

School of Design										
Program name: B.Design (Advertising, Graphics and Web Design)										
Program Structure										
First Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	Interdisciplinary, SEC,VAC, AEC, Project, Minor, Internship
1		Introduction to Modern Graphic Design -01	3				3	3	PP	Major Core
2		Elements of Web -01	3				3	3	PP	Major Core
3		Advertising Principles -01	3				3	3	PP	Major Core
4		Basics of Sketching and Rendering			4		4	8	PR	AEC
5		Fundamentals of Typography 01	3				3	6	PR	Major Core
Total credits							16	23		
Second Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Introduction to Modern Graphic Design -02	3				3	3	PP	Major Core
2		Fundamentals of Typography -02			3		3	6	PR	Major Core
3		Computer Applications in Design -01			2		2	4	PR	SEC
4		Advanced Sketching and Rendering			2		2	4	PR	AEC
5		Material and Form Representation			2		2	4	PR	AEC
6		Elements of Web -02	3				3	3	PP	Major Core
7		Advertising Principles -02	3				3	3	PP	Major Core
Total credits							22	27		
Third Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Graphic Studio -1			2		2	4	PR	Major Core
2		Computer Application in Design -02			3		3	6	PR	SEC
3		Design Thinking -01	4				4	4	PP	Multi-Disciplinary
4		Creative Communication			1		1	2	PR	SEC
5		Creative Advertising and Media Planning			4		4	8	PR	Major Core
6		Marketing Essentials	2				2	2	PP	VAC
7		Behavioural Psychology	2				2	2	PP	VAC
8		World Language -01	3				3	3	PP	SEC
Total credits							21	29		
Fourth Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Graphic Studio -2			2		2	4	PR	Major Core
2		Computer Application in Design -03			4		4	8	PR	SEC
3		Design Thinking -02	4				4	4	PP	Multi-Disciplinary
4		Photography Essentials			2		2	4	PR	SEC
5		Interaction Design Fundamentals			4		4	8	PR	Major Core
6		Indian Anthropology	2				2	2	PP	VAC
7		Visual Semiotics	2				2	2	PP	VAC
8		World Language -02	3				3	3	PP	SEC
Total credits							23	35		
Fifth Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Graphic Studio -03			3		3	6	PR	Major Core
2		Research Methodology	4				4	4	PP	Major Core
3		Generative AI for Designers	2				2	4	PR	SEC
4		Design Entrepreneurship			3		3	6	PR	AEC
5		Discipline Elective - 1			4		4	8	PR	Major Elective
Total credits							16	28		
Sixth Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Graphic Studio -04			4		4	8	PR	Major Core
2		Design Action Based Research			4		4	8	PR	Major Core
3		Professional Skills and Practice			2		2	4	PR	SEC
4		Environment and Sustainability	3				3	3	PP	AEC
5		Discipline Elective - 2			4		4	8	PR	Major Elective
Total credits							17	31		
Seventh Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Design Internship					22		PR	Internship
2		Portfolio Development and Professional Skills			2		2	4	PR	SEC
Total credits							24	4		
Eighth Semester										
Credit Structure										
Sl. No.	Course Code	Course Title	L	T	P	S	Credits	Hours	Course Type	
1		Design Thesis					22		PR	Dissertation
2		Design Seminar + Exhibition			2		2	4	PR	SEC
Total credits							24	4		

Discipline Elective - 1		
Sl. No.	Course Code	Course Title
1		UX for Web
2		Brand Experience and Event Marketing

Discipline Elective - 2		
Sl. No.	Course Code	Course Title
1		UX for Digital Devices
2		Communications for Social Change