

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
--------------	----------	----------	-----------	-----------	-----------

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
			Integration of marketing strategies and emerging technologies in design projects.					
V OJT		VI				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