

**Sector** Design

**Programme** Bachelor of Vocation in Visual Communication

Serial No.	Course Type	Semester	Course	L	T	P	C
<b>SEMESTER I</b>							
1	General	I	Fundamentals of Visual Arts	4			4
2	General	I	Drawing Techniques	4			4
3	General	I	Art, Introspection, and Cultural Studies	4			4
4	OJT	I	Application of drawing in real-world projects			18	18
<b>Total</b>				<b>12</b>		<b>18</b>	<b>30</b>
<b>SEMESTER II</b>							
1	General	II	Storytelling Through Art and Design	4			4
2	General	II	Creative Communication	4			4
3	General	II	Multimedia and Interaction	4			4
4	OJT	II	Creative communication and interactivity in a professional setting			18	18
<b>Total</b>				<b>12</b>		<b>18</b>	<b>30</b>
<b>SEMESTER III</b>							
1	General	III	Graphic Design Fundamentals	4			4
2	General	III	Visual Arts and Communication	4			4
3	General	III	Branding and Motion Design	4			4
4	OJT	III	Practical application of graphic design principles and skills			18	18
<b>Total</b>				<b>12</b>		<b>18</b>	<b>30</b>
<b>SEMESTER IV</b>							
1	General	IV	Multimedia and Advanced Web Design	4			4
2	General	IV	Human Sciences in Design	4			4
3	General	IV	Advanced Integrated Projects and Cultural Relevance	4			4
4	OJT	IV	Web design principles and multicultural graphic considerations in real-world context			18	18
<b>Total</b>				<b>12</b>		<b>18</b>	<b>30</b>
<b>SEMESTER V</b>							
1	General	V	Foundations of Design and Professional Development	4			4
2	General	V	Editorial and Graphic Design	4			4
3	General	V	Creative Writing and Packaging	4			4
4	OJT	V	Practical experience in editorial and graphic design			18	18
<b>Total</b>				<b>12</b>		<b>18</b>	<b>30</b>
<b>SEMESTER VI</b>							
1	General	VI	Innovative Design Practices	4			4

2	General	VI	Marketing and Emerging Technologies	4	4
3	General	VI	Design in Advertising	4	4
4	OJT	VI	Integration of marketing strategies and emerging technologies in design projects.	18	18
<b>Total</b>				<b>12</b>	<b>18 30</b>

<b>SEMESTER VII</b>					
1	General	VII	Grand Project I	4	4
2	General	VII	Editorial Design	4	4
3	General	VII	Entrepreneurship	4	4
4	OJT	VII	Application of brand strategy and entrepreneurial skills for a real-world project	18	18
<b>Total</b>				<b>12</b>	<b>18 30</b>

<b>SEMESTER VIII</b>					
1	General	VIII	Grand Project II	6	6
2	General	VIII	Internship Report	6	6
3	OJT	VIII	Real world experience in a full time internship	18	18
<b>Total</b>				<b>12</b>	<b>18 30</b>