

**NIRMA UNIVERSITY  
COMMON FOUNDATION YEAR**

<b>Institute:</b>	<b>INSTITUTE OF DESIGN</b>
<b>Name of Programme:</b>	<b>BACHELOR OF DESIGN</b>
<b>Course Code:</b>	<b>1DD501CC24</b>
<b>Course Title:</b>	<b>Written Communication</b>
<b>Course Type:</b>	( <input checked="" type="checkbox"/> <b>Core</b> / <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/ Institute Elective/ <input type="checkbox"/> University Elective/ <input type="checkbox"/> (Open Elective Any other)
<b>Year of introduction:</b>	Academic Year 2024-25

**Credit Scheme**

L	T	Practical component				C
		LPW	PW	W	S	
<b>1</b>			<b>4</b>			<b>3</b>

**Course Learning Outcomes (CLO):**

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

1. Organise ideas coherently and express their position. BL 3
2. Develop their arguments clearly and correctly. BL 3
3. Illustrate different forms of writing. BL 2
4. Demonstrate ethical understanding and skills in writing. BL 2

**Syllabus:**

**Total Teaching hours: 75**

<b>Unit</b>	<b>Syllabus</b>	<b>Teaching hours</b>
<b>Unit 1</b>	Introduction to writing types, styles and purposes for different audiences, types of essays - descriptive, argumentative, narrative, expository.	20
<b>Unit 2</b>	Process of writing, organisation of ideas, structuring an essay, paragraphs construction, pre-, post- and rewriting, editing, concise writing, clarity, accuracy, avoiding obscure words and jargon, fog index, redundancies, gender neutral language, precise writing with word limit	20
<b>Unit 3</b>	Simple data visualisation tools, combining text and visuals	20
<b>Unit 4</b>	Ethics in writing, guide for ethical standards, plagiarism, copyright, referencing, citation, summarising	15

<b>Self-Study</b>	Each Unit will have assignments to be done individually or in pairs of 2
<b>Suggested Readings/References</b>	<ol style="list-style-type: none"> <li>1. Roy Peter Clark. <i>Writing Tools</i>. Little Brown Spark; Special Edition, January 2008.</li> <li>2. Birchard, Bill. <i>The Science of Strong Business Writing</i>. Harvard Business Review, 2021.</li> <li>3. M. Asharaf Rizvi. <i>Effective Technical Communication</i>, Mcgraw Hill Education, 2018.</li> </ol>
<b>Suggested Case List</b>	-
<b>Suggested field visits</b>	<ul style="list-style-type: none"> <li>● Visit to a Newspaper Office</li> <li>● Visit to a Book Design studio like Mapin</li> <li>● Visit to a Radio Broadcasting Office</li> <li>● Meeting with radio jockey</li> </ul>