

Sector Design
Specialization Visual Communication
Programme Bachelor of Vocation (Multimedia & Visual Communication)

Course Code	Course Type	Semester	Course	L	T	P	S	C
L	General	I	Fundamentals of Visual Arts			6		3
B	General	I	Drawing Techniques		1	4		3
T	General	I	Art, Introspection, and Cultural Studies	2				2
V	OJT	I	Application of drawing in real-world projects				12	12
Total				2	1	10	12	20

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	II	Storytelling Through Art and Design		1	2		2
B	General	II	Creative Communication		1	4		3
B	General	II	Multimedia and Interaction		1	4		3
V	OJT	II	Creative communication and interactivity in a professional setting				12	12
Total				0	3	10	12	20

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	III	Graphic Design Fundamentals		1	2		2
L	General	III	Visual Arts and Communication			6		3
L	General	III	Branding and Motion Design			6		3
V	OJT	III	Practical application of graphic design principles and skills				12	12
Total				0	1	14	12	20

Course Code	Course Type	Semester	Course	L	T	P	S	C
L	General	IV	Multimedia and Advanced Web Design			6		3
T	General	IV	Human Sciences in Design	2				2
B	General	IV	Advanced Integrated Projects and Cultural Relevance		1	4		3
V	OJT	IV	Web design principles and multicultural graphic considerations in real-world context				12	12
Total				2	1	10	12	20

Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	V	Foundations of Design and Professional Development		1	2		2
L	General	V	Editorial and Graphic Design			6		3
L	General	V	Creative Writing and Packaging			6		3
V	OJT	V	Practical experience in editorial and graphic design				12	12

Total				0	1	14	12	20
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Course Code	Course Type	Semester	Course	L	T	P	S	C
B	General	VI	Innovative Design Practices		1	4		3
T	General	VI	Marketing and Emerging Technologies	2				2
L	General	VI	Design in Advertising				6	3
V	OJT	VI	Integration of marketing strategies and emerging technologies in design projects.				12	12
Total				2	1	10	12	20

B. Voc. with Research/Honours								
Course Code	Course Type	Semester	Course	L	T	P	S	C
R	General	VII	Capstone Grand Project I				8	8
B	General	VII	Editorial Design					0
V		VII	Application of brand strategy and entrepreneurial skills for a real-world project				12	12
Total				0	0	0	20	20

Course Code	Course Type	Semester	Course	L	T	P	S	C
R	General	VIII	Capstone Grand Project II				8	8
V		VIII	Real world experience in a full time internship				12	12
Total				0	0	0	20	20