

B. Des (Communication Design)																					
(Course Structure for AY 2024-28)																					
Year	FIRST SEMESTER											SECOND SEMESTER									
	Sub. Code	Subject Name	L/S	T	P	C	MTE	Internal Assessment	ETE	External Assessment /Jury		Sub. Code	Subject Name	L/S	T	P	C	MTE	Internal Assessment	ETE	External Assessment
I	LLC 1112	Communication Skills	2	1	0	3	20	40	40	0	ICD 1201	Introduction to Images and Objects	2	1	0	3	20	40	40	0	
	UXI 1102	History of Arts & Design	2	1	0	2	20	40	40	0	UXI 1202	Digital Exploration with 3D Design	1	0	2	2	0	60	0	40	
	UXI -1103	Design Principles and Visualisation Techniques-I	2	2	5	6	0	60	0	40	ICD 1203	Fundamental of Design	1	0	4	4	0	60	0	40	
	UXI 1104	Material & Craft Exploration	1	0	4	3	0	60	0	40	UXI-1204	Introduction to Photography & Videography	1	0	4	3	0	60	0	40	
	UXI -1105	Design Thinking Process & Methods	1	0	4	3	0	60	0	40	ICD1205	Development of Story and Narrative	1	1	5	4	0	60	0	40	
	UXI 1106	Design Tools & Technique	1	0	3	3	0	60	0	40	ICD1206	Visual Language and Ergonomics	2	2	0	4	20	40	40	0	
			9	4	16	20							8	4	15	20					
	Total Contact Hours (L/S + T + P)		29								Total Contact Hours (L/S + T + P)		27								
II	THIRD SEMESTER											FOURTH SEMESTER									
	ICD 2101	Typography	1	0	2	3	0	60	0	40		ICD 2401	Information Visualization and Storytelling	1	0	3	3	0	60	0	40
	ICD 2302	Art of Illustrations -I	1	0	3	3	0	60	0	40		ICD 2402	Art of Illustrations -II	1	0	3	3	0	60	0	40
	ICD 2303	Communication Design- I	2	1	0	2	20	40	40	0		ICD 2403	Communication Design- II	2	1	0	2	20	40	40	0
	ICD 2304	Exhibition Display and Design	1	0	2	3	0	60	0	40		ICD 2404	Brand Identity Development	1	0	2	2	0	60	0	40
	ICD 2305	Visual Design for Print Media	1	1	3	4	0	60	0	40		ICD 2405	Visual Design for Digital Media	1	1	3	4	0	60	0	40
	ICD 2306	Designing Tools	1	1	3	3	0	60	0	40		ICD 2406	Design Trends & Technique-I	1	1	3	3	0	60	0	40
	XXXX	Elective-I	1	0	4	3	0	60	0	40		XXXX	Elective-II	1	0	3	3	0	60	0	40
												XXXX	Open Elective-I	0	0	0	2				
			8	3	17	21								8	3	17	22				
Total Contact Hours (L/S + T + P)		28								Total Contact Hours (L/S + T + P) + OE		28									
III	FIFTH SEMESTER											SIXTH SEMESTER									
	ICD 3501	Design Trends & Techniques - II	1	0	4	3	0	60	0	40		ICD 3601	Design Trends & Techniques - III	1	0	4	3	0	60	0	40
	ICD 3502	Publication Design -I	1	0	2	2	0	60	0	40		ICD 3602	Publication Design -II	1	0	2	2	0	60	0	40
	ICD 3503	Communication Design- III	2	1	0	2	20	40	40	0		ICD 3603	Communication Design- IV	2	1	0	2	20	40	40	0
	ICD 3504	Brand Strategy & Communication- I	2	0	2	4	0	60	0	40		ICD 3604	Brand Strategy & Communication- II	2	0	2	4	0	60	0	40
	ICD 3505	Design Research- I	1	0	2	3	0	60	0	40		ICD 3605	Design Research- II	1	0	2	3	0	60	0	40
												ICD 3606	Minor Design Project	1	0	3	3	0	60	0	40
	XXXX	Elective-III	1	0	6	3	0	60	0	40		XXXX	Elective- IV	1	0	3	3	0	60	0	40
	ICD 3511	Summer Internship and Presentation	0	0	0	3	0	60	0	40		XXXX	Open elective-II	0	0	0	3				
			8	1	16	20								9	1	16	23				
Total Contact Hours (L + T + P)		25								Total Contact Hours (L/S + T + P) + OE		26									

SEVENTH SEMESTER										EIGHTH SEMESTER									
IV	ICD 4701	Research Based Minor Project	0	0	0	4				ICD 4801	Major Design Project	1	0	6	4	0	60	0	40
	ICD 4702	Industry Internship	0	0	0	10				ICD 4802	Portfolio Development	1	0	6	4	0	60	0	40
	ICD 4703	Internship Portfolio Presentation	0	0	0	8				ICD 4803	Dissertation	2	1	10	12	0	60	0	40
			0	0	0	22						4	1	22	20				
	Total Contact Hours (L + T + P)		0							Total Contact Hours (L + T + P)		27							

PROGRAM ELECTIVE																					
THIRD SEMESTER										FOURTH SEMESTER											
	ELECTIVE-I										ELECTIVE-II										
	ICD 2315	Fundamentals UX/UI Design	1	0	4	3	0	60	0	40		ICD 2415	Effective Communication: Writing, Design, and Presentation Specialization	1	0	4	3	0	60	0	40
	ICD 2316	Fundamentals of Social Media Advertising	2	0	2	3	0	60	0	40		ICD 2416	Data Visualization with Tableau	1	0	4	3	0	60	0	40
FIFTH SEMESTER										SIXTH SEMESTER											
	ELECTIVE-III										ELECTIVE-IV										
	ICD 3515	Product Ideation, Design, and Management	1	0	6	3	0	60	0	40		ICD 3615	Search Engine Optimization (SEO)	1	0	4	3	0	60	0	40
	ICD 3516	Branding: The Creative Journey	1	0	6	3	0	60	0	40		ICD 3616	Digital Marketing for E-commerce	1	0	4	3	0	60	0	40