

Bachelor of Design in Advertising, Graphics & Web Design

Course Structure

Semester 1

S.No	Code	Subject	L	T	P	C
1	NA	Basics of Sketching-1	1	-	6	4
2	NA	Elements of Graphics Design-1	4	-	-	4
3	NA	Colors and Geometry	4	-	-	4
4	NA	Introduction to Modern Graphic Design-1	4	-	-	4
5	NA	Elements of Web Animation-1	1	-	2	2
6	NA	Fundamentals of Typography-1	2	-	-	2
7	NA	Advertisements and Visual Identity	2	-	-	2
Total Credits						22

Semester 2

S.No	Code	Subject	L	T	P	C
1	NA	Basics of Sketching-2	1	-	6	4
2	NA	Elements of Graphics Design-2	4	-	-	4
3	NA	Materials and Representation	4	-	-	4
4	NA	Computer Applications in Design-2	1	-	6	4
5	NA	Fundamentals of Typography-2	2	-	-	2
6	NA	Elements of Web Animation-2	1	-	2	2
7	NA	Introduction to Modern Graphic Design-2	4	-	-	2
Total Credits						22

Semester 3

S.No	Code	Subject	L	T	P	C
1	NA	Design Thinking-1	3	-	6	6
2	NA	Form Representation-1	2	-	4	4
3	NA	Computer Applications in Design-3	4	-	-	4
4	NA	Graphics Studio-1	2	-	6	6
5	NA	Content and Creative Writing	2	-	-	2
6	NA	Fundamentals of Illustration-1	2	-	-	2
7	NA	Introduction to Web Semiotics-1	2	-	-	2
Total Credits						26

Semester 4

S.No	Code	Subject	L	T	P	C
1	NA	Design Thinking-2	3	-	6	6
2	NA	Form Representation-2	2	-	4	4
3	NA	Computer Applications in Design-4	4	-	-	4
4	NA	Graphics Studio-2	2	-	6	6
5	NA	Graphics Design Trends	2	-	-	2
6	NA	Fundamentals of Illustration-2	2	-	-	2
7	NA	Introduction to Web Semiotics-2	2	-	-	2
Total Credits						26

Semester 5

S.No	Code	Subject	L	T	P	C
1	NA	User Interface Web Design-1	3	-	6	6
2	NA	Design Research Methods-1	4	-	-	4
3	NA	Dissertation-1	4	-	-	4
4	NA	Graphics Studio-3	2	-	6	6
5	NA	Portfolio Creation and Presentation Skills	2	-	-	2
6		Electives-1	2	-	-	2
Total Credits						24
S.No	Code	Subject/Electives	L	T	P	C
1	NA	Defining Arts in Graphics Design	2	-	-	2
2	NA	Language and Communication	2	-	-	2
3	NA	Marketing Values	2	-	-	2

Semester 6

S.No	Code	Subject	L	T	P	C
1	NA	User Interface Web Design-2	3	-	6	6
2	NA	Design Research Methods-2	4	-	-	4
3	NA	Dissertation-2	4	-	-	4
4	NA	Graphics Studio-4	2	-	6	6
5	NA	Professional Skills and Training	2	-	0	2
6		Electives-2	2	-	-	2
Total Credits						24
S.No	Code	Subject/Electives	L	T	P	C
1	NA	Leadership and Teamwork	2	-	-	2
2	NA	Critical Thinking and Writing	2	-	-	2
3	NA	Human Values and Ethics	2	-	-	2

Semester 7

S.No	Code	Subject	L	T	P	C
1	NA	Design Internship (20 Weeks)	-	-	-	22
Total Credits						22

Semester 8

S.No	Code	Subject	L	T	P	C
1	NA	Project Design Thesis	-	-	-	22
2		Electives-3	2	-	-	2
Total Credits						24
S.No	Code	Subject/Electives	L	T	P	C
1	NA	Environment and Sustainability	2	-	-	2
1	NA	Persuasive Presence	2	-	-	2