

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

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

AEC	AEC982A201	Communicative English - 2	100	2	
SEC	GRD082S211	Visualization Techniques	100	3	1-0-4
VAC					
Swayam Courses		Design Technology and Innovation	100	3	1-0-4
TOTAL CREDIT FOR 2nd SEMESTER				23	
3rd SEMESTER					
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 Techniques	200	3	1-0-4
AEC	AEC982A301	Communicative English - 3	200	2	
SEC	GRD082S311	Print Technology	200	3	1-0-4
Swayam Course		Web – Designing & Multimedia Technology	200	3	
TOTAL CREDIT FOR 3rd SEMESTER				23	
4th 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 English - 4	200	2	

Swayam Course		Augmenting Design Thinking with Human Computer Interaction	200	3	
TOTAL CREDIT FOR 4 th SEMESTER				20	
5 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M511	User Interface Graphics	300	4	4-0-0
	GRD082M512	User Experience	300	4	4-0-0
	GRD082M513	Publication Design	300	4	4-0-0
Minor	GRD082N511	Publication Design	300	4	4-0-0
Internship	GRD082M514	4 weeks Internship after 4 th Semester	300	4	
TOTAL CREDIT FOR 5 th SEMESTER				20	
6 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M611	New Media Design	300	4	4-0-0
	GRD082M612	Wayfinding & Signages	300	4	4-0-0
	GRD082M613	Copywriting	300	4	4-0-0
	GRD082M614	Socio – Cultural Design	300	4	4-0-0
Minor	GRD082N611	New Media Design	300	4	4-0-0
TOTAL CREDIT FOR 6 th SEMESTER				20	
7 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M711	System Design	400	4	4-0-0
	GRD082M712	Advertising & Marketing	400	4	4-0-0
	GRD082M713	Design for Sustainability	400	4	4-0-0

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

