

School of Design										
Program name: B.Design Advertising, Graphics and Web Design										
Program Structure										
First Semester (Foundation Semester- Common for all Programs)										
			Credit Structure							
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type	Interdisciplinary, SEC,VAC, AEC, Project, Minor, Internship	
1		Elements & Principles of Design	0	0	4	4	8	PR	Major Core	
2		Visualisation and Representation	0	0	4	4	8	PR	Major Core	
3		Collaborative Skills	4	0	0	4	4	PP	AEC	
4		Harmony Within: Foundations of Wellbeing	3	0	0	3	3	PP	VAC	
5		Human-Centered Design	4	0	0	4	4	PP	Core	
6		Living Earth: Principles of Environmental Awareness	3	0	0	3	3	PP	VAC	
Total credits						22	30			
Second Semester (AGW Design)										
			Credit Structure							
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type		
1		Computer Application in Design -01	0	0	3	3	6	PR	SEC	
2		Design fot a Better World	2	0	0	2	2	PP	VAC	
3		Understanding Consumer Behavior	4	0	0	4	4	PP	Multi Disc.	
4		From Billlboards to Buttons	5	0	0	5	5	PP	Core	
5		Sequential Storytelling	0	4	2	6	12	PR	Core	
Total credits						20	29			
Third Semester										
			Credit Structure							
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type		
1		Foundations of Advertising and Brand Strategy	3	0	0	3	3	PP	VAC	
2		Visual Storytelling and Narrative Techniques	0	0	2	2	4	PR	Core	
3		Photography Essentials	0	0	2	2	4	PR	SEC	
4		Creative Advertising and Media Planning	0	0	4	4	8	PR	Core	
5		Computer Application in Design -02	0	0	3	3	6	PR	SEC	
6		Studio -1 Brand Identity	0	0	2	2	4	PR	Core	
7		Visual Semiotics and Meaning Making	2	0	0	2	2	PP	Core	
8		Professional Communication Skills -01	0	1	1	2	4	PR	SEC	
Total credits						20	35			
Fourth Semester										
			Credit Structure							
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type		
1		Studio -2 Typography and Publication Design	0	0	2	2	4	PR	Core	
2		Computer Application in Design -03	0	0	3	3	6	PR	SEC	
3		User Psychology and Design Behaviour	3	0	0	3	3	PP	Multi-Disc.	
4		Web Design Fundamentals	4	0	0	4	8	PR	SEC	
5		Interaction & Experience Design Fundamentals	0	0	4	4	8	PR	Core	
6		Visual Culture and Media Aesthetics	3	0	0	3	3	PP	VAC	
7		Professional Communication Skills -02	0	1	1	2	2	PP	SEC	
Total credits						21	34			
Fifth Semester										
			Credit Structure							
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type		
1		Studio -3 Website Design with Branding Integration	0	0	4	4	8	PR	Core	

2		Design Research Methods	4	0	0	4	4	PP	Core
3		Emerging Media and Generative AI	0	0	2	2	2	PR	SEC
4		Design Entrepreneurship	0	1	2	3	6	PR	AEC
5		Elective - 1	0	0	4	4	8	PR	Minor
Total credits						17	28		
Sixth Semester									
			Credit Structure						
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type	
1		Studio -4 Interactive Web-Based Campaign Project	0	0	4	4	8	PR	Core
2		Design Action Based Research-1	0	0	4	4	8	PR	Multi Disc.
3		Professional Skills and Practice	0	0	2	2	4	PR	SEC
4		Insight Mining and Impact Evaluation	2	0	0	2	2	PP	Core
5		Elective - 2	0	0	4	4	8	PR	Minor
Total credits						16	30		
Seventh Semester									
			Credit Structure						
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type	
1		Portfolio Development and Professional Skills	0	0	2	2	4	PR	SEC
2		Design Action Based Research-2	0	0	4	4	8	PR	Multi Disc.
3		Colloquim	0	0	2	2	4	PR	VAC
4		Discipline Major Project	0	0	6	6	12	PR	Core
5		Summer Internhsip				4			Internship
Total credits						18	28		
Eighth Semester									
			Credit Structure						
Sl. No.	Course Code	Course Title	L	T	P/S	Credits		Course Type	
1		Graduation Project				22		PR	Major
2		GP Showcase				4		PR	SEC
Total credits						26			