		Scho	ol of Des	sign					
		Program name: B.Design A	dvertising,	Grap	hics a	nd Web	Design		
		Progr	am Struc	ture					
		First Semester (Foundation	Semester- C	ommo	n for al	l Progran	ns)		
			Cre	edit St	ructure	:			
Sl. No.	Course Code	Course Title	L	Т	P/S	Credits	Contact Hours/week	Course Type	Interdisciplinary, SEC,VAC, AEC, Project, Minor, Internship
1		Elements & Principles of Design	0		4	4	8	PR	Major Core
2		Visualisation and Representation	0		4	4	8	PR	Major Core
3		Collaborative Skills	4		0		4	PP	AEC
4		Harmony Within: Foundations of Wellbeing	3		0	_	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	3		U	22	30		
			mester (AGW	/ Desig	gn)			<u> </u>	
			` `		ructure	:			
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type	
1		Computer Application in Design -01	0		3	3	6	PR	SEC
2		Design fot a Better World	2		0		2	PP	VAC Multi Disc.
3		Understanding Consumer Behavior From Billlboards to Buttons	5		0		5	PP PP	Core
5		Sequential Storytelling	0		2		12	PR	Core
3		Total credits	U			20	29	110	0010
			hird Semester	r•		20			
			_		ructure	,			
Sl. No.	Course Code	Course Title	L	Т	P/S	Credits	Contact Hours/week	Course Type	
1		Foundations of Advertising and Brand Stratergy	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		4	4	8	PR	Core
5		Computer Application in Design -02	0	0	3	3	6	PR	SEC
6		Studio -1 Brand Identity	0		2	2	4	PR	Core
7		Visual Semiotics and Meaning Making	2		0		2	PP	Core
8		Professional Communication Skills -01	0	1	1	2	4	PR	SEC
		Total credits				20	35		
		Fo	urth Semeste					T	
Sl. No.	Course Code	Course Title	L	T T	ructure P/S	Credits	Contact Hours/week	Course	
1	Couc	Studio -2 Typography and Publication Design	0	0	2	2	4	Type PR	Core
2		Computer Application in Design -03	0		3	3	6	PR	SEC
3		User Psychology and Design Behaviour	3		0		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		
		F	ifth Semester						
			Cre	edit St	ructure				
Sl. No.	Course Code	Course Title	L	T	P/S	Credits	Contact Hours/week	Course Type	
1		Studio -3 Website Design with Branding	0	0	4	4	· · ·	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		
		Si	xth Semester						
				Credit Structure					
Sl. No.	Course Code	Course Title	L	Т	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		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		
		Sex	enth Semeste						
		567						T	1
		504			ructure				
Sl. No.	Course Code	Course Title			ructure P/S	Credits	Contact Hours/week	Course Type	
Sl. No.			Cro	edit St T					SEC
		Course Title	Cre L	edit St T	P/S 2 4	Credits	Hours/week	Type	Multi Disc.
1		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim	Cro L 0 0 0	T 0 0 0	P/S 2 4 2	Credits 2	Hours/week 4	Type PR PR PR	Multi Disc. VAC
1 2		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project	L 0	T 0 0 0	P/S 2 4	Credits 2 4	Hours/week 4 8	Type PR PR	Multi Disc. VAC Core
1 2 3		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip	Cro L 0 0 0	T 0 0 0	P/S 2 4 2	2 4 2 6 4	Hours/week 4 8 4 12	Type PR PR PR	Multi Disc. VAC
1 2 3 4		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits	Cro L 0 0 0 0	T 0 0 0 0	P/S 2 4 2	2 4 2 6	Hours/week 4 8 4	Type PR PR PR	Multi Disc. VAC Core
1 2 3 4		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits	L 0 0 0 0 continued to the continue of the co	T 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	P/S 2 4 2 6	2 4 2 6 4 18	Hours/week 4 8 4 12	Type PR PR PR	Multi Disc. VAC Core
1 2 3 4	Code	Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits	L 0 0 0 0 continued to the continue of the co	T 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	P/S 2 4 2	2 4 2 6 4 18	Hours/week 4 8 4 12	PR PR PR PR	Multi Disc. VAC Core
1 2 3 4		Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits Eig	L 0 0 0 0 continued to the continue of the co	T 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	P/S 2 4 2 6	2 4 2 6 4 18 Credits	Hours/week 4 8 4 12	PR PR PR PR Course Type	Multi Disc. VAC Core Internship
1 2 3 4 5	Code	Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits Eig Course Title Graduation Project	L 0 0 0 0 constant Semester Cree	T 0 0 0 0 redit St	P/S 2 4 2 6	2 4 2 6 4 18	Hours/week 4 8 4 12	PR PR PR PR PR PR PR	Multi Disc. VAC Core Internship Major
1 2 3 4 5	Code	Course Title Portfolio Development and Professional Skills Design Action Based Research-2 Colloquim Discipline Major Project Summer Internhsip Total credits Eig	L 0 0 0 0 constant Semester Cree	T 0 0 0 0 redit St	P/S 2 4 2 6	2 4 2 6 4 18 Credits	Hours/week 4 8 4 12	PR PR PR PR Course Type	Multi Disc. VAC Core Internship