



**Royal School of Design
(RSD)**

Department of Graphic Design

**Course Structure & Syllabus
(Based on National Education Policy 2020)**

For Undergraduate Programme

**B.Des. in Graphic Design
(4 Years Single Major)**

WEF AY 2025-26

1. STRUCTURE OF THE SYLLABUS FOR 4 YEARS 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)	IKS992K101	Indian Knowledge System	100	3	3-0-0
Ability Enhancement course (AEC)	CEN982A101	Communicative English - 1(Introduce to Effective Communication)	100	1	1-0-0
Ability Enhancement course (AEC)	BHS982A102	Behavioural Science-I	100	1	1-0-0
Skill Enhancement Course (SEC)	GRD082S111	Illustration Technique	100	3	1-0-4
Value Added Course (VAC)	VAC992V1415	Introduction to Graphic Design	100	3	3-0-0
Swayam Course		Understanding Design	100	3	
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	IDC0721211	Indian Knowledge System - 2	100	3	3-0-0
AEC	CEN982A201	Communicative English – 2 (approaches to verbal	100	1	1-0-0

		and non-verbal communication)			
SEC	GRD082S211	Visualization Techniques	100	3	1-0-4
VAC	VAC992V2110	Design Thinking	100	3	1-0-4
Swayam Course		Design Technology and Innovation	100	3	
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	CEN982A301	Fundamentals of Business Communication	200	1	1-0-0
AEC	BHS982A304	Behavioural Science-III	200	1	1-0-0
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	CEN982A401	Employability and Communication	200	1	2-0-0
AEC	BHS982A404	Behavioral Science	200	1	1-0-0
Swayam Course		Augmenting Design Thinking with Human Computer Interaction	200	3	
TOTAL CREDIT FOR 4th SEMESTER				23	

5 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M511	User Interface Graphics	300	4	1-0-6
	GRD082M512	User Experience	300	4	1-0-6
	GRD082M513	Publication Design	300	4	1-0-6
Minor	GRD082N511	Publication Design	300	4	1-0-6
Internship	GRD082M521	4 weeks Internship after 4 th Semester	300	4	
TOTAL CREDIT FOR 5th SEMESTER				20	
6 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M611	New Media Design	300	4	1-0-6
	GRD082M612	Experiential Design	300	4	1-0-6
	GRD082M613	Motion Graphics	300	4	1-0-6
	GRD082M614	Socio – Cultural Design	300	4	1-0-6
Minor	GRD082N611	New Media Design	300	4	1-0-6
TOTAL CREDIT FOR 6th SEMESTER				20	
7 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M711	System Design	400	4	1-0-6
	GRD082M712	Advertising & Marketing	400	4	1-0-6
	GRD082M713	Design for Sustainability	400	4	1-0-6
	GRD082M714	Research Methodology	400	4	1-0-6
Minor	GRD082N711	Advertising & Marketing	400	4	1-0-6
TOTAL CREDIT FOR 7th SEMESTER				20	
8 th SEMESTER					
COMPONENT	COURSE CODE	COURSE TITLE	LEVEL	CREDIT	L-T-P
Major (Core)	GRD082M811	Retail and Exhibition Design	400	4	1-0-6
	GRD082N812	Portfolio Design	400	4	1-0-6
Project / Dissertation	GRD082M821	Dissertation/Research Project	400	12	
TOTAL CREDIT FOR 8th SEMESTER				20	

1 st Semester		
Paper 1 Major Course	Introduction to Design L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M111 Level : 100

Course Objective : The objective of **Introduction to Design (GRD082M111)** is to bring about awareness of the world of design.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember to unlearn biases and improve their cognitive and knowledge base	BT1
CO2	Understand the importance of different art and culture movements	BT2
CO3	Apply the understanding of different art and culture movements in their work	BT3
CO4	Analyze and synthesize the work of designers in the field of design and art	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Learn to Unlearn: Start pulling the students away from the logical conditioning of thought processes and pushing them to keep an open mind.	6	15
Unit 2	History of Design: Educate the class on the start and conception of design	6	15
Unit 3	Famous Designers: Work of designers of the world and their contributions	5	15
Unit 4	The Future of Design: Conceptualize on what the future of design can be. How design can provide and change the industry	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Poster making, Group Work, Debates & Discussions, Presentations and Quiz

Text Books :

1. Design as Art by Bruno Munari
2. Focus On : 100 most popular art movements by Various Authors of OK Publishing
3. Design is Story Telling by Ellen Lupton

Reference Books :

1. Bauhaus by Magdalena Droste and Peter Gossel
2. The Beauty of Everyday Things by Soetsu Yanagi
3. Design History and the History of Design by Judy Attfield, 1989
4. History of Modern Design by David Raizman, 2003
5. The History of Graphic Design by Jens Muller, 2022

1 st Semester		
Paper 2 Major Course	Elements & Principles of Design L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M112 Level : 100

Course Objective : The objective of **Elements & Principles of Design (GRD082M112)** is to develop skills in manual presentation techniques, use of various media of presentation, principles of compositions and principles of design.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Define concept of design and its elements that comprise it	BT1
CO2	Understand the usage of the principles of design	BT2
CO3	Apply the various principles of design in their compositions	BT3
CO4	Analyze and notice the principles of design used around them and knowing its application and purpose	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Elements of Design: Lines, Shape, Form and Texture	6	15
Unit 2	Principles of Design: Simplicity, Unity, Proportion, Emphasis, Rhythm and Balance	6	15
Unit 3	Perspective and Isometric drawings: One point, Two point and Three point perspective; Isometric & Orthographic drawings	5	15
Unit 4	Gestalt Theory: Law of Pragnanz, Good Continuity, Figure & Ground, Proximity, Similarity, Common Fate and Closure	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Hands on Learning in Studio, Group Work, Presentations

Text Books :

1. Universal Principles of Design by William Lidwell

Reference Books :

1. The Perspective workbook by Matthew Brehm
2. Arnheim, Gestalt and Art: A psychological theory by Ian Verstege

1 st Semester		
Paper Minor Course	Elements & Principles of Design L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082N111 Level : 100

Course Objective : The objective of **Elements & Principles of Design (GRD082N111)** is to develop skills in manual presentation techniques, use of various media of presentation, principles of compositions and principles of design.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Define concept of design and its elements that comprise it	BT1
CO2	Understand the usage of the principles of design	BT2
CO3	Apply the various principles of design in their compositions	BT3
CO4	Analyze and notice the principles of design used around them and knowing its application and purpose	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Elements of Design: Lines, Shape, Form and Texture	6	15
Unit 2	Principles of Design: Simplicity, Unity, Proportion, Emphasis, Rhythm and Balance	6	15
Unit 3	Perspective and Isometric drawings: One point, Two point and Three point perspective; Isometric & Orthographic drawings	5	15
Unit 4	Gestalt Theory: Law of Pragnanz, Good Continuity, Figure & Ground, Proximity, Similarity, Common Fate and Closure	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Hands on Learning in Studio, Group Work, Presentations

Text Books :

2. Universal Principles of Design by William Lidwell

Reference Books :

3. The Perspective workbook by Matthew Brehm
4. Arnheim, Gestalt and Art: A psychological theory by Ian Verstege

1 st Semester		
Paper 4 IKS	Introduction to Indian Knowledge System-I L-T-P-C: 3-0-0-3 Credits: 3 Scheme of Evaluation: Theory	Subject Code: IKS9921101 Level: 100

Course Objective: This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcome:

After successful completion of the course, student will be able to		
CO	Course Outcome	Blooms Taxonomy Level
CO 1	Recall about the natural endowments	BT1
CO 2	Illustrate literature of Indian civilization-the Vedic- Itihas, Languages, mathematics and Ayurveda	BT2
CO 3	Explain observation of the motion of celestial bodies in the Vedic corpus	BT3

Detailed Syllabus:

Module	Course Contents	Periods
I	<p><u>Bharatavarsha—A Land of Rare Natural Endowments</u> Demographical features of the ancient Bharatvarsha, Largest cultivable area in the world. Protected and nurtured by Himalayas. The Sindhu-Ganga plain and the great coastal plains. The great rivers of India. Climatic changes: Abundant rains, sunshine and warmth, vegetation, animals and mineral wealth. Most populous country in the world. India's prosperity held the world in thrall. Splendid geographical isolation of India and the uniqueness of Indian culture.</p>	10
II	<p><u>Foundational Literature of Indian Civilization:</u> The Vedic Corpus. The Itihasas— Ramayana and Mahabharata, and their important regional versions. The Puranas. Foundational Texts of Indian Philosophies, including the Jaina and Bauddha. Foundational Texts of Indian Religious Sampradayas, from the Vedic period to the Bhakti traditions of different regions.</p> <p>i. The Vedangas and Other Streams of Indian Knowledge System: The Vedic Corpus: Introduction to Vedas and synopsis of the four Vedas and Sub-classification of Vedas; Messages in Vedas; Introduction to Vedāᅅgas : Siksha, Vyakarana, Chandas, Nirukta, Jyotisha and Kalpa ; Vedic Life: Distinctive Features. Other streams of Indian Knowledge System such as Ayurveda, Sthapatya, Natyasastra, Dharmasastra, Arthasastra, etc. The Indian way of continuing the evolution of knowledge through commentaries, interpretations and revisions of the foundational texts. The large corpus of literature in Indian languages.</p> <p>ii. Indian Language Sciences: Language Sciences and the preservation of the Vedic corpus. Varnamala of Indian languages based on classification of sounds on the basis of their origin and effort involved.</p>	20

	<p>The special feature of the scripts of most Indian languages, that each symbol is associated with a unique sound. Word formation in Sanskrit and Indian languages. Major insights in the Science of Vyakarana as established by Panini. Important texts of Indian Language Sciences — Siksha or phonetics, Nirukta or etymology, Vyakarana or Grammar, Chandas or Prosody. Navyanyaya and Navya-vyakarana in Navadvipa, Varanasi and West and South India.</p> <p>iii. Indian Mathematics: Numbers, fractions and geometry in the Vedas. Decimal nomenclature of numbers in the Vedas. Zero and Infinity. Simple constructions from Sulba-sutras. The development of the decimal place value system which resulted in a simplification of all arithmetical operations. Linguistic representation of numbers. Important texts of Indian mathematics. Brief introduction to the development of algebra, trigonometry and calculus. How Indian mathematics continued to flourish in the 18/19/20th centuries. Kerala School. Ramanujan.</p>	
III	<p>Indian Astronomy: Ancient records of the observation of the motion of celestial bodies in the Vedic corpus. Sun, Moon, Nakshatra & Graha. Astronomy as the science of determination of time, place and direction by observing the motion of the celestial bodies. The motion of the Sun and Moon. Motion of equinoxes and solstices. Elements of Indian calendar systems as followed in different regions of India. Important texts of Indian Astronomy. Basic ideas of the planetary model of Aryabhata and its revision by Nilakantha. Astronomical instruments. How Indian astronomy continued to flourish in the 18/19th centuries. Astronomical endeavours of Jaisingh, Sankaravarman, Chandrasekhara Samanta.</p>	15
IV	<p>Indian Health Sciences: Vedic foundations of Ayurveda. Ayurveda is concerned both with maintenance of good health and treatment of diseases. Basic concepts of Ayurveda. The three Gunas and Three Doshas, Pancha-mahabhuta and Sapta-dhatu. The importance of Agni (digestion). Six Rasas and their relation to Doshas. Ayurvedic view of the cause of diseases. Dinacharya or daily regimen for the maintenance of good health. Ritucharya or seasonal regimen. Important Texts of Ayurveda. Selected extracts from Astāngahrdya (selections from Sūtrasthāna) and Suśruta-Samhitā (sections on plastic surgery, cataract surgery and anal fistula). The large pharmacopeia of Ayurveda. Charaka and Sushruta on the qualities of a Vaidya. The whole world is a teacher of the good Vaidya. Charaka's description of a hospital. Hospitals in ancient and medieval India. How Ayurveda continued to flourish till 18/19th centuries. Surgical practices, inoculation. Current revival of Ayurveda and Yoga.</p>	15
	Total	60

Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.

2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śarīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press)

1 st Semester		
Paper 5 CEN	Communicative English-I Developing Oral Communication and Listening Skills L-T-P-C : 1-0-0-1 Credits : 1 Scheme of Evaluation : Theory	Subject Code: CEN992101 Level : 100

Course Objective:

The course primarily aims to develop and enhance the students' oral communication skills in English by engaging them to meaningful discussion and interactive activities.

Detailed Syllabus:

Modules	Course content/ Topics	Periods
I	Basics of Communication- Introduction Communication - definition – meaning – elements - basics of communication - communication process - importance of communication Components of Communication Types/forms of Communication (Oral-written, Formal-Informal(Grapevine), Interpersonal- Intrapersonal, Mass- Group, Verbal-Non Verbal External communication, Organizational Communication- Upward, Downward, horizontal, Diagonal) Non-verbal Communication - Introduction; Body language- Personal Appearance, Postures, Gestures, Eye Contact, Facial expressions Paralinguistic Features-Rate, Pause, Volume, Pitch/Intonation/ Voice/ modulation Proxemics , Haptics, Artifacts, Chronemics	4
II	The Listening Process Types of Listening – Superficial, Appreciative, Focused, Evaluative, Attentive, Emphatic Listening with a Purpose Barriers to Communication, Barriers to Listening	4
III	Focusing on Oral Group Communication Nature of group communication Characteristics of successful Group Communication Selection of group discussion-subject knowledge, leadership skills, team management Group Discussion Strategies	4
IV	Language Styles- Oral and Written Communication Technical Style ABC of technical communication- accuracy, using exact words and phrases, brevity, clarity. Objectivity of Technical Writing Impersonal language, Objectivity in professional speaking. Formal language, Practice	4

Text/Reference Books:

1. Rizvi, M.A. Effective Technical Communication. Tata McGraw Hill. New Delhi., 11 reprint. 2008
2. Kumar, Varinder. Communicative Functional English 1. Kalyani Publishers. New Delhi. 2012
3. Koneru, Aruna. Professional Communication.
4. Pocket guide to public speaking. Dan Ohair. Pub: Mac Higher. 5th edn

1 st Semester		
Paper 6 CEN	Behavioural Sciences L-T-P-C: 1-0-0-1 Credits: 1 Scheme of Evaluation: Theory	Subject Code: BHS982A102 Level: 100

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course Outcomes: On completion of the course the students will be able to:

CO1: Understand self & process of self-exploration

CO2: Learn about strategies for development of a healthy self-esteem

CO3: Apply the concepts to build emotional competencies.

Detailed Syllabus:

Modules	Course Contents	Periods
I	Introduction to Behavioral Science Definition and need of Behavioral Science, Self: Definition components, Importance of knowing self, Identity Crisis, Gender and Identity, Peer Pressure, Self image: Self Esteem, Johari Window, Erikson's model.	4
II	Foundations of individual behavior Personality- structure, determinants, types of personalities. Perception: Attribution, Errors in perception. Learning- Theories of learning: Classical, Operant and Social	4
III	Behaviour and communication. Defining Communication, types of communication, barriers to communication, ways to overcome barriers to Communication, Importance of Non-Verbal Communication/Kinesics, Understanding Kinesics, Relation between behaviour and communication.	4
IV	Time and Stress Management Time management: Introduction-the 80:20, sense of time management, Secrets of time management, Effective scheduling. Stress management: effects of stress, kinds of stress-sources of stress, Coping Mechanisms. Relation between Time and Stress.	4
Total		16

Text books

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc
- K.Alex, Soft skills; S.Chand.

1 st Semester		
Paper 7 VAC	Introduction to Graphic Design L-T-P-C: 3-0-0-3 Credits: 3 Scheme of Evaluation: Theory (30%)+ Project (20%)+ Continuous Evaluation (50%)	Subject Code: VAC992V1415 Level: 100

Course Objective: To develop skills in digital presentation techniques, understanding of design process and critical thinking, principles of compositions and principles of design.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO 1	Identify key concept of design and its elements that comprise it.	BT1
CO 2	Understand the usage of the principles of design.	BT2
CO3	Apply the various principles of design in their compositions.	BT3

Detailed Syllabus :

Modules	Topics & Course Content
Unit 1	Elements of Design -Lines, Shape, Form, Texture
Unit 2	Principles of Design -Simplicity, Unity, Proportion, Emphasis, Rhythm and Balance
Unit 3	Basic of Design Software -Basic Photoshop Tools, colours and its applications
Unit 4	Color Wheel -Primary, Secondary and Tertiary Colors
	Total

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Hands on Learning in Studio, Practical Assignments

Text Books :

1. *Universal Principles of Design* by William Lidwell
2. *The Perspective Workbook* by Matthew Brehm

Reference Books :

1. Arnheim, Gestalt and Art: A psychological theory by Ian Verstegen

<i>Credit Distribution</i>		
<i>Lecture</i>	<i>Practical</i>	<i>Experiential Learning</i>
<i>48 hours</i>	-	<i>42 hours</i> <ul style="list-style-type: none">- <i>Project-20 hours</i>- <i>Home Assignments-12 hours</i>- <i>Self-learning 10 hours</i>

1 st Semester		
Paper 4 SEC	Illustration Techniques L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082S111 Level : 100

Course Objective : The objective of the course **Illustration Techniques (GRD082S111)** is to guide the students to enhance their hand skills with different media and materials

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the basics of hand rendering techniques	BT1
CO2	Demonstrate different methods of sketching and rendering	BT2
CO3	Apply different techniques through different mediums	BT3
CO4	Analyze different types of hand rendering techniques	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Pencil & Pen Illustration	6	15
Unit 2	Stippling, Charcoal	6	15
Unit 3	Watercolour, Paint	5	15
Unit 4	Oil Pastels	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Hands on Learning in Studio, Practical Assignments

Text Books :

1. Hand Drawn Illustration Techniques and Creative Expression by Kevn Todd

Reference Books :

1. A guide to pictorial perspective: With numerous illustrations by Benjamin Richard

2 nd Semester		
Paper 1 Major Course	Elements, Forms & Structure L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M211 Level : 100

Course Objective : The objective of **Elements, Forms & Structure (GRD082M211)** is to orient and equip the student with skills to understanding forms and space with relation to each other.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember methodologies to be able to visualize and interpret ideas	BT1
CO2	Understand how to create	BT2
CO3	Apply the techniques through all the data and information collected	BT3
CO4	To represent ideas visually through different methodologies	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction – Figure, Form & Edge Gestalt Theory, Sound & Form	6	15
Unit 2	Narratives & Story Telling	6	15
Unit 3	Symmetry & Form Analysis	5	15
Unit 4	Installation Art	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Building, Material exploration, Group Work, Sketching, Installation

Text Books :

1. The Form of Design: Deciphering the Language of Mass Produced Objects

Reference Books :

1. Visual Thinking: Empowering People & Organizations Through Visual Communication

2 nd Semester		
Paper 2 Major Course	Design Thinking L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M212 Level : 100

Course Objective : The objective of **Design Thinking (GRD082M212)** is to develop cognitive, strategic and practical thinking and ideation processes by which design concepts are developed.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the use of abductive and productive reasoning	BT1
CO2	Understand the theories and models of design thinking	BT2
CO3	Apply and adopt solution focused strategies.	BT3
CO4	Be able to analyze and resolve ill-defined or 'wicked' problems.	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Empathy – Know your topic, “Get Smart”	6	15
Unit 2	Define – Problem Framing, Finding opportunities & challenges	6	15
Unit 3	Ideate – Brainstorming & Iterations	5	15
Unit 4	Test & Prototype - Idea representation, Developing Concepts	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Creative Writing, Group Work, Sketching, Comic Book Making

Text Books :

1. Design Thinking Methodology Book by Emrah Yayici

Reference Books :

1. Design Your Thinking : The Mindsets, Toolsets and Skill Sets for Creative Problem Solving by Pavan Soni
2. The Design thinking playbook: Mindful digital transformation of teams, products, services, business and ecosystems by Michael Lewrick, Patrick Link

2 nd Semester		
Paper 3 Minor Course	Elements, Structure & Forms L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082N211 Level : 100

Course Objective : The objective of **Elements, Forms & Structure (GRD082N211)** is to orient and equip the student with skills to understanding forms and space with relation to each other.

Course Outcome :

After successful completion of the course, student will be able to		
COS	Course Outcome	Blooms Taxonomy Level
CO1	Remember methodologies to be able to visualize and interpret ideas	BT1
CO2	Understand how to create	BT2
CO3	Apply the techniques through all the data and information collected	BT3
CO4	To represent ideas visually through different methodologies	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction – Figure, Form & Edge Gestalt Theory, Sound & Form	6	15
Unit 2	Narratives & Story Telling	6	15
Unit 3	Symmetry & Form Analysis	5	15
Unit 4	Installation Art	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Building, Material exploration, Group Work, Sketching, Installation

Text Books :

1. The Form of Design: Deciphering the Language of Mass Produced Objects

Reference Books :

1. Visual Thinking: Empowering People & Organizations Through Visual Communication

Paper II/Subject Name: Introduction to Indian Knowledge System - II

Subject Code: IKS992K201

L-T-P-C – 3-0-0-3

Credit Units: 3

Course Level: 100

Course objectives:

This Foundation course is designed to present an overall introduction to all the streams of IKS relevant to the UG programme. It would enable students to explore the most fundamental ideas that have shaped Indian Knowledge Traditions over the centuries.

Course Outcomes:

On completion of this course students will be expected to –

CO	Contents	BT Level
CO ₁	Recall about classical literature in Sanskrit and other languages	BT level 1
CO ₂	Recall traditional Indian knowledge system and Indian education	BT level 1
CO ₃	Summarize the Indian Art, Architecture, Agriculture, Polity and Economy	BT level 2

Module	Course Contents	Periods
I	<p>Classical Literature in Sanskrit and Other Indian Languages: The nature and purpose of Kavya. Drisya and Sravya Kavyas. The ideas of Indian aestheticians on what constitutes the soul of Kavya. Important examples of classical literature in Sanskrit and other Indian languages</p> <p>Indian Education: Preservation of culture, tradition and Dharma through education. Svadhyaya, Pravachana. Also continuity of the family and the vamsha, who are the carriers of knowledge, tradition and Dharma. The extent, inclusiveness and the sophistication of indigenous education in early 19th century India.</p> <p>The Purpose of Knowledge in India: Para Vidya and Apari Vidya. The corpus connected with Para Vidya. Learning and formalization of concepts associated with Para Vidya also form part of Apari Vidya. Nature and purpose of sciences, technologies, and all human knowledge concerning the world and the society. The concept of Rita, Dharma. The cycle of mutual dependence of humans and all aspect of creation. Yajna and the inviolable discipline of sharing and caring.</p>	10
II	<p>Methodology of Indian Knowledge System: Systematization of knowledge fields as Sastra. Each Sastra has a clearly defined purpose in Vyavahara. The means of valid knowledge (Pramanas). Perception (Pratyaksha), Inference (Anumana) and Textual Tradition (Agama), as discussed in the canonical texts of all the disciplines. The importance of Pratyaksha and Agama in relation to Anumana.</p> <p>Indian Architecture and Town Planning: The importance of Sthapatya-veda. The ancient cities of the Indus Saraswati region. Town planning and drainage systems. Examples of the significance of architecture and materials in Ramayana and Mahabharata. Public opulence and private austerity in Indian architecture. Why there are many more of Temples than Palaces. Important texts of Architecture and Sculpture. The prevalence of high Indian architecture in almost all parts of India except the Ganga plains. Examples of high Indian architecture from ancient and medieval periods from</p>	20

	<p>different parts of India. The building of Jaipur in the 18th century. How temple art and architecture continue to flourish in modern India.</p> <p><u>Indian Fine Arts:</u> The importance of Gandharva-veda. Natyasastra on the nature and purpose of fine arts. Basic concepts of Indian music and dance. Important texts of Indian music, dance and painting. Indian musical instruments. Different schools of music, dance and painting in different regions of India. Important examples of Indian painting in various part of India. Musicology as a science. Harmonising Lakshya and Lakshana (practise and theory). Major developments in the science and practice of music the 17/18/19th centuries. The current revival of music and dance in India.</p>	
III	<p><u>Indian Agriculture:</u> The significance of agriculture and irrigation as emphasised in the Ramayana, Mahabharata and other texts. Mention of Indian agriculture by the Greek historians and later travellers. Significance of agriculture and irrigation for the kings of Indian tradition. Major water-bodies of the ancient times. The Ery system of south India. Excellence of Indian agricultural technologies as observed by more recent European observers. Productivity of Indian agriculture in medieval Thanjavur and eighteenth century Allahabad, Chengalpattu, etc. Indian attitude towards agriculture, based on Walker and later reports.</p> <p><u>Indian Textiles:</u> India as the ancient home of cotton and silk fabrics. Weaving formed the most significant part of Indian economy after agriculture. Varieties of textiles and dyes developed in different regions of India. India as a leading exporter of textiles in the world in the 17/18/19th centuries.</p> <p><u>Indian Metallurgy:</u> Vedic references to metals and metal working. Mining and manufacture in India of Zinc, Iron, Copper, Gold, etc., from ancient times. Indian texts which refer to metallurgy. Important specimens of metal workmanship preserved/found in different parts of India. The significance and wide prevalence of ironsmith and other metal workers in the pre-modern era. European observers on the high quality and quantity of Indian iron and steel in the 18/19th centuries.</p>	15
IV	<p><u>Indian Polity and Economy:</u> Indian conception of well-organised Polity and flourishing Economy as expounded in the foundational texts. The notion of Bharatavarsha as a Chakravarti-Kshetra and important attributes of Chakravartin. King as the protector of Dharma. King as the strength and support of the weak. King as the protector of Varta. King as the protector of the times. Meaning of Varta: Krishi, Gopalana and Vanijya forming the basis of Varta and the core of economic activity in society. The importance of sharing. Grama as the centre of the polity.</p> <p><u>The Outreach of Indian Knowledge System:</u> The outreach of Indian Knowledge System beyond Indian boundaries forms the ancient times. Outreach to East, Southeast, Central and Southeast Asia of Indian phonetic script, decimal value place system-based arithmetic, algebra, astronomy and calendar, medical pharmacopeia, architecture, methods of making iron and steel, cotton textiles, etc. The transmission of Indian linguistics, knowledge of plants, iron and steel metallurgy, textiles and dyeing, shipbuilding etc., to Europe in 17/18/19th centuries. Current global outreach of Ayurveda, Yoga and Indian Fine Arts.</p>	15
	Total	60

Textbooks/Reference Books:

1. Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
2. D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
3. Astāngahrdaya, Vol. I, Sūtrasthāna and Śarīrasthāna, Translated by K. R. Srikantha Murthy, Vol. I, Krishnadas Academy, Varanasi, 1991.
4. Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
5. Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021
6. Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrottana Sahitya, Bengaluru, 2021.
7. J. K. Bajaj and M. D. Srinivas, Indian Economy and Polity in Eighteenth century Chengalpattu, in J. K. Bajaj ed., Indian Economy and Polity, Centre for Policy Studies, Chennai, 1995, pp. 63-84.
8. J. K. Bajaj and M. D. Srinivas, Annam Bahu Kurvita Recollecting the Indian Discipline of Growing and Sharing Food in Plenty, Centre for Policy Studies, Chennai, 1996.
9. J. K. Bajaj and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
10. M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa, in K. Gopinath and Shailaja D. Sharma (eds.), The Computation Meme: Explorations in Indic Computational Thinking, Indian Institute of Science, Bengaluru, 2022 (in press).

COURSE PROGRAMME: Undergraduate (All courses under RGU) SEMESTER: Second SUBJECT:

Communicative English- II: Conversation and Public Speaking

L-T-P-C- 1-0-0-1 Subject Code: CEN982A201

Course Objective:

This course prepares students for a variety of academic and other situations in which formal presentations are required. Topics will include cultural conventions and speech, perceptions of others, and techniques of oral presentation and persuasion. Students will learn how to research, outline, and deliver short, informal presentations as well as longer speeches. This course will give them the opportunity to develop and strengthen skills in preparing and presenting public oral presentations in a variety of situations.

Detailed Syllabus:

Modules	Topics / Course content	Periods
I.	<p>Speaking Skills Speaking – The Art of Speaking, Goals, Speaking Styles, The Speaking Process</p> <p>Importance of Oral Communication, Choosing the form of Communication, Principles & Guidelines of Successful Oral Communication, Barriers to Effective Oral Communication Three aspects of Oral Communication – Conversing, Listening and Body Language Intercultural Oral Communication</p>	4
II.	<p>Conversational Skills : Listening and Persuasive Speaking Introduction Conversation – Types of Conversation, Strategies for Effectiveness, Conversation Practice, Persuasive Functions in Conversation, Telephonic Conversation and Etiquette Dialogue Writing Conversation Control</p>	4
III.	<p>Transactional Analysis The Role of Intonation , Strokes Psychological Characteristics of Ego States (The Parent, The Adult, The Child) Structure and Aspects of Human Personality Analysing Transactions – Complementary Transactions, Crossed Transactions, Duplex or Ulterior Transactions How to Identify the Ego States of Interacting Individuals How to Manage Conversations, Structural Analysis Certain Habits of Ineffective Conversationalists</p>	4

IV.	<p>Business Presentation and Public Speaking</p> <p>Business Presentation and Speeches – Difference</p> <p>Elements of a Good Speech – Planning, Occasion, Audience, Purpose, Thesis, Material</p> <p>Organising and Outlining a Speech Outline</p> <p>Types of Delivery</p> <p>Guidelines for Delivery – Verbal Elements, Non-Verbal Elements, Vocal Elements, Visual Elements Controlling Nervousness and Stage Fright</p>	4
------------	---	----------

Text/Reference Books:

1. Raman Meenakshi and Prakash Singh. Business Communication. Oxford University Press. Page 123 – 165
2. Raman Meenakshi and Sangeeta Sharma. Technical Communication. Oxford University Press. Page 137 – 148
3. Sengupta Sailesh. Business and Managerial Communication. PHILearning Pvt. Ltd. Page 136-153
4. Mehra Payal. Business Communication for Managers. Pearson. Page 75 – 83

Subject Name: Behavioural Sciences -II **UG 2nd semester**

Course code:BHS982A202

Credit: 1

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations.

Course outcomes: On completion of the course the students will be able to:

CO 1: Develop an elementary level of understanding of culture and its implications on personality of people.

CO2: Understand the concept of leadership spirit and to know its impact on performance of employees.

CO3: Understand and apply the concept of Motivation in real life.

Modules	Course Contents	Periods
I	Culture and Personality Culture: Definition, Effect, relation with Personality, Cultural Iceberg, Overview of Hofstede's Framework, Discussion of the four dimensions of Hofstede's Framework.	4
II	Attitudes and Values Attitude's definition: changing our own attitudes, Process of cognitive dissonance Types of Values, Value conflicts, Merging personal and Organisational values	4
III	Motivation Definition of motivation with example, Theories of Motivation (Maslow, McClelland's theory & Theory X and Y)	4
IV	Leadership Definition of leadership, Leadership continuum, types of leadership, Importance of Leadership, New age leaderships: Transformational & transactional Leadership, Leaders as role models.	4
Total		16

Text books:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
- Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.
- Organizational Behaviour by Kavita Singh (Vikas publishers, 3rd Edition).

2 nd Semester		
VAC	Design Thinking L-T-P-C: 1-0-4-3 Credits: 3 Scheme of Evaluation: Practicum/Jury	Subject Code: VAC992V2110 Level: 100

Course Objective: The objective of **Design Thinking (COD082M212)** is to develop cognitive, strategic and practical thinking and ideation processes by which design concepts are developed.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the use of abductive and productive reasoning	BT1
CO2	Understand the theories and models of design thinking	BT2
CO3	Apply and adopt solution focused strategies.	BT3
CO4	Be able to analyze and resolve ill-defined or 'wicked' problems.	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Empathy – Know your topic, “Get Smart”	6	15
Unit 2	Define – Problem Framing, Finding opportunities & challenges	6	15
Unit 3	Ideate – Brainstorming & Iterations	5	15
Unit 4	Test & Prototype - Idea representation, Developing Concepts	5	15
Total		82	

National Credit Hours for the course: 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Creative Writing, Group Work, Sketching, Comic Book Making

Textbooks:

- Design Thinking Methodology Book by Emrah Yayici

Reference Books:

- Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem Solving by Pavan Soni
- The Design thinking playbook: Mindful digital transformation of teams, products, services, business and ecosystems by Michael Lewrick, Patrick Lin

2 nd Semester		
Paper 4 SEC	Visualisation Techniques L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082S211 Level : 100

Course Objective : The objective of **Visualization Techniques (GRD082S211)** is to orient and equip the student with skills to bring their ideas and imagination to reality and to be able to visualize and study data and represent them visually.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember methodologies to be able to visualize and interpret ideas	BT1
CO2	Understand how to create through a process of visualization	BT2
CO3	Apply the techniques through all the data and information collected	BT3
CO4	To represent ideas visually through different methodologies	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Creative Writing	6	15
Unit 2	Character Development	6	15
Unit 3	Creating Worlds	5	15
Unit 4	Development	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Creative Writing, Group Work, Sketching, Comic Book Making

Text Books :

1. Visual Thinking for Design by Colin Ware

Reference Books :

2. Visual Thinking: Empowering People & Organizations Through Visual Communication

3 rd Semester		
Paper 1 Major Course	Semiotics L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M311 Level : 200

Course Objective : The objectives of **Semiotics (GRD082M311)** is to impart the principles of signs and symbols and their use or interpretation.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Define terms related to symbols & icons.	BT1
CO2	Understand the laws guiding semiotics	BT2
CO3	Apply the different laws of semiotics to solve related problems	BT3
CO4	Examine theories of semiotics to solve real field problems	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	History and Terminology	6	23
Unit 2	Human Psyche and Understanding	6	23
Unit 3	Interpretation	5	22
Unit 4	Iconography	5	22
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books :

1. Semiotics : The Basics by Chandler
2. Introducing Semiotics by Paul Cobley
3. Elements of Semiology by Roland Barthes

Reference Books :

1. Semiotics and the Philosophy of language by Umberto Eco
2. Flatlands : A romance of dimensions by Edwin Abbott Abbott

3 rd Semester		
Paper 2 Major Course	Art History L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M312 Level : 200

Course Objective : The objective of the course **Art History (GRD082M312)** is to impart a theoretical and practical understanding of global and national art history and practice of planning and projecting ideas from these eras.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember culture and history of different ages and eras	BT1
CO2	Understand the concept of these different art eras.	BT2
CO3	Apply the concept of art and culture in relevant areas	BT3
CO4	Analyze the different practices of planning and projecting ideas into projects	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Art Theory and History- case studies and showcasing	6	23
Unit 2	Art Movements : Understanding the impact of movements such as impressionism, post modernism, surrealism, art deco, bauhaus	6	23
Unit 3	Indian Art Movements	5	22
Unit 4	Art Films	5	22
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming, Painting, Mixed Media

Text Books :

1. Indian Art & Culture by Nitin Singhania
2. The Story of Art by Ernst Gombrich
3. History of Modern Art by Elizabeth Mansfield
4. Classical Art by Mary Beard
5. Art through the ages by Fred Kleiner
6. Art: A brief history by Marilyn Stokstad

Reference Books :

1. The art book by Phaidon

2. Art in theory 1900 – 2000 : An Anthology of Changing Ideas by Charles Harrison & Paul Wood
3. Art: The Definitive Visual Guide by Andrew Grahame Dixon

3 rd Semester		
Paper 3 Minor Course	Art History L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082N311 Level : 200

Course Objective : The objective of the course **Art History (GRD082N311)** is to impart a theoretical and practical understanding of global and national art history and practice of planning and projecting ideas from these eras.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember culture and history of different ages and eras	BT1
CO2	Understand the concept of these different art eras.	BT2
CO3	Apply the concept of art and culture in relevant areas	BT3
CO4	Analyze the different practices of planning and projecting ideas into projects	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Art Theory and History- case studies and showcasing	6	23
Unit 2	Art Movements : Understanding the impact of movements such as impressionism, post modernism, surrealism, art deco, bauhaus	6	23
Unit 3	Indian Art Movements	5	22
Unit 4	Art Films	5	22
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming, Painting, Mixed Media

Text Books :

7. Indian Art & Culture by Nitin Singhania
8. The Story of Art by Ernst Gombrich
9. History of Modern Art by Elizabeth Mansfield
10. Classical Art by Mary Beard
11. Art through the ages by Fred Kleiner
12. Art: A brief history by Marilyn Stokstad

Reference Books :

4. The art book by Phaidon

5. Art in theory 1900 – 2000 : An Anthology of Changing Ideas by Charles Harrison & Paul Wood
6. Art: The Definitive Visual Guide by Andrew Grahame Dixon

3 rd Semester		
Paper 4 Interdisciplinary	Visualisation Techniques L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082I311 Level : 200

Course Objective : The objective of **Visualization Techniques (GRD082I311)** is to orient and equip the student with skills to bring their ideas and imagination to reality and to be able to visualize and study data and represent them visually.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember methodologies to be able to visualize and interpret ideas	BT1
CO2	Understand how to create through a process of visualization	BT2
CO3	Apply the techniques through all the data and information collected	BT3
CO4	To represent ideas visually through different methodologies	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Creative Writing	6	15
Unit 2	Character Development	6	15
Unit 3	Creating Worlds	5	15
Unit 4	Development	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Creative Writing, Group Work, Sketching, Comic Book Making

Text Books :

2. Visual Thinking for Design by Colin Ware

Reference Books :

3. Visual Thinking: Empowering People & Organizations Through Visual Communication

UG programmes Semester: 3rd Course Code: CEN982A301

Course Title: CEN III – Fundamentals of Business Communication Total Credits:1

Course level: 200

L-T-P-C: 1-0-0-1

Scheme of Evaluation: Theory and Practical

Course Objective: The aim if the course is to develop essential business communication skills,including effective writing, speaking, and interpersonal communication, to enhance professional interactions, collaboration, and successful communication strategies within diverse corporate environments.

Course Outcomes: On successful completion of the course the students will be able to:

SI No	Course Outcome	Blooms Taxonomy Level
CO 1	Define and list business documents using appropriate formats and styles, demonstrating proficiency in written communication for various business contexts.	BT 1
CO 2	Demonstrate confident verbal communication skills through persuasive presentations, active listening, and clear articulation to engage and influence diverse stakeholders.	BT 2
CO 3	Apply effective interpersonal communication strategies, including conflict resolution and active teamwork, to foster positive relationships and contribute to successful organizational communication dynamics	BT 3

Detailed Syllabus		
Units	Course Contents	Periods
I	<p>Business Communication: Spoken and Written</p> <ul style="list-style-type: none"> ☐ The Role of Business Communication ☐ Classification and Purpose of Business Communication ☐ The Importance of Communication in Management ☐ Communication Training for Managers ☐ Communication Structures in Organizations ☐ Information to be Communicated at the Workplace ☐ Writing Business Letters, Notice, Agenda and Minutes 	5
II	<p>Negotiation Skills in Business Communication</p> <ul style="list-style-type: none"> ● The Nature and Need for Negotiation <ul style="list-style-type: none"> ○ Situations requiring and not requiring negotiations ● Factors Affecting Negotiation <ul style="list-style-type: none"> ○ Location, Timing, Subjective Factors ● Stages in the Negotiation Process <ul style="list-style-type: none"> ○ Preparation, Negotiation, Implementation ● Negotiation Strategies 	5
III	<p>Ethics in Business Communication</p> <ul style="list-style-type: none"> ● Ethical Communication ● Values, Ethics and Communication ● Ethical Dilemmas Facing Managers ● A Strategic Approach to Business Ethics ● Ethical Communication on Internet ● Ethics in Advertising 	5
IV	<p>Business Etiquettes and Professionalism</p> <ul style="list-style-type: none"> ● Introduction to Business Etiquette ● Interview Etiquette ● Social Etiquette ● Workplace Etiquette ● Netiquette 	5

Text:

1. *Business Communication* by Shalini Verma

References:

1. *Business Communication* by PD Chaturvedi and Mukesh Chaturvedi
2. *Technical Communication* by Meenakshi Raman and Sangeeta Sharma

Credit Distribution		
Lecture/Tutorial	Practicum	Experiential Learning
15 hours	-	10 hours - Group Discussion - Presentation - Quiz - Case Study

Subject Name: Behavioural Sciences -III

UG 3rd semester Course code: BHS982A304

Credit: 1

Course objectives: To increase one's ability to draw conclusions and develop inferences about attitudes and behaviour, when confronted with different situations that are common in modern organizations. To enable the students to understand the process of problem solving and creative thinking.

Course outcomes: On completion of the course the students will be able to:

CO1: Understand the process of problem solving and creative thinking.

CO2: Develop and enhance of skills required for decision-making.

Modules	Course Contents	Periods
I	Problem Solving Process Defining problem, the process of problem solving, Barriers to problem solving (Perception, Expression, Emotions, Intellect, surrounding environment)	4
II	Thinking as a tool for Problem Solving What is thinking: The Mind/Brain/Behaviour Critical Thinking and Learning: - Making Predictions and Reasoning. - Memory and Critical Thinking. - Emotions and Critical Thinking.	4
III	Creative Thinking - Definition and meaning of creativity, - The nature of creative thinking: Convergent and Divergent thinking, - Idea generation and evaluation (Brain Storming) - Image generation and evaluation. - The six-phase model of Creative Thinking: ICEDIP model	4
IV	Building Emotional Competence Emotional Intelligence – Meaning, components, Importance and Relevance Positive and Negative emotions Healthy and Unhealthy expression of emotions	4
Total		16

Text books:

1. J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management; Pfeiffer & Company
2. Blair J. Kolasa, Introduction to Behavioural Science for Business, John Wiley & Sons Inc.

3 rd Semester		
Paper 5 SEC	Print Technology L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082S311 Level : 200

Course Objective : The objective of **Printing Technology (GRD082S311)** is to familiarize every procedures of assembling the films for the operating printing equipment and the well finished jobs of cutting the finished works; are enlightened to the students.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the different methods and processes of printing	BT1
CO2	Demonstrate different functions of printing in relevant situations	BT2
CO3	Apply the knowledge of printing techniques	BT3
CO4	Analyze good printing methods and processes in real world situations for clients.	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	History and kinds of printing	6	15
Unit 2	Conventional Methods of printing – make the students familiar with block printing methods (Lino print), Explore Cyanotype Printing methods	6	15
Unit 3	Offset printing – colour gradation and understanding how a printer works in CMYK values	5	15
Unit 4	Screen printing- make frames, screens and prints for screen printing	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming, Painting, Mixed Media

Text Books :

- Printing Technology: A Medium of Visual Communications by J.Michael Adams , David D. Faux

Reference Books :

- Hand Book of Offset Printing Technology by Eiri Board

4 th Semester		
Paper 1 Major Course	Brand Identity Design L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M411 Level : 200

Course Objective : The objective of **Brand Identity Design (GRD082M411)** is to give essential understanding of what constitutes a brand and how a brand is built from the ground up with all of its visual elements that support it.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember what defines a brand	BT1
CO2	Understand the theories of building a brand and its identity	BT2
CO3	Apply the concepts of branding and the perception dealing with branding	BT3
CO4	Analyze brands and its perception among consumers	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	What is a brand – Brand voice and personality development	6	23
Unit 2	Brand purpose and positioning – Vision and Mission Statements	6	23
Unit 3	Market study - competitors, value assessment, brand personality	5	22
Unit 4	Brand Guideline Book – Logo, Colour, Do's and Don'ts	5	22
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. LOGO Design Love: A Guide to Creating Iconic Brand Identities by David Airey
2. Brand identity: The Must have guide on Branding, Brand Strategy & Brand Development. by Stephan Macdonald

Reference Books:

1. Book of Branding by Radim Malinic
2. Branding: Brand Identity, Brand Strategy and Brand Development by K.L. Hammond

4 th Semester		
Paper 2 Major Course	Typeface Design L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M412 Level : 200

Course Objective : The objective of **Typeface Design (GRD082M412)** is to understand the basic concepts of fonts and type design.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the anatomy and functions of Type.	BT1
CO2	Understand the theories of Typeface Design	BT2
CO3	Apply the understanding and concept of Typeface into their work	BT3
CO4	Analyze different concepts and understanding of Typeface design	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Type Design Brief: Everything starts with a purpose. A type design brief is exactly that, a purpose statement, the “why”, the reason for making the typeface. It should help determine what the typeface should do; Is it for display, long form reading or short headlines? Is the font intended for screen or print? To whom does it speak to? What are the required character sets for the font? What languages does it cover? These are questions you should answer before embarking on a typeface design project. It will guide you to plan effectively and execute all the tasks at hand so that the purpose is achieved.	6	23
Unit 2	Type Design Research: Research is done to align better with the goals set in the design brief. The design brief will act as a guide on what to research on so that you won't spend time turning the internet and libraries upside-down searching for information. Research in this case includes looking at what has been done before (usually by looking at old type specimens, manuscripts etc) and visually translating the attributes.	6	23
Unit 3	Drawing Characters : <ol style="list-style-type: none"> 1. Drawing fonts 2. Glyphs 3. Fontlab studio 4. Digital creation 	5	22
Unit 4	Font Development: <ol style="list-style-type: none"> 1. Font mastering 2. Kerning and Spacing 3. Glyph repertoire and character set 	5	22

	4. Open type features 5. Weights		
	Total		112

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. Letterforms: Typeface Design from Past to Future by Timothy Samara
2. Contemporary Processes of Text Typeface Design (Routledge Research in Design Studies) by Michael Harkins

Reference Books:

1. ALLAN HALEY ON THE EVOLUTION OF TYPEFACE DESIGN by Linda Nardelli Linda Nardelli

4 th Semester		
Paper 3 Major Course	Packaging Design L-T-P-C : 1-0-6-4 Credits : 4 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082M413 Level : 200

Course Objective : The objective of **Packaging Design (GRD082M413)** is to develop an in-depth understanding and knowledge of packaging processes and how to design for a product.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Recall different terms and definitions related to packaging design	BT1
CO2	Understand the different methods related to packaging of products	BT2
CO3	Apply different methods to solve related problems of packaging design	BT3
CO4	Analyse the solution of packaging design related to real life situations and knowing its materials and usage.	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	The 3 kinds of packaging – primary, secondary and tertiary	6	23
Unit 2	Brand requirements, information needed, budget, materials	6	23
Unit 3	Creating information architecture	5	22
Unit 4	Understanding packaging layers and choosing the right type	5	22
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	22 hours	90 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Packaging Design: Successful Product Branding from Concept to Shelf By *Marianne R. Klimchuk & Sandra A. Krasovec*

The Packaging Designer's Book of Patterns By *Lászlo Roth & George Wybenga*

Reference Books:

Designing for Sustainability: A Guide to Building Greener Digital Products
By *Tim Frick*

- Excellent for understanding materials, finishes, and tactile qualities—crucial for packaging designers. By Chris Lefter

4 th Semester		
Paper 4 Minor	Brand Identity Design L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082N411 Level : 200

Course Objective : The objective of **Brand Identity Design (GRD082N411)** is to give essential understanding of what constitutes a brand and how a brand is built from the ground up with all of its visual elements that support it.

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember what defines a brand	BT1
CO2	Understand the theories of building a brand and its identity	BT2
CO3	Apply the concepts of branding and the perception dealing with branding	BT3
CO4	Analyze brands and its perception among consumers	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	What is a brand – Brand voice and personality development	6	15
Unit 2	Brand purpose and positioning – Vision and Mission Statements	6	15
Unit 3	Market study - competitors, value assessment, brand personality	5	15
Unit 4	Brand Guideline Book – Logo, Colour, Do's and Don'ts	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Assignments, Sketching, Ideation, Brainstorming

Text Books:

- LOGO Design Love: A Guide to Creating Iconic Brand Identities by David Airey
- Brand identity: The Must have guide on Branding, Brand Strategy & Brand Development. by Stephan Macdonald

Reference Books:

- Book of Branding by Radim Malinic
- Branding: Brand Identity, Brand Strategy and Brand Development by K.L. Hammond

4 th Semester		
Paper 5 Minor	Typography L-T-P-C : 1-0-4-3 Credits : 3 Scheme of Evaluation : Practicum/Jury	Subject Code: GRD082N412 Level : 200

Course Objective : The objective of **Typography (GRD082N412)** is to help the students to understand the impact of a typeface on a design and human psychology

Course Outcome :

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Learn the basic properties of type	BT1
CO2	Understand the characteristics, properties, physical and visual potential of type	BT2
CO3	Apply learnt concepts to their work and be able to communicate visually	BT3
CO4	Analyze and apply its usage in apt areas in given projects	BT4

Detailed Syllabus :

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Talking Type: We'll take an up-close look at typefaces, both as physical artifacts and as works of design. We will study the formal elements that define and give character to type, and understand where they came from and why they look the way they do. We will review the terminology and measuring system used to describe type, and look at the way the form and proportion of letters relate to the practical concerns of selecting and combining typefaces	6	15
Unit 2	Typefaces and their Stories: We'll explore the way typefaces express connotative meaning—tell stories—through their association with different time periods, aesthetics, and ideas. Through six short case studies, we will look at the way a typeface's connotations are shaped by its context, understand the historic evolution of typographic forms, and familiarize ourselves with the way typefaces are classified. You'll extend your exploration through some independent research into a typeface of your choosing	6	15
Unit 3	Putting Type to Work: We will engage the visual principles and conventions of typesetting. We will look at how the spaces between letters, lines, and blocks of type can be manipulated to refine the appearance and control the meaning of type. We'll explore the ways typographic hierarchy and grid systems can further	5	15

	organize and clarify type. And we'll survey the rules and conventions that can add polish to your typesetting. You'll apply your skills and knowledge in a peer-reviewed typesetting exercise		
Unit 4	Making Meaningful Type: We'll examine the ways typographic form can dramatically shape the meaning of written language. We'll survey and analyze possibilities for type treatments—from subtle typesetting choices to dramatic manipulations—by looking at examples of expressive and unconventional typography. At the end of the week, you'll bring together and apply everything you have learned in this course in the design of a full-scale typographic poster	5	15
Total		82	

National Credit Hours for the course : 30 x 3 = 90

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
3	22 hours	60 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming, Painting, Mixed Media

Text books:

1. Thinking with Type: A critical guide for designers, writers, editors & students by Ellen Lupton

Reference books:

1. Why Fonts Matter by Sarah Hyndman

5 ^h Semester		
Paper 1 Major Course	User Interface Graphics L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082M511 Level: 200

Course Objective: The objective of **User Interface Graphics (COD82M511)** is to give an understanding of interactive graphic interfaces and its kinds.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the principles of interface design	BT1
CO2	Demonstrate different methods of interaction with interfaces	BT2
CO3	Apply the knowledge of interface design	BT3
CO4	Analyze user interface designs for real world applications	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to UI	28	0
Unit 2	User Research	28	0
Unit 3	Prototyping	28	0
Unit 4	Usability Evaluation	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques, 2ed by Wibert O. Galbitz
2. User Friendly: How the Hidden Rues of Design are Changing the way We Live, Work & Play by Cliff Kuang, Robert Fabricant.

Reference Books:

3. Laws of UX by Jon Yablonski

5 ^h Semester		
Paper 2 Major Course	User Experience L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082M512 Level: 200

Course Objective: The objective of **User Interface Graphics (COD082M512)** is to give an understanding of interactive graphic interfaces and its kinds.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the different methods undertaken to study user experiences.	BT1
CO2	Demonstrate different methods of understanding user experience design	BT2
CO3	Apply the knowledge and methods of user experience design	BT3
CO4	Analyze user experience designs for real world applications	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to UX	28	0
Unit 2	Research and Accessibility	28	0
Unit 3	Information Architecture	28	0
Unit 4	Laws of UX	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. UX Design and Usability Mentor Book: With Best Practice Business Analysis and User Interface Design Tips and Techniques by Emrah Yayici
2. The Golden Ratio in UX Design: And Other Articles on User Experience by Amolendu H

Reference Books:

4. Laws of UX by Jon Yablonski

5 ^h Semester		
Paper 3 Major Course	Publication Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRRD082M513 Level: 200

Course Objective: The objective of **Publication Design (COD082M513)** is to understand the fundamentals of publication design for print and digital media

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Fundamentals of Publication Design	BT1
CO2	Apply Design Principles to Editorial layouts	BT2
CO3	Create Professional -Quality Print & Digital Publications	BT3
CO4	Understand Printing & Product Techniques	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Publication Design: Importance in Print and digital media; Types of Publications; Fundamentals Design Principles	28	0
Unit 2	Typography & Visual Communication: Typography Basics; Role of Typography in Publications.	28	0
Unit 3	Layout, Grid Systems & Composition: Understanding Grids in Publication Design; Page Composition & Balance.	28	0
Unit 4	Printing, Production & Digital Publishing	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. Making and Breaking the Grid: A Graphic Design Layout Workshop. By Timothy Samara.
2. Editorial Design: Digital and Print. By Cath Caldwell & Yolanda Zappaterra.
3. Designing Books: Practice and Theory. By Jost Hochuli.

Reference Books:

1. The Designer's Guide to Print production. By Kayanna Gilbert.
2. Designing for Print: An In- Depth Guide to Planning, Creating and Producing Print Projects. By Marina Poropat Joy

5 ^h Semester		
Paper 4 Minor Course	Publication Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082N511 Level: 200

Course Objective: The objective of **Publication Design (GRD082N511)** is to understand the fundamentals of publication design for print and digital media

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Fundamentals of Publication Design	BT1
CO2	Apply Design Principles to Editorial layouts	BT2
CO3	Create Professional -Quality Print & Digital Publications	BT3
CO4	Understand Printing & Product Techniques	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Publication Design: Importance in Print and digital media; Types of Publications; Fundamentals Design Principles	28	0
Unit 2	Typography & Visual Communication: Typography Basics; Role of Typography in Publications.	28	0
Unit 3	Layout, Grid Systems & Composition: Understanding Grids in Publication Design; Page Composition & Balance.	28	0
Unit 4	Printing, Production & Digital Publishing	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. Making and Breaking the Grid: A Graphic Design Layout Workshop. By Timothy Samara.
2. Editorial Design: Digital and Print. By Cath Caldwell & Yolanda Zappaterra.
3. Designing Books: Practice and Theory. By Jost Hochuli.

Reference Books:

1. The Designer's Guide to Print production. By Kayanna Gilbert.
2. Designing for Print: An In-Depth Guide to Planning, Creating and Producing Print Projects. Marina Propat Joyce.

6 th Semester		
Paper 1 Major Course	New Media Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082M611 Level: 200

Course Objective: The objective of **New Media Design (GRD082M611)** is to understand the fundamentals of New Media design for print and digital media

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understanding New Media	BT1
CO2	Digital Design Proficiency	BT2
CO3	Creative Problem-Solving	BT3
CO4	Design Trends and Innovation	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Design: Definition and scope of new media; Evolution of media from traditional to digital; Role of new media in communication and society; Overview of the impact of new media on culture, art and design; Digital platforms and influence on modern communication.	28	0
Unit 2	Fundamentals of Digital Design: Principles of design in the digital age; understanding the difference between print and digital design; Introduction to web design and development concepts (HTML, CSS)	28	0
Unit 3	Multimedia Design & Integration: Incorporating multimedia elements into digital design; Motion graphics and animation techniques; using multimedia for storytelling and communication.	28	0
Unit 4	Emerging Trends in New Media	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

- 1.The Language of new media. By Lev Manovich
2. Understanding Media: The Extension of Man. By Marshall McLuhan.
3. Media, Society, World: Social Theory and Digital Media Practice. By Nick Couldry

Reference Books:

- 1.Software Takes Command. By Lev Manovich
- 2.Remediation: Understanding New Media. By Jay David Bolter & Richard Grusin

6 th Semester		
Paper 2 Major Course	Experiential Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082M612 Level: 200

Course Objective: The objective of **Experiential design (GRD082M612)** is understand how people engage with spaces, interfaces and products to enhance storytelling, brand communication and usability

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand User experience principles	BT1
CO2	Create Immersive environments	BT2
CO3	Design Interactive and Multisensory elements	BT3
CO4	Develop Storytelling Techniques	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Experiential Design: Definition and scope of experiential design; understanding spatial experiences and user engagement; role of graphic design in shaping experiences.	28	0
Unit 2	Visual Storytelling & Brand experience: Using narrative techniques in design; Brand identity in physical and digital spaces; Retail, event, and exhibition design.	28	0
Unit 3	Interactive and Multisensory Design: Introduction to interactive media; Gesture-based interactions and touch-responsive design; role of AR and VR	28	0
Unit 4	Technology in Experiential Design	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

1. Experiential Design: A New Approach to Effective Communication and customer engagement. By Brian Solis
2. The Experience Economy. B Joseph Pine II & James H. Gilmore
3. Experience Design: A framework for integrating Brand, Experience and value. By Patrick Newbery & Kevin Farnham

Reference Books:

1. *Information Design*. By Robert Jacobson

6 th Semester		
Paper 3 Major Course	Motion Graphics L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082M613 Level: 200

Course Objective: The objective of **Experiential design (GRD082M613)** is gain a detailed understanding of what goes into motion graphics in the digital world.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Remember the process of motion	BT1
CO2	Demonstrate different methods and skills to communicate through motion.	BT2
CO3	Apply the knowledge and methods of motion graphics	BT3
CO4	Analyze the processes of motion in real world situations	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Lines that move-learning how to develop motion to video	28	0
Unit 2	Movements & Dynamism-how to make assets that blend within the frames of a film/video.	28	0
Unit 3	Visual Effects and graphics	28	0
Unit 4	After Effects -Motion software learning	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. Design for Motion: Fundamentals and Techniques of Motion Design. By Austin Shaw.
2. Motion Graphic Design: Applied History and Aesthetics. By Jon Krasner.
3. Motion Design Toolkit. By Anton Repponen

Reference Books:

1. *The Illusion of Life: Disney Animation.* By Frank Thomas & Ollie Johnston

6th Semester		
Paper 4 Major Course	Socio-Cultural Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M614 Level: 200

Course Objective: The objective of **Socio- Cultural Design (GRD082M614)** to introduce the fundamental concepts of sociology and cultural studies in the context of product design.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Role of Sociology in Design	BT1
CO2	Conduct Ethnographic & Cultural Research	BT2
CO3	Analyze Design & Cultural Identity	BT3
CO4	Develop Products with Socio-cultural relevance	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Sociology & Cultural studies in Design: Definition; Cultural studies & design; material culture.	28	0
Unit 2	Understanding user behavior & social patterns: User psychology & social influence in product design; consumer behavior in different cultures.	28	0
Unit 3	Ethnographic Research & Design: Research Methods; Cultural mapping & persona development.	28	0
Unit 4	Design and Cultural identity: Cultural semiotics; traditional craftsmanship vs modern design; local vs global design perspectives.	28	0
Total		112	

National Credit Hours for the course : 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

- 1.The Design of Everyday Things by Don Norman.
- 2.Design for the Real World: Human Ecology and Socio Change by Victor Papanek
3. The Socio Design Reader by Elizabeth Resnick.

Reference Book : Ethnography For Designers by Galen

6 th Semester		
Paper 5 Minor Course	New Media Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Practical/Jury	Subject Code: GRD082N611 Level: 200

Course Objective: The objective of **New Media Design (GRD082N611)** is to understand the fundamentals of New Media design for print and digital media

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understanding New Media	BT1
CO2	Digital Design Proficiency	BT2
CO3	Creative Problem-Solving	BT3
CO4	Design Trends and Innovation	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Design: Definition and scope of new media; Evolution of media from traditional to digital; Role of new media in communication and society; Overview of the impact of new media on culture, art and design; Digital platforms and influence on modern communication.	28	0
Unit 2	Fundamentals of Digital Design: Principles of design in the digital age; understanding the difference between print and digital design; Introduction to web design and development concepts (HTML, CSS)	28	0
Unit 3	Multimedia Design & Integration: Incorporating multimedia elements into digital design; Motion graphics and animation techniques; using multimedia for storytelling and communication.	28	0
Unit 4	Emerging Trends in New Media	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Text Books:

- 1.The Language of new media. By Lev Manovich
2. Understanding Media: The Extension of Man. By Marshall McLuhan.
3. Media, Society, World: Social Theory and Digital Media Practice. By Nick Couldry

Reference Books:

- 1.Software Takes Command. By Lev Manovich
- 2.Remediation: Understanding New Media. By Jay David Bolter & Richard Grusi

7th Semester		
Paper 1 Major Course	System Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M711 Level: 200

Course Objective: The objective of **System Design (GRD082M711)** to introduce systems thinking and its application in product design.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Fundamentals of System Design	BT1
CO2	Analyze and Model Complex Systems	BT2
CO3	Apply Human-Centered and Sustainable System Design Solutions	BT3
CO4	Develop and Prototype Systematic Design Solutions	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Systems Thinking: Definitions & Principles of Systems Thinking; Types of Systems.	28	0
Unit 2	System Mapping & Interactions and Dependencies: Understanding Interactions & Dependencies; Flow Diagrams.	28	0
Unit 3	Human-Centered System Design: User Research & Behavioral Analysis in System Design; Service Design & Experience Mapping.	28	0
Unit 4	Sustainability & Circular Systems: Cradle- to- cradle Design; Lifecycle Analysis; Eco-friendly product-service systems.	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

- 1.Thinking in Systems: A Primer. By Donella Meadows
- 2.Sytems Engineering and Analysis. By Benjamin Blanchard.
3. Universal Principles of Design. By William Lidwell.
4. Design Thinking: Understanding How Designers Think and Work. By Nigel Cross

Reference Books:

- 1. The Culture Code: An Ingenious way to understand why people around the world live and buy as they do. By Clotaire Rapaille**
- 2. The Language of Things. By Deyan Sudjic.**
- 3. Indigenous Knowledge and Ethics in Design. By Elizabeth Guffey.**

7th Semester		
Paper 2 Major Course	Advertising & Marketing L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M712 Level: 200

Course Objective: The objective of **Advertising & Marketing (GRD082M712)** to understand the different skills needed to create effective marketing and advertising campaigns.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Fundamentals of Marketing & Advertising	BT1
CO2	Develop Strategic Thinking in Design	BT2
CO3	Explore Various Advertising Mediums	BT3
CO4	Develop Campaigns & Creative Advertising Strategies	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Advertising & Marketing: Definition and evolution of advertising & marketing; the role of advertising in business and society.	28	0
Unit 2	Advertising Strategies & Campaign Development: Types of Advertising; storytelling and emotional appeal in advertising; designing multi-platform advertising campaigns	28	0
Unit 3	Consumer Behavior & Market Research: Understanding consumer psychology in advertising; conducting surveys and audience research; using insights for design decision-making	28	0
Unit 4	Digital Marketing & social media advertising : Introduction to digital marketing ; designing social media adds; influencer marketing and viral marketing trends.	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. **Advertising & Promotion: An Integrated Marketing Communications Perspective** – *George Belch & Michael Belch*
2. **Branding: In Five and a Half Steps** – *Michael Johnson*
3. **Designing Brand Identity**– *Alina Wheeler*

Reference Books:

1. **Creative Advertising: Ideas and Techniques from the World's Best Campaigns"** – *Mario Pricken.*
2. **How to Create a Successful Advertising Campaign"** – *Gianluca Sposito*

7th Semester		
Paper 3 Major Course	Design for Sustainability L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M713 Level: 200

Course Objective: The objective of **Design for Sustainability (GRD082M713)** to equip students with the knowledge and skills to create products that minimize environmental impact while promoting social and economic sustainability.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand Sustainability in Design	BT1
CO2	Analyze and Apply Sustainable Material Choices	BT2
CO3	Integrate Sustainable Thinking into Design	BT3
CO4	Develop Sustainable Product Solutions	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Sustainable Design: Sustainability & Environmental Impact of Design; Sustainable Development Goals (SDGs) in Product Design; Circular Economy & Cradle -to-Cradle Approach.	28	0
Unit 2	Materials & Manufacturing for Sustainability: Eco-Friendly& Recycled Materials; Sustainable Manufacturing & Low-waste Production; Lifecycle Assessment.	28	0
Unit 3	Design For Longevity & Low Impact: Modular & Repairable Product Design; Design for Disassembly & Upcycling; Minimalism & Low-Impact Consumption Models	28	0
Unit 4	Biomimicry & Nature- Inspired Solutions: Biomimicry in Product Design; Energy-Efficient & Passive Design Strategies	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. Sustainable Design: A Critical Guide. By David Bergman
2. Designing for Sustainability: A Guide to Building Greener Digital Products. By Tim Frick
3. Design for Sustainability: A Step-by- Step Approach. By Jan Kuijk
4. Biomimicry: Innovation Inspired by Nature. By Janine Benyus

Reference Books:

1. Eco- Design: Integrating Environmental Aspects into Product Design. By Ernst Worrell.
2. Materials and Sustainable Development. By Michael F. Ashby.

7th Semester		
Paper 4 Major Course	Research Methodology L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M714 Level: 200

Course Objective: The objective of **Design for Research Methodology (GRD082M714)** to equip students with essential research skills to inform and enhance product design decisions.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Role of Research in Design	BT1
CO2	Formulate Research Questions & Objectives	BT2
CO3	Conduct effective user research	BT3
CO4	Analyze & Interpret Data for Design Insights	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Research in Design: What is research; Types of research.	28	0
Unit 2	Research Planning & Problem Identification: Identifying a Design Problem; Research Processes; Literature Review & Trend Analysis.	28	0
Unit 3	User Research & Ethnographic Studies	28	0
Unit 4	Application of Research In Product Design	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. Research Design: Qualitative, Quantitative and Mixed Methods Approaches. By John W. Creswell
2. Research Methodology: Methods and Techniques. By C.R. Kothari & Gaurav Garg.

Reference Books:

1. Research Methods for Product Design. By Alex Milton & Paul Rodgers.
2. Design Research Through Practice: From the Lab, Field and Showroom. By Ilpo Koskinen

7th Semester		
Paper 5 Minor Course	Advertising & Marketing L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082N711 Level: 200

Course Objective: The objective of **Advertising & Marketing (GRD082N711)** to understand the different skills needed to create effective marketing and advertising campaigns.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the Fundamentals of Marketing & Advertising	BT1
CO2	Develop Strategic Thinking in Design	BT2
CO3	Explore Various Advertising Mediums	BT3
CO4	Develop Campaigns & Creative Advertising Strategies	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Advertising & Marketing: Definition and evolution of advertising & marketing; the role of advertising in business and society.	28	0
Unit 2	Advertising Strategies & Campaign Development: Types of Advertising; storytelling and emotional appeal in advertising; designing multi-platform advertising campaigns	28	0
Unit 3	Consumer Behaviour & Market Research: Understanding consumer psychology in advertising; conducting surveys and audience research; using insights for design decision-making	28	0
Unit 4	Digital Marketing & social media advertising : Introduction to digital marketing ; designing social media adds; influencer marketing and viral marketing trends.	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. **Advertising & Promotion: An Integrated Marketing Communications Perspective** – *George Belch & Michael Belch*
2. **Branding: In Five and a Half Steps** – *Michael Johnson*
3. **Designing Brand Identity**– *Alina Wheeler*

Reference Books:

1. **Creative Advertising: Ideas and Techniques from the World's Best Campaigns"** – *Mario Pricken.*
2. **How to Create a Successful Advertising Campaign"** – *Gianluca Sposito*

8th Semester		
Paper 1 Minor Course	Portfolio Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082N812 Level: 200

Course Objective: The objective of **Portfolio Design (GRD082N812)** to equip students with the skills to create a professional, well-structured and visually compelling portfolio that effectively showcases their design capabilities.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Develop a Professional Portfolio	BT1
CO2	Showcase Design Process Effectively	BT2
CO3	Develop Self-Branding & Personal Identity	BT3
CO4	Optimize Portfolio for Digital & Print Formats	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Understanding Design Portfolios: What is design portfolio; Case studies of successful portfolios; Analysis of portfolios from top designers and firms.	28	0
Unit 2	Portfolio Structure & Content Development: Selecting the right projects for portfolio; How to structure portfolio; Writing effective project descriptions & case studies.	28	0
Unit 3	Visual Design & Layout Principles: Fundamentals of layout, grid systems, typography and color theory; Designing for clarity, impact and hierarchy; choosing the right format; tools & software for layout.	28	0
Unit 4	Digital & Print Portfolio Creation: Digital vs. print portfolio; Optimizing images, renderings and 3D visuals for presentation; Creating interactive PDFs & designing portfolio websites using Behance, Wix or Adobe Portfolio; Hands-on Studio	28	0
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

- 1.Portfolio Design. By Harold Linton
- 2.Designing a Digital Portfolio. By Cynthia L. Baron
- 3.How to Create a Portfolio & Get Hired: A Guide for Graphic Designers and Illustrators. By Fig Taylor.

Reference Books:

1. Behance & Beyond: How to create a winning online portfolio. By Mason Gentry.
2. Making It: Manufacturing Techniques for Product Design. By Chris Lefteri

8th Semester		
Paper 2 Major Course	Retail & Exhibition Design L-T-P-C: 1-0-6-4 Credits: 4 Scheme of Evaluation: Theory	Subject Code: GRD082M811 Level: 200

Course Objective: The objective of **Retail & Exhibition Design (GRD082M811)** to equip students with the principles, strategies and applications of retail and exhibition design within the field of graphic design.

Course Outcome:

After successful completion of the course, student will be able to		
COs	Course Outcome	Blooms Taxonomy Level
CO1	Understand the fundamentals of retail & exhibition design	BT1
CO2	Explore spatial design and visual merchandising	BT2
CO3	Learn Exhibition Planning and communication design	BT3
CO4	Integrate Digital & Interactive Technologies	BT4

Detailed Syllabus:

Modules	Topics & Course Content	Periods/Hours	
		L	P
Unit 1	Introduction to Retail & Exhibition Design: ☐ Definition and importance of retail and exhibition design . ☐ Role of graphic designers in shaping physical spaces. ☐ Types of retail spaces : Flagship stores, pop-ups, department stores, malls, etc. ☐ Types of exhibitions : Trade shows, museum exhibits, art galleries, interactive installations.	28	0
Unit 2	Retail & Visual Merchandising: ☐ Store layout planning and customer journey mapping. ☐ Visual merchandising principles : Product displays, lighting, material selection. ☐ Use of signage, posters, and graphics for in-store communication. ☐ Designing for luxury retail vs. fast fashion vs. experiential stores .	28	0
Unit 3	<ul style="list-style-type: none"> • Exhibition & Event Space Design : Planning and designing exhibition booths, kiosks, and museum displays. • Visitor engagement strategies: Interactive elements, storytelling, motion graphics. • Wayfinding design: Creating navigational signs and spatial orientation systems. • Understanding traffic flow, accessibility, and space planning. 	28	0
Unit 4	Digital & Interactive Design for Spaces: ☐ Use of digital signage, LED screens, and projection mapping .	28	0

	<p>☐ Introduction to AR (Augmented Reality) & VR (Virtual Reality) for retail and exhibitions.</p> <p>☐ Designing touchscreen interfaces for interactive customer engagement.</p>		
Total		112	

National Credit Hours for the course: 30 x 4 = 120

Total Credits in the Paper	Lecture/ Tutorial	Studio/Practical	Experiential Learning
4	112 hours	0 hours	8 hours
			Assignments, Posters, Sketching, Ideation, Brainstorming

Textbooks:

1. **Retail Design** – *Francis Duffy*

2. **Branded Spaces: Experience Branding in Architecture and Interiors.**

3. **The Art of Exhibition: An Introduction to the Practices and Principles of Exhibition Making**" – *Bruce W. Ferguson*

Reference Books:

1. **Designing Exhibitions"** – *Graham Black*

2. **Experience Design: A Framework for Integrating Brand, Experience, and Value"** – *Patrick Newbery & Kevin Farnham*

