## **STRUCTURE OF THE SYLLABUS FOR 4 YEAR UG PROGRAMME**

SCHOOL NAME - Royal School of Design

**DEPARTMENT NAME** - Graphic Design

**PROGRAMME NAME** - B.Des in Graphic Design

		1 <sup>st</sup> SEMESTER			
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M111	Introduction to Design	100	3	1-0-4
	GRD082M112	Elements & Principles	100	3	1-0-4
		of Design			
Minor	GRD082N111	Elements & Principles	100	3	1-0-4
		of Design			
Interdisciplinary		Indian Knowledge	100	3	
(IDC)		System			
Ability Enhancement	AEC982A101	Communicative	100	2	
course (AEC)		English -1			
Skill Enhancement	GRD082S111	Illustration Technique	100	3	1-0-4
Course (SEC)					
Value Added Course		Introduction to Design	100	3	1-0-4
(VAC)					
Swayam Courses		Understanding Design	100	3	1-0-4
		TOTAL CREDIT FOR 1 <sup>st</sup> S	EMESTER	23	
		2 <sup>nd</sup> SEMESTER			
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M211	Elements, Form &	100	3	1-0-4
		Structure			
	GRD082M212	Design Thinking	100	3	1-0-4
Minor	GRD082N211	Elements, Form &	100	3	1-0-4
		Structure			
IDC		Indian Knowledge	100	3	
		System - 2			

AEC	AEC982A201	Communicative	100	2	
		English - 2			
SEC	GRD082S211	Visualization	100	3	1-0-4
		Techniques			
VAC					
Swayam Courses		Design Technology	100	3	1-0-4
		and Innovation			
	-	TOTAL CREDIT FOR 2 <sup>nd</sup> S	SEMESTER	23	
		3 <sup>rd</sup> SEMESTER		I	
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M311	Semiotics	200	4	1-0-6
	GRD082M312	Art History	200	4	1-0-6
Minor	GRD082N311	Art History	200	4	1-0-6
IDC	GRD082I311	Visualization	200	3	1-0-4
		Techniques			
AEC	AEC982A301	Communicative	200	2	
		English - 3			
SEC	GRD082S311	Print Technology	200	3	1-0-4
Swayam Course		Web – Designing &	200	3	
		Multimedia			
		Technology			
		TOTAL CREDIT FOR 3rd S	SEMESTER	23	
		4 <sup>th</sup> SEMESTER			
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M411	Brand Identity Design	200	4	1-0-6
	GRD082M412	Typeface Design	200	4	1-0-6
	GRD082M413	Packaging Design	200	4	1-0-6
Minor	GRD082N411	Brand Identity Design	200	3	1-0-4
	GRD082N412	Typography	200	3	1-0-4
AEC	AEC982A401	Communicative	200	2	
		English - 4			

	1	1	-	
	Augmenting Design	200	3	
	Thinking with Human			
	Computer Interaction			
· .	TOTAL CREDIT FOR 4 <sup>th</sup> S	SEMESTER	20	
	5 <sup>th</sup> SEMESTER		l	
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
GRD082M511	User Interface	300	4	4-0-0
	Graphics			
GRD082M512	User Experience	300	4	4-0-0
GRD082M513	Publication Design	300	4	4-0-0
GRD082N511	Publication Design	300	4	4-0-0
GRD082M514	4 weeks Internship	300	4	
	after 4 <sup>th</sup> Semester			
TOTAL CREDIT FOR 5th SEMESTER				
	6 <sup>th</sup> SEMESTER		I	
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
GRD082M611	New Media Design	300	4	4-0-0
GRD082M612	Wayfinding &	300	4	4-0-0
	Signages			
GRD082M613	Copywriting	300	4	4-0-0
GPD082M614	Socio – Cultural	300	4	4-0-0
011200211014	Design			
GRD082N611	New Media Design	300	4	4-0-0
	TOTAL CREDIT FOR 6th S	SEMESTER	20	
	7 <sup>th</sup> SEMESTER			
COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
COURSE CODE GRD082M711	COURSE TITLE System Design	<b>LEVEL</b> 400	CREDIT 4	<b>L-T-P</b> 4-0-0
GRD082M711				
	System Design	400	4	4-0-0
GRD082M711	System Design Advertising &	400	4	4-0-0
	COURSE CODE GRD082M511 GRD082M512 GRD082M513 GRD082M513 GRD082M514 GRD082M611 GRD082M611 GRD082M613 GRD082M613 GRD082M614 GRD082N611	Thinking with Human Computer Interaction   TOTAL CREDIT FOR 4th S   TOTAL CREDIT FOR 4th S   COURSE CODE   COURSE CODE COURSE TITLE   GRD082M511 User Interface Graphics   GRD082M512 User Experience   GRD082M513 Publication Design   GRD082M514 4 weeks Internship after 4th Semester   GRD082M514 4 weeks Internship after 4th Semester   COURSE CODE   COURSE CODE   GRD082M611 New Media Design   GRD082M611 New Media Design   GRD082M613 Copywriting   GRD082M613 Copywriting   GRD082M614 New Media Design   GRD082M613 Copywriting   GRD082M614 New Media Design	Thinking with Human Computer InteractionTotal CREDIT FOR 4th SEMESTERCOURSE CODECOURSE TITLELEVELGRD082M511User Interface GRD082M512300GRD082M512User Experience300GRD082M513Publication Design after 4th Semester300GRD082M5144 weeks Internship after 4th Semester300COURSE CODECOURSE TITLELEVELGRD082M5149ublication Design after 4th Semester300COURSE CODECOURSE TITLELEVELGRD082M611New Media Design Signages300GRD082M613Copywriting Signages300GRD082M613Copywriting Design300GRD082M614New Media Design Signages300GRD082M613Copywriting Design300GRD082M614New Media Design Signages300GRD082M613Copywriting Design300GRD082M614New Media Design300GRD082M611New Media Design300GRD082M611New Media Design300GRD082M611New Media Design300GRD082M611New Media Design300GRD082M611New Media Design300GRD082N611New Media Design300	To be of the computer of the computer interactionTotal CREDIT FOR 4th SEMESTER20TOTAL CREDIT FOR 4th SEMESTER205th SEMESTER20COURSE CODECOURSE TITLELEVELCREDITGRD082M511User Interface Graphics30044GRD082M512User Experience30044GRD082M513Publication Design30044GRD082N511Publication Design30044GRD082N511Publication Design30044GRD082N5144 weeks Internship after 4th Semester30044COURSE CODECOURSE TITLE SEMESTERLEVELCREDITCOURSE CODECOURSE TITLELEVELCREDITGRD082M611New Media Design30044GRD082M612Signages30044GRD082M613Copywriting30044GRD082M614New Media Design30044GRD082M613Copywriting30044GRD082M614New Media Design30044GRD082M614New Media Design30044GRD082M614New Media Design30044GRD082N611New Media Design30044GRD082N611New Media Design30044GRD082N611New Media Design30044GRD082N611New Media Design300 </td

	GRD082M714	Research	400	4	4-0-0
		Methodology			
Minor		Advertising &	400	4	4-0-0
	GRD082N711	Marketing			
	TOTAL CREDIT FOR 7 <sup>th</sup> SEMESTER				
		8 <sup>th</sup> SEMESTER		I	
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M811	Portfolio Design	400	4	4-0-0
	GRD082M812	Retail and Exhibition	400	4	4-0-0
		Design			
Project /	GRD082M813	Dissertation/Research	400	4	4-0-0
Dissertation		Project			
	Or	l	1	I	
	GRD082M814	Design Management	400	4	4-0-0
	GRD082M815	Intellectual Property	400	4	4-0-0
		Rights & Professional			
		Practice			
	GRD082M816	Design	400	4	4-0-0
		Entrepreneurship			
		TOTAL CREDIT FOR 8 <sup>th</sup> S	EMESTER	20	