Suggested Readings:

1. Lefteri, Chris, Making it: Manufacturing Techniques for Product Design, Laurence King., London, 2007

2. *Mills, Criss B., Designing with Models: A Studio Guide to Making and Using Architectural Design Models, John Wiley and Sons, New Jersey 2005*
3. *Garratt J.: Design and Technology, Cambridge University Press, UK, 20004*
4. *Thompson R.: Manufacturing processes for design professionals, Thames & Hudson, London 2007*

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Course Code	CDSK 412
Course Title	**Portfolio Making (Analog and Digital)**

COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year IV, Semester VII

L	T	P	C
		6	4

Course Learning Outcomes (CLO):

At the end of the course the student will:

4. Develop an understanding of both Analog and Digital portfolios and its relevance in the industry
5. Prioritize and categorize their own work; make a pitch with their competencies
6. Build on their work as a constant ongoing process
7. Articulate their competencies, their design statement and showcase their projects and skills

Syllabus: **Total Teaching hours**: **90**

The aim of this course is to familiarize the students to the types of portfolios relevant to the current industry standards through sample portfolios and presentations. As a portfolio is every individual's asset to future opportunities, grants, employment and a representation of themselves, it becomes essential to make a place in a rapidly growing industry. It would entail of drafting statements, applying their skills to communicate, create an impression, identify artistic methods and prepare themselves for work in the competitive industry. They would be able to understand that building a portfolio is a continuous process of self-awareness, learning and development.

Unit 1: Categories of Portfolios   **Teaching hours: 30**
    1.1 Overview of types of portfolios and its contexts
    1.2 Understanding how each type (Analog and Digital) works and its relevance in the industry

Unit 2: Contexts of Application   **Teaching hours: 35**
    2.1 Identifying future roles in design, professional platforms and opportunities
    2.2 Writing key design statement
    2.3 Categorizing work/projects

Unit 3: Portfolio Pitch   **Teaching hours: 25**
  3.1 Presenting the final outcome (Analog Portfolio, Website, Walkthrough, Animations)

Suggested Readings:

4. *Grid systems in graphic design* By Josef Müller-Brockmann, Publisher: Niggli Verlag; Bilingual edition (October 1, 1996)
5. *How to Be a Graphic Designer without Losing Your Soul* By Adrian Shaughnessy, Publisher: Laurence King Publishing

L	T	P	C
		7.5	5

Course Code	CDPR 411E
Course Title	Design for Wayfinding Systems

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Understand how wayfinding and signage systems impact the way people engage with and experience spaces and transit
2. Plan and create signage and information design that allows a user to have meaningful experiences across living spaces, outdoor events, transport, buildings and exhibitions etc.
3. Build navigation strategies through analysing various social, cultural and economic contexts

Syllabus: **Total Teaching hours: 90**

Unit 1: Introduction to Information and Experience Design   Teaching hours: 20

1. Design principles and their application for spatial mobility
2. Design of pictorial and typographical signage systems for navigation
3. Challenges to information accessibility

Unit 2: Navigation and Spatial Mapping methodologies   Teaching hours: 35

1. Information design as functional branding strategy
2. Understanding the user journey model through mapping space, time, mobility and cognition
3. Understanding materials, fabrication and manufacturing processes

4. Digital revolution: knowledge and governance

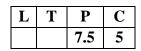**Unit 3: Signage Design and Representation techniques**   **Teaching hours: 35**

1. Multisensory information design for spaces
2. Social, cultural, scientific, economic and philosophical aspects of signs and symbols
3. Universal Design and Design for inclusivity

Suggested Readings:

1. *Left, Right, Up, Down: New Directions in Signage and Wayfinding* by Falguroand Yves Fidalgo
2. *Signage Systems and Information Graphics* by Andreas Uebele

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAM
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Year IV, Semester VII

L	T	P	C
		7.5	5

Course Code	CDPR 412E
Course Title	Moving Images IV (3D Animation)

Course Learning Outcomes (CLO):

At the end of the course the students will:

14. Create animated short films from concept to final production
15. Develop proficiency in 3D animation softwares
16. Demonstrate understanding of the storytelling process and principles of animation

Syllabus: **Total Teaching hours: 90**

Unit 1: Story and animatic development   **Teaching hours: 20**

5.   Concept development, scripting, storyboarding
6.   Character design and animatic development
7.   Timing and sequence

Unit 2: Introduction to 3D modeling basics   **Teaching hours: 35**

8. Fundamental tools and techniques of prop modeling in software
9. Light and texture simulation in a CG environment
10. Character rigging and skinning

Unit 3: Introduction to 3D animation basics   **Teaching hours: 35**

4   Introduction to animation techniques in 3D software
5   Special effects and final rendering
6   Editing and sound design

Suggested Readings:

5. *The Art of 3D: Computer Animation and Effects* by Isaac Kerlow, 2004
6. *Digital Modeling* by William Vaughan, 2001
7. *Getting Started in 3D with Maya* by Adam Watkins, 2012

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NIRMA UNIVERSITY

COMMUNICATION DESIGN PROGRAMME
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Year IV, Semester VII

L	T	P	C
1		4.5	4

Course Code	CDSL 414 E
Course Title	Media Studies: Study of a Socio-Political Communication Campaign

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Design a media plan for a social- political campaign
2. Determine a plan that is relevant to the complexity of communication needs of the intended audience
3. Build strategies after careful analysis of primary findings from the field and relevant secondary data
4. Define the ecology of communication needs intended for transmission to large and varied groups that are culturally and linguistically different

Syllabus: **Total Teaching hours**: 82.5

Unit 1: Ecology of socio- cultural issues: **Teaching hours: 21**

Understanding contemporary issues requiring communication to people across regions and geographic spread:

1.1 Civic: Health, Environment related etc.
1.2 Socio- Cultural: Gender, Safety issues, Rights & Duties etc.
1.3 Political: Electoral Promotion, Social Resistance, Ideological etc.
1.4 Global: Climate Change, International. events etc.

The above would be delivered through lectures by experts.

Unit 2: Media Studies: **Teaching hours: 21**

2.1 Classification, overview of media used in formally formats and organically born communication strategies
   i. Classical Media
   ii. Emerging Technologies

2.2 Case study of presentations

2.3 Critique of Media strategies of campaigns

Unit 3: <mark>**Design of a Media Strategy:**</mark>   **Teaching hours: 40.5**

3.1 Selection of an opportunity area

3.2 Analysis with Design Thinking methods

3.3 Design of Media Strategies

Suggested Readings:

1. Confessions Of An Advertising Man, by David Ogilvy, Publisher: Southbank Publishing, 2011
2. Controlling the Message: New Media in American Political Campaigns, Victoria A. Farrar-Myers Justin S. Vaughn, Publisher: NYU Press
3. Political Campaigning in the Information Age (Advances in Human and Social Aspects of Technology) by Ashu M. G. Solo, Publisher: Idea Group, U.S, 2014

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit

			Nirma University							
			Department of Design							
			Teaching & Examination Scheme of B.Des. Programme-Communication Design							
			Semester VIII - A.Y. 2020-21 onwards							

Sr. No.	Course Code	Course Title	Teaching Scheme (Total Hours)			Credits	Examination Scheme Componenet Weightage		
			L	**P/S**	**T**	**C**	**CE**	**P**	**SEE**
1	**CDGP**	**Major Research Project**	**6**	**30**		**26**	**1.00**		
		Total	**6**	**30**					
* Field Courses									
		Grand Total Credits				**26**			

L: Lectures, P/S: Practicals-Studio, T: Tutorial, C: Credits, LPW: Laboratory / Project Work / Studio Work

CE: Continuous Evaluation + Semester End Jury (60 % + 40%)

Major Research Project: Students will work a minimum of 8 hours each day at whichever site they are located-Industry, Campus, Field etc.

List of Department Elective Courses	
Major Research Project I	**Major Research Project 2**

CDGP 421	Industry Sponsored Project	CDGP 422	Self-initaited Research / Innovation Project

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
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Year IV, Semester VIII

L	T	P	C
		30	18

Course Code	CDDP 421
Course Title	Degree / Major Research Project

Course Learning Outcomes (CLO):

At the end of the course, the student will be able to:

1. Apply design learning and demonstrate proof of design competencies through creation of design solutions for professional client/self sponsored briefs.
2. Demonstrate good conceptual skills in developing the design brief, using innovative opportunity mapping skills.
3. Identify and implement research questions using problem-solving methods of contextual research, User & Stakeholder study and Service-User experience.
4. Collaborate with a team to demonstrate individual initiative and responsibility
5. Generate new solutions, further testing and evaluating the service/product developed.

Syllabus   **Total**
Time Duration: 18 Weeks

UNIT I: Selection of Project and development of Design brief   **Time Duration: 2 Weeks**

 i. Project Articulation: Understanding the Company/organization's requirements
 ii. Project Brief: Articulating the requirements as stated by the company/self of goals/objectives, market and user segment profile, product-service to be created, expected outcomes
iii. Project Timeline: Broad articulation of phases of the design process in synchronization with Company/brief's requirements
iv. Project Plan Articulation: Identification of partners, service providers, budgets, regulations (if any)

UNIT II: <mark>Secondary & Primary Research</mark>   **Time Duration: 2 Weeks**

  i.Secondary Research: Research to be initiated related to the subject selected of similar design
    initiatives, competitor brands, media strategies, literature review
  ii.Primary Research: Inquiry and Observation of Users/Consumers and the service/ product,
    Contextual study
 iii.Stakeholders Study: Understanding the requirements of each significant player in the Service that
    could impact the design offering
 iv.Product/media service study: Understanding technology in use, production parameters etc.
  v.Identification of critical parameters: listing parameters that need to inform the design process to
    create the new design offering
 vi.Opportunity Mapping: Articulating opportunities that the Design brief offers based on the above
    study

UNIT III: <mark>Contextual Scenarios & Building User Persona</mark>   Time Duration: 2 Weeks

    i.Contextual study: Study of contexts of use with various segments of users, stakeholders
   ii.User persona: Creating User Persona with images and key words with behavioral,
     cognitive and experiential highlights
  iii.Scenario Building: Creating visual scenarios of use/media-user interaction-experience
  iv.Creative direction and Strategy: Re-articulation of the brief

UNIT IV: <mark>Conceptual Process: Idea generation</mark>   Time Duration: 6 Weeks

    i.Media & medium exploration: Analog and Digital mediums
   ii.Idea and concept generation: Multiple conceptual explorations and iterations
  iii.Story boarding/Inspiration board/Concept board: Building further on the scenarios of use
  iv.Presentation to Client: Feedback from client/partners
   v.Initial Testing and Feedback: Introduction to intended user group/audience
  vi.'Back to the drawing board': based on feedback, evolving the design concepts further

UNIT V: <mark>Detailing the design solution</mark>   Time Duration: 6 Weeks

  i.Refinement of Design concepts
  ii.Presentation to client/partners
 iii.Production and delivery of the design product/promotion/service
 iv.Prototype/Pilot delivery and testing

Degree Project Documentation

- Title, Abstract, Acknowledgments
- Table of Contents
- Introduction to the Degree Project
- Profile of client and initial Project brief
- Designer's Statement of purpose
- Research Phase: Secondary research, Primary Research
- Scenarios and Persona
- Final Design Brief
- The Design Process: Concept ideations and Media explorations
- Design Offering
- Learning and Reflection
- Certificate of Completion

Degree Project Reviews, Jury & Presentation

- Jury/Viva to a team of External Reviewer, Internal Faculty mentor and Industry Mentor
- In the case of a self-initiated project, an internal senior faculty/HoD will take the place of the Industry mentor
- Presentation to the community

Three reviews will be held, one every 6 weeks. The same team comprising the External Reviewer, Internal Faculty mentor and Industry Mentor will review and evaluate the students.

Note: The above Units/stages (from 1 to 7) are not linear; many of them are simultaneous and may move laterally.

Suggested Readings:

1. *The Ultimate Guide to Internships: 100 Steps to Get a Great Internship and Thrive in it,* Eric Woodard, Publisher: Allworth 2015
2. *Research for Designers : A guide to methods and practice*, by Gjoko Muratovski, SAGE Publisher, 2015
3. *Doing research in Design*, by Christopher Crouch and Jane Pearce, Bloomsbury Publishers, 2013
4. *Design Research Methods and Perspectives*, by Brenda Laurel, Tit Press Publishers, 2003

5. *Design for Inclusivity*, by Roger Coleman and John Clarkson, Taylor & Francis Publishers, 2016
6. *Research Methodology,* C.R. Khothari, New Age Publishers Pvt. Ltd., 2018
7. *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation,* Tim Brown with Barry Katz, Harper Collins e-books, 2009
8. *Design Thinking: Understanding How Designers Think and Work,* Nigel Cross, Bloomsbury Academic - An imprint of Bloomsbury Plc, 2011

w.e.f. Academic year_ 2020-21 and onwards
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