

**NIRMA UNIVERSITY
COMMON FOUNDATION YEAR**

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	
Course Title:	Written Communication
Course Type:	(<input checked="" type="checkbox"/> Core / <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)
Year of introduction:	Academic Year 2024-25

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
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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:

45

Total Teaching hours:

Unit	Syllabus	Teaching hours
Unit 1	Introduction to writing types, styles and purposes for different audiences, types of essays - descriptive, argumentative, narrative, expository.	12
Unit 2	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	12
Unit 3	Simple data visualisation tools, combining text and visuals	12
Unit 4	Ethics in writing, guide for ethical standards, plagiarism, copyright, referencing, citation, summarising	9

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