

**VIVEKANAND COLLEGE, KOLHAPUR**  
**(AUTONOMOUS COLLEGE)**

**Board of Studies in Graphic Design**

**Choice Based Credit System Pattern**

**Syllabus**

*For*

**B. Voc. Part-I (Diploma)**

**Diploma in Graphic Design**

**(To be implemented from Academic Year 2020-2021 onwards)**

# VIVEKANAND COLLEGE, KOLHAPUR

(AUTONOMOUS)

2130, E-Ward, Tarabai Park,

KOLHAPUR - 416003

## DEPARTMENT OF GRAPHIC DESIGN

### Board of Studies

Sr. No	Name of the Faculty	Area of Specialization	Name of the College	Experts	Nomination
1	Mr. Satish Vinayak Upalavikar	Painting and Designing	Vivekanand College	---	Chairperson
2	Mr. Rahul Parashram Ingavale	Printing and Designing	Vivekanand College	---	Member
3	Mr. Suresh B.Potdar	Painting and Designing	R.S.Gosavi Kalanietan Mahavidyalay	Professor	Nominated by VC,SUK
4	Dr.Subhash Y.Pawar	Painting and Graphic Design	Vishwakarma University,Pune. T.M.Vidyapeeth	Professor	Member from other university
5	Mrs. Surabhi Kanchan Gulwelkar	Drawing and Painting	D. Y. Patil College of Applied Art, Pune.	Assistant Professor	Member from other university
6	Mr. Sanjay Shelar	Painting and Designing	International Artist	Freelancer	Member
7	Mr. Shirish Khandekar	Graphic Design	Nirmiti Graphics, Kolhapur.	Industrial Expert	Nominated by Principal
8	Mr.Gourish Sonar	Graphic Design	Coriander Graphics	Industrial Expert	Member

# **BACHELOR OF VOCATION (B.Voc.)**

## **STRUCTURE OF SYLLABUS:**

**To be implemented from the academic year 2018-2019**

### **1. Title of the course: BACHELOR OF VOCATION (Graphic Design)**

#### **A. INTRODUCTION**

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience.

This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, editing and photography).

**1.Creating Art:** Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

**2.Art in Context:** Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

**3.Art as Inquiry:** Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

#### **B. RATIONALE**

Design is the process of selection where visual elements such as point, line, shape, volume, tone, texture, color, form, format, space, and structure are used by students to express their ideas. Visual sensitivity and working knowledge of design elements would be developed by solving a series of problems and employing a variety of media and materials. The curricular area aims at enabling the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

Design is an activity of problem solving for the well being of society and individuals. Today, in the world of information and communication every one has to communicate and get

communicated by different groups of people through a wide variety of communication systems.

Graphic designs course have great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, known as pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing poster, book-covers, letter heads, news papers, brochure, logo, textile prints, or even jewelries. Since the advent of personal computers and design software, graphic design is being utilized in electronic media-often referred to as interactive design which has unlimited applications in advertisements. The students can later become graphic designers working in print production (newsletters, posters, brochures, etc). Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The Graphic Design curriculum focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, colour, composition, and typography, through case studies and hands-on exercises. During the study, assignments will incorporate problem solving projects that relate to visual communication. The course includes introduction to computer as a tool to create, modify and present the visual messages.

### **C.COURSE OBJECTIVES**

By studying Graphic Design students will have a wider horizon in the field of art and will

- Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
- Develop and demonstrate their understanding and skillful use of the elements and principles of visual design (*1. conceptual element, 2. visual element, 3. relational element & 4. practical or functional element.*)
- Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
- Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design.
- Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

### **2. Duration:**

The duration of the B.Voc. Course will be of **three years**.

- **B.Voc. Part I - Diploma in Graphic Design**
- **B.Voc. Part II - Advanced Diploma in Graphic Design**
- **B.Voc. Part III - Bachelor of Vocation in Graphic Design**

The final B.Voc degree will be awarded only after completion of three year course. The suggested credits for each of the years are as follows:

Awards		Normal calendar duration	Skill Component Credits	General Education Credits
Year 1	<b>Diploma in Graphic Design</b>	Two Semesters	36	24
Year 2	<b>Advanced Diploma in Graphic Design</b>	Four Semesters	36	24
Year 3	<b>B.Voc in Graphic Design</b>	Six Semesters	36	24
<b>TOTAL</b>			<b>108</b>	<b>72</b>

General Education Component should not exceed 40% of the total curriculum.

Credits can be defined as the workload of a student in

1. Lectures
2. Practical
3. Seminars
4. Private work in the Library/home
5. Examination
6. Other assessment activities.

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops /labs and tutorials;
- b) For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

### **3. Eligibility:**

The eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream from any recognized board or university.

### **4. Medium of Instruction:**

The medium of instruction of the course will be **Marathi / English**

The candidates having Art Teachers Diploma (ATD) of Directorate of Art, Maharashtra Government, Mumbai **after XII** are eligible for admission to B.Voc. part II advanced diploma programme.

### **5. Pattern:** Semester Pattern.

## 6. Examination:

### A. Scheme of examination:

- The semester examination will be conducted at the end of each term (both theory and practical examination)
- Theory paper will be of 50 marks each. The practical examination will be of 200 marks and industrial practical training/project work is of 50 marks.
- Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus.

For each semester there will be four theory papers. Practical Examination will be conducted at the end of every semester.

Paper Number	Title of Paper (For Semester I)	Internal Marks	Theory Exam Marks	Total Marks
I	English for Business Communication	10	40	50
II	Colour Theory.	10	40	50
III	Elements of Art and Principles of Design	10	40	50
IV	History of Graphic Design.	10	40	50
TOTAL		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of first term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
	<b>TOTAL</b>	<b>450</b>

### B. Nature of question paper:

For each paper there will be **THREE** compulsory questions.  
General nature and marking system of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

### C. Standard of Passing:

To pass the examination a candidate must obtain at least 35% (i.e. 14 marks out of 40) in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

**D. External Students:** Not applicable as this is a practical oriented course.

**7. University Term:** As per academic calendar of the university.

**For the first year i.e. Diploma in Graphic Design practical examination and theory paper assessment will be done at college level.**

### 8. List of equipment and instruments:

1. Computer Machines
2. Colour Printer
3. Scanner
4. Digital Camera
5. Projector
6. Internet Connectivity
7. CCTV Camera for Graphic Design Laboratory is must.

### 9. Laboratory Safety Equipments:

**Part I:** Personal Precautions:

1. Must wear **Lab Aprons / Lab Jacket** and proper shoes.
2. Except in emergency, over – hurried activities is forbidden.
3. Eating, Drinking and Smoking in the laboratories is strictly forbidden.

**Part II:** Use of Safety and Emergency Equipments:

1. First aid Kits
2. Fire extinguishers (dry chemical and carbon dioxide extinguishers)
3. Management of Local exhaust systems.
4. Sign in register if using instruments.

### 10. Workload:

Each skill based paper (i.e. Paper no. II, III and IV) will have **four theory** periods per week. There are **four practical** per week. Each practical will be of four periods. The practical batch will have maximum 20 students.

The total workload for one batch will be:

1. <b>One Paper</b> on General Education:	=	06 Theory Periods.
2. <b>Three Papers</b> on skill based Education: 3 X 4	=	12 Theory Periods.
3. <b>Four Practical</b> work per week: 4 X 4	=	16 Practical periods.
4. <b>Project Work</b> per batch per week:	=	02 Periods
		-----
	<b>TOTAL</b>	<b>36 Periods.</b>

Working hours will be 5 hours (300 minutes) per day i.e. six periods each of 50 minutes.

### **13.MEMORANDUM OF UNDERSTANDING (MOU):**

The purpose of this MOU is to clearly identify the roles and responsibilities of each party (i.e. college and industry partner) as they relate to the implementation of the **B.Voc. Programme in Graphic Design** at the college.

It is recommended to sign at least **TWO MOU** with the industry partners in the related field.

### **14. PROGRAM OUTCOMES (POs)**

1. B. Voc. Graduate in Graphic Design will learn and understand the principles of Drawing, Sketching, Design, Color Theory and Typography.
2. Graduate will learn and understand tools and techniques of creating designs and layouts for the print media AND creating digital Illustrations.
3. Graduate will learn and understand tools and techniques of creating digital image manipulations.
4. B. Voc. Graduate in Graphic Design will able to develop an original, innovative and articulate body of graphic design work for a professional portfolio.
5. B. Voc. Graduate in Graphic Design will able to develop and provide design solutions in response to a given brief.
6. B. Voc. Graduate in Graphic Design will develop demonstrated ability to evaluate the requirements for packaging in response to a brief.
7. B. Voc. Graduate in Graphic Design will able to present a range of promotional material, using branding guidelines, in support of a given brand.
8. B. Voc. Graduates in Graphic Design will gain knowledge of the professional design environment and awareness of the designer's roles and responsibilities, client liaison, and how to present themselves and their work within a commercial environment.

### **15. PROGRAM EDUCATIONAL OUTCOMES :**

1. The graduates will apply knowledge gained in course to improve lives and livelihoods through a successful career in Graphic Design field.
2. The Graduates will engage in lifelong learning such as higher studies & association with professional bodies.

### **16. PROGRAM SPECIFIC OUTCOMES :**

1. B. Voc. Graduates in Graphic Design will work on various platforms by using their knowledge and creativity in data sorting, research, mind mapping, thinking process behind concept and problem solving presentation of final design.

B. Voc. Graduates in Graphic Design will use latest trends, 3d printing concepts, advance techniques of printing and presentation in print and digital media for high quality solution.



## **B.Voc. Part - I (Diploma in Graphic Design) Course structure**

### **General Structure:**

The diploma course has two semesters, each of 450 marks. There will be **four theory** papers for each semester of 50 marks each.

- 1) Paper-I:English for Business Communication - 50 Marks.
- 2) Paper-II:Color Theory. - 50 Marks.
- 3)Paper-III:Elements of Art and Principles of Design. - 50 Marks.
- 3)Paper-IV:History of Graphic Design. - 50 Marks.

There will be practical examination for each semester. The duration of practical examination will be of six hours and it will be of 100 marks of which 20 marks are reserved for Portfolio, Industry Training via internships, handling live Projects. The internal assessment includes visits to Advertising Agency and Graphic Design Studios, home assignment, test & tutorials etc.

### **SYLLABUS**

#### **DIPLOMA IN GRAPHIC DESIGN**

#### **SEMESTER – I**

#### **GENERAL EDUCATION:**

#### **Paper – I: English for Business Communication:**

**Total Workload:** 06 lectures per week of 60 mins.

#### **Distribution of Workload:**

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

**Units Prescribed for Theory:**

40 Marks.

#### **Unit 1: Use of English in Business Environment**

##### **Topics:**

Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations

What is a sentence?

Elements of a sentence

Types of sentence: Simple, compound, complex

#### **Unit 2:Writing a Letter of Application and CV/ Resume**

##### **Topics:**

Structure of a letter of application for various posts

CV/ Resume and its essentials

### Unit 3:Presenting Information/Data

#### Topics:

Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts

### Unit 4:Interview Technique

#### Topics:

Dos and don'ts of an interview  
Preparing for an interview  
Presenting documents  
Language used in an interview

**Practical: Based on the theory units**

10 Marks.

#### Reference Books:

Sethi,Anjane&BhavanaAdhikari.*Business Communication*. New Delhi: Tata McGraw Hill  
Tickoo, Champa& Jaya Sasikumar.*Writing with a Purpose*. New York: OUP, 1979.  
Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi:  
Student Aid Publication, 2008.  
Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.  
Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003.  
Rai, Urmila& S. M. Rai.*Business Communication*.Himalaya Publishing House, 2007.  
Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005.  
Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.

### SKILL BASED PAPERS:

### Paper –II: Color Theory

#### COLOR THEORY

Name of Course Teacher:	Miss Shradhha Vijay Shinde
Course Type: Theory / Practical	Theory
Required/Elective	Required
Prerequisite	Basic knowledge meaning and proper use of colors in design.
Teaching Scheme (Lecture/Practical/Tutorial/Drawing)	04/00/00/00 Hours
Total contact Hours (Lecture/Practical/Tutorial/Drawing)	50/00/00/00 Hours
Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand the relationship between Value, Hue, Chroma. The Color Wheel - theories of Color Relationships/Harmonies.	1
CF107.2	Understand to illustrate the application of color in three different color harmonies on a repeat side to side pattern of one's original design. Illustrate understanding of color proportion and extension. Develop and demonstrate ability to recognize color harmonies and proportions of color used by designers in existing spaces.	2
CF107.3	Understand Color Symbolism, Color Psychology, Historical & Contemporary use of Color. Local color and subjective use of color. Emotional effects Personal Color preferences.	2
CF107.4	To develop more mature and varied colour skills using Graphic Software.	3

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	3	-	-	-	-	-	-	-	-	-
CF107.4	-	-	2	-	-	-	-	-	-	-	-

**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	"Color"	Mr. Betty Edwards	Penguin USA	-	2004
2	"Color Theory"	Patti Mollica	Walter Foster Publishing	-	2013
3	"Color Choices"	Stephen Quiller	Watson-Guptill	-	2002
4	"Color Scheme Bible"	Anna Starmer	Firefly Books Ltd.	-	2006

**Paper –III : Elements of Art and Principles of Design****50 Hrs**

<b>Name of Course Teacher:</b>	Mr. Satish Vinayak Upalavikar
<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge, meaning and proper use of elements and principles in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	50/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107.1	Discover the basic principles of two dimensional design through the manipulation of black, white and gray.	1
CF107.2	Encourage to adopt a creative approach to problem solving and to become self-critical in the editing of the work.	2
CF107.3	Develop a vocabulary of terms specific to the visual arts and particularly two dimensional art	2
CF107.4	Use elements and principles in various designs created by using Graphic Design Software	3

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107.1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	3	-	-	-	-	-	-	-	-	-
CF107.3	-	2	-	-	-	-	-	-	-	-	-
CF107.4	-	-	1	-	-	-	-	-	-	-	-

**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	“Elements of Indian Art”	S. P. Gupta	D. K. Print World Ltd.	-	2004
2	“The Elements”,	Alpna Kataria	World Art Community		2003



**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	"History of Graphic Design",	Jens Muller	Taschen GmbH	-	2007
2	"Meggs' History of Graphic Design",	Philip B. Meggs	John Wiley & Sons	-	2016
3	"Graphy Design History",	Georgette Ballance	Allworth	-	2001

**B) Practical****A) Software Skill Development****1) Corel Draw – Basic****50 Hrs.****B) Designing Skill Development****100 Hrs.****1) Use of Elements for Creation of Design****2) Colour Scheme Implementation****3) Basic Layout****4) Designing and Effects****C) Project Work****50 Hrs.****1) Basic Sketches****2) Tracing (Vector Illustrations, Graphic Icons, Logo)****3) Presentation of basic works created by students**

## SEMESTER II

### A. Nature of Examination:

For second semester there will be four theory papers. Practical Examination will be conducted at the end of the semester.

Paper Number	Title of Paper (For Semester II)	Internal Marks	Theory Exam Marks	Total Marks
V	Business Communication II	10	40	50
VI	Colour Theory - Part II	10	40	50
VII	Typography (Part I)	10	40	50
VIII	Two Point Perspective	10	40	50
<b>TOTAL</b>		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of second term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
	<b>TOTAL</b>	<b>450</b>

### B. Nature of question paper:

For the papers VI to VIII there will be in all **SEVEN** questions in each paper of which any **FIVE** should be solved. All questions will carry equal marks i.e. each question will be of 10 marks.

General nature of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

**SYLLABUS:**

**SEMESTER II**

**GENERAL EDUCATION PAPER:**

**B. Voc. Part-I (Diploma)  
Business Communication-II**

**Semester –II                      Paper: VI**

**Total Workload: 06 lectures per week of 60 mins.**

**Distribution of Workload:**

Theory:            04 lectures per week  
Practical:        02 lectures per week per batch of 20 students

-----

**Units Prescribed for Theory:**

**Unit 5:            Group Discussion**

**Topics:**

Preparing for a Group Discussion  
Initiating a Discussion  
Eliciting Opinions, Views, etc.  
Expressing Agreement/ Disagreement  
Making Suggestions; Accepting and Declining Suggestions  
Summing up.

**Unit 6: Business Correspondence**

**Topics:**

Writing Memos, e-mails, complaints, inquiries, etc.  
Inviting Quotations  
Placing Orders, Tenders, etc.

**Unit 7: English for Negotiation**

**Topics:**

Business Negotiations  
Agenda for Negotiation  
Stages of Negotiation

**Unit 8: English for Marketing**

**Topics:**

Describing/ Explaining a Product/ Service  
Promotion of a Product  
Dealing/ bargaining with Customers  
Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement,  
Public Function/ Festival

**Practical:        Based on the theory units**



**Reference Books:**

- Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.  
 Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003.  
 John, David. *Group Discussions*. New Delhi: Arihant Publications.  
 Kumar, Varinder. *Business Communication*. New Delhi: Kalyani Publishers, 2000.  
 Pardeshi, P. C. *Managerial Communication*. Pune: NiraliPrakashan, 2008.  
 Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005  
 Rai, Urmila & S. M. Rai. *Business Communication*. Mumbai: Himalaya Publishing House, 2007.  
 Sethi, Anjane & Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill.  
 Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.

**SKILL BASED PAPERS :****Paper –II: Colour Theory (Part II)**

<b>Name of Course Teacher:</b>	Miss Shradhha Vijay Shinde
<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge meaning and proper use of colors in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	50/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand that when producing physical colors as in paint a Subtractive System is used and when producing colors digitally as on a computer an Additive System is used.	1
CF107.2	Understand to illustrate the application of color in three different color harmonies on a repeat side to side pattern of one's original design. Illustrate understanding of color proportion and extension. Develop and demonstrate ability to recognize color harmonies and proportions of color used by designers in existing spaces.	2
CF107.3	Understand that color is a meaningful constant for sighted people and it's a powerful psychological tool. By using color psychology, he can send a positive or negative message, encourage sales, calm a crowd, or make an athlete pump iron harder.	2
CF107.4	Understand Color Psychology, applying Color Psychology to Everyday Life.	4

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)  
1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107. 1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	2	-	-	-	-	-	-	-	-	-
CF107.3	-	1	-	-	-	-	-	-	-	-	-
CF107.4	-	-	1	-	-	-	-	-	-	-	-

**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	"Color"	Mr. Betty Edwards	Penguin USA	-	2004
2	"Color Theory"	Patti Mollica	Walter Foster Publishing	-	2013
3	"Color Choices"	Stephen Quiller	Watson-Guptill	-	2002
4	"Color Scheme Bible"	Anna Starmer	Firefly Books Ltd.	-	2006

**Paper –III: TYPOGRAPHY**

**50 hrs**

<b>Name of Course Teacher:</b>	Mr. Sachin Jalindar Jamadar
<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Knowledge of basic fonts used in Graphic Design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	50/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107. 1	Understand generation of letter forms, including analysis of basic alphabet categories and rationale of individual letter-style characteristics.	1
CF107.2	Understand fundamentals of typography with emphasis on the formal aspects of designing with typographic elements.	1

CF107.3	Study contexts allowing the individual nature of the project content and audience to start influencing and determining their typographic choices.	2
CF107.4	Use typography for meaningful design solution with minimal content by using Graphic Design Software.	3

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107.1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	3	-	-	-	-	-	-	-	-	-	-
CF107.3	-	1	-	-	-	-	-	-	-	-	-
CF107.4	-	-	2	-	-	-	-	-	-	-	-

**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	"Thinking with type",	Ellen Lupton	Princeton Architectural Press	2	2010
2	"New Perspectives in Typography",	Scott Williams	Laurence King Publishing	-	2015
3	"The Elements of Typography Style"	Robert Bringhurst	Hartley & Marks	-	2013
5	"Typography",	Ruari McLean	Thames & Hudson Ltd.	-	1980

**Paper –IV: PERSPECTIVE**

**50hrs**

<b>Name of Course Teacher:</b>	Mr. Satish Vinayak Upalavikar
<b>Course Type: Theory / Practical</b>	Theory
<b>Required/Elective</b>	Required
<b>Prerequisite</b>	Basic knowledge of elements and principles in design.
<b>Teaching Scheme (Lecture/Practical/Tutorial/Drawing)</b>	04/00/00/00 Hours
<b>Total contact Hours (Lecture/Practical/Tutorial/Drawing)</b>	50/00/00/00 Hours
<b>Evaluation Scheme: Theory Theory Paper /Term Work/Oral/Practical</b>	40/10/--/--

**Course Outcomes (COs):**

Course Outcomes(COs): Upon completion of this course, students will be able to		Mapping with PO's
CF107.1	Understand the art of representing three-dimensional objects on a two dimensional surface so as to give the right impression of their height, width, depth, and position in relation to each other.	1
CF107.2	Know all details in perspective. Perspective drawings have a horizon line, which is often implied. This line, directly opposite the viewer's eye, represents objects infinitely far away. They have shrunk, in the distance, to the infinitesimal thickness of a line.	2
CF107.3	Understand types of perspective. One point perspective uses one vanishing point placed on the horizon line. Two point perspective uses two points placed on the horizon line. Three point perspective uses three vanishing points.	2
CF107.4	Use perspective in various designs created by using Graphic Design Software	3

Correlation matrix of Course outcomes with Programmed outcomes (CO-PO)

1=Low correlation, 2=Medium correlation, 3=High correlation

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
CF107.1	3	-	-	-	-	-	-	-	-	-	-
CF107.2	-	1	-	-	-	-	-	-	-	-	-
CF107.3	-	1	-	-	-	-	-	-	-	-	-
CF107.4	-	-	2	-	-	-	-	-	-	-	-

**Text Books/Reference Books/ Other Books/E-material/Paper**

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	"Perspective Drawing Handbook",	Joseph D'Amelio	Dover Publications Inc.	-	2004
2	"Perspective Drawing for Beginners",	Len A. Doust	Dover Publications Inc.	-	2006
3	"Perspective",	Milind Mulick	Jyotsna Prakashan	-	2006

