Annual Teaching Plan

Academic Year: 2019-20

Name of the teacher: Mr. Sachin Jamdar

Class: B.Voc Part I Course Title: Color Theory (PART-I) Semester: I

| Month: J | une 2019 | | Module/Unit: | Sub-units planned |
|--------------------|--------------|------------------|--|--|
| Lectures | Practical's | Total | 5. | Understand the relationship between Value, Hue, |
| (Credits) | (Credits) | (Credits) | Unit - 1 Chroma. The Color Wheel - theories of Color | |
| 4 | 4 | 8 | | Relationships/Harmonies. |
| Month: | July 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | | Understand to illustrate the application of color in |
| (Credits) | (Credits) | (Credits) | ļ : | three different color harmonies on a repeat side to side |
| 4 | . 4 | 6. 8 . (1 | Unit - 2 | 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. |
| Month: A | ugust 2019 | | | Sub-units planned |
| | Practical's | Total | | Understand Color Symbolism, Color Psychology, |
| Lectures (Credits) | (Credits) | (Credits) | Unit - 3 | Historical & Contemporary use of Color. Local color |
| | | 0 | - | and subjective use of color. Emotional effects Personal |
| 4 | 4 | 0 | | Color preferences. |
| Months S | eptember 201 | 0 | | Sub-units planned |
| Month: S | eptember 201 | = | | To develop more mature and varied colour skills using |
| | | 1 | | _ |
| Lectures | Practical's | Total | ND CO Unit - 4 | Graphic Software. |
| | | ANA | ND CO Unit - 4 | |

Annual Teaching Plan

Academic Year: 2019-20

| ivalle of the leadler, wit. Satisfi Opalavika | II. | the state of the s |
|--|-------------|--|
| | | Course Title: Elements of Art and Principles of Design |
| Class: B.Voc Part I | Semester: I | Course Title: Elements of Art and Finishes of Design |
| Classi Divoca and a supplied the supplied to t | | |

| ine 2019 | | Module/Unit: | Sub-units planned |
|--------------------------|---|---|---|
| Practical's (Credits) | Total (Credits) | Unit - 1 | Discover the basic principles of two dimensional design through the manipulation of black, white and gray. |
| 4 | 8 | | Understand of basic Elements of Art |
| ulv 2019 | | | Sub-units planned |
| Practical's (Credits) | Total (Credits) | 4 | Encourage to adopt a creative approach to problem solving and to become self-critical in the editing of the |
| 4 | 8 | Unit - 2 | work. Understand of Principles of Design |
| ugust 2019 | | | Sub-units planned |
| Practical's (Credits) | Total (Credits) | Unit - 3 Develop a vocabulary of terms specific to the arts and particularly two dimensional art | |
| 4 | 8 | | |
| Month: September 2019 | | | Sub-units planned |
| Practical's | Total | Unit - 4 | Use elements and principles in various designs created by using Graphic Design Software |
| | (Credits) 4 (uly 2019 Practical's (Credits) 4 Practical's (Credits) 4 eptember 201 | Practical's (Credits) 4 8 [uly 2019] Practical's (Credits) 4 8 [ungust 2019] Practical's (Credits) 4 8 [ungust 2019] Practical's (Credits) 4 8 [ungust 2019] Practical's (Credits) 4 8 | Practical's (Credits) 4 8 Unit - 1 (Uly 2019 Practical's Total (Credits) (Credits) (Credits) 4 8 Unit - 2 Cugust 2019 Practical's (Credits) (Credits) (Credits) 4 8 Unit - 3 Cugust 2019 Practical's (Credits) 4 8 Eptember 2019 |



Annual Teaching Plan

Academic Year: 2019-20

Name of the teacher: Mr. Sachin Jamdar

Class: B.Voc Part I Semester: I Course Title: History of Graphic Design

| Month: Ju | ne 2019 | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------|--------------------|---|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 1 | Provide exposure to images and information to inspire great work, further study, and exploration. Organize |
| 4 | 4 | 8 | OME - I | |
| | | | | information for better communication. |
| Month: | uly 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | Identify influences and characteristics of design | |
| (Credits) | (Credits) | (Credits) | | Recognize significant contributors to design. |
| 4 | 4 | 8 | Unit - 2 | • |
| Month: | August 2019 | <u></u> | L 1. | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | Observe and discuss examples of effective design. Recognize prevalent historical design themes. |
| 4 | 4 | 8 | | |
| Month: | Month: September 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | Unit - 4 | Understand unification/separation of design and society. Unification/separation of design and technology. |



Annual Teaching Plan

Academic Year: 2019-20

Name of the teacher: Mr. Sachin Jamadar

Course Title: Colour Theory (Part II) Class: B.Voc Part I Semester: II

| Month: Ja | Ionth: January 2020 | | Module/Unit: | Sub-units planned | | |
|-----------------------|-----------------------|-------------------------|--------------|--|--|--|
| | Practical's (Credits) | Total (Credits) 8 | Unit - 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. | | |
| Month: I | February 2020 |) | | Sub-units planned | | |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 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. | | |
| Month: | March 2020 | = | | Sub-units planned | | |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 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 | | |
| Month: | April 2020 | | | negative message, encourage sales, calm a crowd, or make an athlete pump iron harder. Sub-units planned | | |
| Lectures . | | Total | Unit - 4 | Understand Color Psychology, applying Color Psychology to Everday Life.advertising. | | |

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|--------------------|----|-------------|-----------|-----------------|-------|------------|-------|-----|
| AND REAL PROPERTY. | - | The same of | icacrier. | | - | · Op | αιανι | Kal |
| Class | D | E 7 | | STREET, STREET, | | Carried In | | |
| Class. | D. | voc | Part I | | | | | |

| Month: . | January 202 | 0 | Module/Unit: | Semester: II Course Title : Persepctive |
|----------------------------|-----------------------|-------------------------|--------------|--|
| Lectures (Credits) 4 | Practical's | | Unit - 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. |
| | February 20 | 20 | | Sub-units planned |
| Lectures (Credits) 4 | Practical's (Credits) | Total (Credits) 8 | Unit - 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. |
| | Tarch 2020 | Τ | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 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. |
| Month: A | pril 2020 | | | Sub-units planned |
| Lectures | Practical's | Total | Unit - 4 | Use perspective in various designs created by using Graphic Design Software |



Name of the teacher: Mr. Sachin Jamadar

8

Total

(Credits)

. 8

Total

Class: B.Voc Part I

Month: March 2020

Month: April 2020

Lectures | Practical's

Lectures

(Credits)

Practical's

(Credits)

| Month: Ja | Month: January 2020 | | Module/Unit: | Sub-units planned |
|-----------------------|-----------------------|-----------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 1 | Understand generation of letter forms, including analysis of basic alphabet categories and rationale of individual |
| | 7 | Ü | | letter-style characteristics. |
| Month: | February 202 | 0 | | Sub-units planned |
| Lectures | | Total | -, | Understand fundamentals of typography with |
| (Credits) | (Credits) | (Credits) | | emphasis on the formal aspects of designing with |

Unit - 2

Unit - 3

Unit - 4

typographic elements.

Study contexts allowing the individual nature of the

project content and audience to start influencing and

Use typography for meaningful design solution with minimal

determining their typographic choices.

content by using Graphic Design Software.

Sub-units planned

Sub-units planned

Semester: II



Ċ

Course Title: Typography

Annual Teaching Plan

Academic Year: 2019-20

Name of the teacher: Mr. Sachin Jamdar

Class: B.Voc Part II Course Title : Advertising Art (Part I)

| Month: June 2019 | | Module/Unit: | Sub-units planned | |
|--------------------|--------------|--------------|-------------------|--|
| Lectures | Practical's | Total | | Understand introduction to advertising – defining |
| (Credits) | (Credits) | (Credits) | Unit - 1 | advertising, |
| 4 | 4 == | - 8 | 129 | 3, |
| | T- | | 12,57 | Schematic history of advertising. Concepts of advertising |
| Month: J | July 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | | Understand and Study main trends in advertising. |
| (Credits) | (Credits) | (Credits) |] | Strategy, Period, Focus and |
| 4 | 4 | 8 | Unit - 2 | Themes. Rational vs. non-rational: Evolution of |
| | | | | strategies. Strategy of |
| | | | 0 | repetition, use of text and patterns, typography and |
| | 1 | | | the creation of slogans. |
| Month: August 2019 | | | Sub-units planned | |
| Lectures | Practical's | Total | | Understand Advertising and society- Advertising |
| (Credits) | (Credits) | (Credits) | Unit - 3 | business offers employment, Advertising promotes |
| 4 | 4 | 8 | - | freedom of press, Information and freedom of choice, |
| - | | | | Advertising creates demand and consequently sales, |
| | | | | Advertising reduces selling cost, Advertising creates |
| .= | - | | | employment, Advertising establishes reputation and |
| _ = | - 1 | F 1 | | prestige, Truth in advertising, Advertising tries to raise |
| = " | | | | the standard of living. |
| Month: S | September 20 | 19 | | Sub-units planned |
| | | | | Study Ethics, regulation and social responsibilities taste and |
| Lectures | Practical's | Total | NANO | advertising, |
| 1.7 | . 1 | · | TANA CO | 44,414,000,00 |

| | Unit - 4 | Stereotyping in advertising, Advertising to children, Advertising controversial products. |
|--|----------|---|
|--|----------|---|

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|--|---|----------------|----------------------------|
| Class: B.Voc Part II | | Semester: III | Course Title : Calligraphy |
| Class. D. Voc I all II | | Ochicotet. III | |

| Month: Ju | ne 2019 | - | Module/Unit: | Sub-units planned |
|-----------|-----------------------|-----------|--------------|--|
| Lectures | Practical's | Total | | Understand basic of art in calligraphy by studying |
| (Credits) | (Credits) | (Credits) | Unit - 1 | elements, |
| 4 | 4 | 8 | | oloniones, |
| | | | | principles, proportion and balance. |
| | | 1 | | |
| Month: J | uly 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | | Understand and Study the art, symbolic expression, |
| (Credits) | (Credits) | (Credits) | | history and importance of |
| 4 | 4 | 8 | Unit - 2 | calligraphy. Practice the calligraphy in ink and colour |
| | 1 | | | with pen, bamboo and |
| | | | | brush in different types like English, Sanskrit, and |
| | | | | Devanagiri etc. |
| Month: | August 2019 | | - | Sub-units planned |
| | Practical's | Total | | Study Computer Graphics (Theory) - (i) Graphic |
| (Credits) | (Credits) | (Credits) | Unit - 3 | Design for Calligraphers |
| ` | <u> </u> | 8 | - | (ii) Letters as Subject: Written, Drawn & Painted |
| 4 | 4 | 0 | | (iii) The Joy of Calligraphy: Developing a Personal |
| | | | , | Script |
| 75 (1) | 26 4 4 2010 | | | Sub-units planned |
| Month: | Month: September 2019 | | | |
| Lectures | Practical's | Total | AND COL | Study Professional Calligraphy: (i) Lettering (ii) Logos (iii) |

| | | Unit - 4 | Illustration |
|----|-----|----------|--|
| | | | (iv) Communication Design (Banners, Posters, Backdrops |
| | | | etc) (v) Illumination |
| .* | , · | | (vi) ICT in Graphic Design |

Name of the teacher: Mr. Rahul Ingavale

| Of Date Decree | | Course Title, Drinting Technology (Part I) |
|------------------------|---------------|--|
| Class: B.Voc Part II | Semester: III | Course Title: Printing Technology (Part I) |
| Class, D. v oc late II | OCHICOTCH III | Course 111101 11110 0 1 1 1 1 1 1 1 1 1 1 1 1 |
| CIMOS DIVOCAMICIA | | Commenced in the Land Control of the |

| Month: June 2019 | | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------|-------------------------|-------------------|---|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 1 | To understand Meaning of Printing and use of printing technology. History of printing, types of letters, printing press and industrial |
| Month: J | (ub. 2010 | | | printing press Sub-units planned |
| | Practical's | Total | | To understand & study Lithography Printing Process. |
| (Credits) | (Credits) | (Credits) | | To understand to study Ennography Timing Trocess. |
| 4 | 4 | 8 | Unit - 2 | |
| Month: August 2019 | | | Sub-units planned | |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | To understand & study types of Type Setting – Manual type setting, |
| 4 | 4 | 8 | | hot metal type setting and digital type setting |
| Month: September 2019 | | | | Sub-units planned |
| Lectures | Practical's | Total | LANANO | To understand & study PAPER. History of paper, making process of paper, |

| Lectures | Practical's | Total | Unit - 4 | To understand & study PAPER. History of paper, making process of paper, recycling of paper and types of paper. To understand & study Screen Printing Process. To understand & study Offset Printing Process and Plate Making Process. (iv) Communication Design (Banners, Posters, Backdrops etc) (v) Illumination (vi) ICT in Graphic Design |
|----------|-------------|-------|----------|---|
|----------|-------------|-------|----------|---|



Annual Teaching Plan

Academic Year: 2019-20

Name of the teacher: Mr. Satish Upalavikar

Class: B.Voc Part II Semester: IV Course Title : Advertising Art (Part II)

| Month: Ja | anuary 2020 | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------|-------------------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 1 | Understand advertising and marketing – marketing plan, Advertising role in marketing: Types of market, Approaching market, The marketing concept and relationship marketing, Channel of distribution, Pricing. |
| Month: I | February 2020 | 0 | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 2 | Understand and Study Campaign planning objectives and basic principles, Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product, Layout design principles. |
| Month: March 2020 | | | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | Understand and study Creative side of the advertising – what is creative advertising, Creative leap, Creative concept, Strategy and creativity, Creativity and strategy in the |
| Month: A | April 2020 | | | message design, Creative thinking. Sub-units planned |
| Lectures | Practical's | Total | Unit - 4 | Study Level aspects of advertising – copyright, Trade mark, Consequences of advertising, Status of advertising agents – outdoor advertising, advertisements in newspapers and magazine, cinematography – radio and television advertising. |

Name of the teacher: Mr. Sachin jamadar Class: B.Voc Part II

| Month: J | anuary 2020 | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------|--------------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 1 | To understand & study meaning of packaging and history. |
| 4 | 4 | 8 | | |
| Month: I | February 202 | 0 | 5 | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | | To understand packaging for shipping. Different types and precautions taken |
| 4 | 4 | 8 | Unit - 2 | for packaging for shipping. |
| Month: March 2020 | | | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | To understand & study types of packaging and paper packaging methods. |
| 4 | 4 | 8 | | |
| Month: A | pril 2020 | | | Sub-units planned |
| Lectures | Practical's | Total | Unit - 4 | To understand & study USP (Unique selling product). To understand meaning and importance of FSSAI (Food Safety and Standards Authority of India) To understand & study 3R i.e. "Reduce, Reuse and Recycle" |

Name of the teacher: Mr. Rahul Ingavale

| Class D.V Dart II | Semester: IV Course Title: Printing Technology (PART- II) |
|----------------------|---|
| Class: B.Voc Part II | Semester: IV Course Title: Printing Technology (PART-11) |
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| | 사용하는 사용 사용하는 지방 역을 하는 것은 이번 전에 가득하는 것은 사용을 하는 것이 되었다면서 가장 아이들이 가는 사용하는 것이 되었다는 것은 것은 사용이 되었다면 하는 것이다면 하는 것이다. |

| Month: J | Month: January 2020 | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------|-------------------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 1 | To understand & study digital printing process and fine art inkjet printing process. |
| Month: I | February 202 | 0 | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 2 | To understand spiral binding, center pinning, loop center pinning, perfect binding and perfect sewing binding. |
| Month: March 2020 | | | 0 | Sub-units planued |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | To understand & study process of die making, creasing process and die cutting process. |
| 4 | 4 | 8 | | |
| Month: A | pril 2020 | 1 | | Sub-units planned |
| Lectures | Practical's | Total | Unit - 4 | To understand & study process of advance technology of 3D printing. To understand & study gold / silver foiling and Vinyl or flex printing process. To understand & study process of UV coating and types of UV coating. |

Annual Teaching Plan

Academic Year: 2019-20

| Class: B.Voc Part III | Semester: V Course Title : Advertising Art (Part III) |
|--|---|
| The state of the s | |

| Month: Ju | ne 2019 | | Module/Unit: | Sub-units planned |
|-----------------------|--------------------------------------|--------------------|--------------|---|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 1 | Understand Creative Advertising Planning and EXCCUtion — Ideas - Soul of Advertising— Unique Selling (Propositions) — Points of a Product |
| Month: J | uly 2019 | | | Sub-units planned |
| | Practical's (Credits) 4 August 2019 | Total (Credits) | Unit - 2 | Understand and Study How Product Analyses are made. Applications of USPs— Basic Human Motives that make People Act— Desire and Hope— Basic Human Desires that relate to Advertised Products— Humour— Sympathy — Empathy — Anxiety — Fear— Executing The Theme Creatively Sub-units planaed Resolution, Cropping, Size, Perspective, Dodging and |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | Burning, Shapes, Feel, Quick Mask, File Format |
| Month: September 2019 | | | | Sub-units planned |
| Lectures | Practical's | Total 8 | Unit - 4 | Identity Setup (Visa, Identity, Passport, Stamp, Identity), Menu Bar (File, Edit, Layer, Filter, Window, Type, 3D, View,Image),Option Bar |



Name of the teacher: Mr. Dhiraj Nimbalkar Class: B.Voc Part III

| CIUSSI I | o.voc Part III | | | Semester: V Course Title : Logo Design |
|------------------|------------------|-----------|-------------------|--|
| | Month: June 2019 | | Module/Unit: | Sub-units planned |
| Lecture | | -(| | Understand importance of Preliminary sketches, first step |
| (Credits | (Credits) | (Credits) | Unit - 1 | in designing an effective logo. These can be as simple as |
| 1 | 4 | 8 | | paper and pen drawings or drafts made using a vector |
| | | | | program, such as Illustrator. Start with 20 to 30 sketches |
| | 1 | | | or ideas and then branch out to create variations of the |
| | | y. • a | 1. | |
| e , | a | į. | 7- | original ideas. If nothing seems to work, start over and |
| | 1 | | | begin sketching new ideas. An effective graphic designer |
| | | | | will spend more time on this preliminary work than any |
| | | | | other step in the design process. |
| | | | | |
| Month: July 2019 | | , | Sub-units planned | |
| Lectures | Practical's | Total | ٠ J | How to keep your logo balanced by keeping the |
| (Credits) | (Credits) | (Credits) | | —weight of the graphics, colors, and size equal on |
| 4 | 4 | 8 | Unit - 2 | each side. Though the rule of balance can occasionally |
| | 1 1 | | | be broken, remember that your logo will be viewed by |
| | | | | the masses, not just those with an eye for great art, so a |
| | | | | balanced design is the safest approach. |
| Month: A | ugust 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | | Understand how color theory is complex, but |
| (Credits) | (Credits) | (Credits) | Unit - 3 | designers who understand the basics are able to use |
| 4 | 4 | 8 | | color to their advantage. Use colors near to each other |
| . | | | | on the color wheel (e.g. for a —warm palette, use red, |
| | | . | | orange, and yellow hues). Don't use colors that are so |
| - | 1 | 1 | | bright that they are hard on the eyes. The logo must |
| | | | | also look good in black and white, grayscale, and two |
| _ | | | NAND COL | colors. Breaking the rules sometimes is okay; just |
| | | | | |

| Month: S | eptember 20 | 19 | | make sure you have a good reason to! Sub-units planned |
|----------|-------------|---------|----------|--|
| Lectures | Practical's | Total 8 | Unit - 4 | Create various design styles of a logo, and to pick the right one, you should have some background information about the client and the brand. A recent trend in logo design is the Web 2.0 style of 3D-looking logos, with —bubbly graphics, gradients, and drop shadows. This style may work well for a Web 2.0 website or tech company, but may not be effective for other kinds of brands. |



Name of the teacher: Mr. Rushikesh Goni

| Class. D. V | oc Part III | Control of the | S | emester: V Course Title : Photography |
|-----------------------|-----------------------|--------------------|------------------------|---|
| Month: J | une 2019 | | | Country Thomas and the second |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Module/Unit: Unit - 1 | Sub-units planned Understand Short History 1. Precursor technologies, 2. |
| 4 | 4 | 8 | Sun-1 | Invention of photography, 3. Film photography, 4. Digital Photography |
| Month: J | July 2019 | | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | | Understand and Study Camera controls - Focus, |
| 4 | 4 | 8 | Unit - 2 | Aperture, Shutter Speed, White Balance, Film Speed, Metering, Autofocuse |
| Month: A | ugust 2019 | | | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 3 | Study Type of lenses - Normal, Long focus, Wide angle, Telephoto, Macro, Fisheye, Zoom |
| ·4 | 4 | 8 | | |
| Month: S | eptember 201 | 19 🕆 👌 | 0.0 | Sub-units planned |
| Lectures | Practical's | Total | | Study Photographic Techniques & accessories - Depth of field, using camera filters, tripod |
| - | 4 | 8 | Unit - 4 | and a more more, urpou |



Name of the teacher: Mr. Dhiraj Nimbalkar Class: B.Voc Part III

| Class: B.V | oc Part III | | Se | mester: V Course Title : Brands and Branding |
|------------|-------------|---|---------------------------------------|--|
| Month: J | une 2019 | | Module/Unit: | Sub-units planned |
| Lectures | Practical's | Total - | 7. 1 B | To understand Meaning of Brand and Branding - Brand is |
| (Credits) | (Credits) | (Credits) | Unit - 1 | a term closely linked to a product or place's image and |
| 4 | 4 | 8 | | |
| ' | | | | reputation in that it —captures the idea of reputation |
| | | | *, | observed, reputation valued and reputation managed At |
| | 2.59 | τ., | 1.4 | its simplest, a brand is —a product or service or |
| | | | , | organisation, considered in combination with its name, its |
| | | , | , | identity and its reputation |
| Month : J | Tuly 2019 | | | Sub-units planned |
| Lectures | Practical's | Total | | To understand & study Brands: Not just about |
| (Credits) | (Credits) | (Credits) | , | Promotion, but about Trust and Respect Importantly, |
| 4 . | 4 | 8 | Unit - 2 | brands represent more than a set of images to promote |
| | r - G · | | · · · · · · · · · · · · · · · · · · · | a product or place; they are about trust and respect |
| | | | | (Bell, 2005). The meanings, symbols, and values |
| | | * | | represented by brands —not only reinforce the identity |
| | | 11. | | and uniqueness of destinations but also reassure the |
| | | | | people, habitus, values, and symbols of their own |
| | | | _ | culture, thus preserving thestate of being' of the |
| | | , | | place Sub-units planned |
| Month: A | ugust 2019 | | | To Build a Brand Branding is a way of defining your |
| Lectures | Practical's | Total | TI 2 | business to yourself, your team and your external |
| (Credits) | (Credits) | (Credits) | Unit - 3 | audiences. It could be called the business'—identity, |
| 4 | 4 | 8 | | but only on the understanding that it embodies the core |
| | | - | | of what the business is and its values, not just what it |
| | -, | | | looks and sounds like. |
| | | 0 000 | Co | Sub-units planned |
| Month: Se | ptember 201 | 9 SMAND | 300 | ~~~ |

| | Lectures | Practical's | Total | | Decided And Course of D. Lind |
|-------|----------|--------------|-------|----------|-------------------------------|
| L | | r ractical 3 | Total | | Project And Campain & Budject |
| | | 4 | 8 | Unit - 4 | |
| ., '= | | , | | | |



Annual Teaching Plan

Academic Year: 2019-20

| Month: J | anuary 2020 | | Module/Unit: | Sub-units planned |
|---|--------------------------|-------------------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 1 | An understanding of symbolism is a critical part of graphic design. Designers use symbols in both obvious and subtle ways to communicate something about the design. Symbolism is a profound, complex subject so in this post I will present an overview of what I consider to be the most important for designers to be aware of in terms of symbolism. |
| Month: | February 202 | 20 | Module/Unit: | Sub-units planned |
| Lectures (Credits) 4 | Practical's (Credits) | Total (Credits) 8 | Unit - 2 | Understand and Study SYMBOLISM OF COLOR: USING COLOR FOR MEANING Color Symbolism in the Western world: Color Symbolism in the Eastern World: |
| Month: M | 1arch 2020 | _ | Module/Unit: | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) 8 | Unit - 3 | Understand ICON DESIGN - Icon design is the process of designing a graphic symbol that represents some real, fantasy or abstract motive, entity or action. In the context of software applications, an icon often |
| 1 · · · · · · · · · · · · · · · · · · · | | | | represents a program, a function, data or a collection of data on a omputer system. |

| Month: A | pril 2020 | _ | Module/Unit: | Sub-units planned |
|-----------------------|-----------------------|--------------------|--------------|--|
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 4 | Study Brand icons for commercial - A further type of |
| 4 - | 4 | 8 | | computer icon is the brand icon of commercial third- party software programs available on the computer system. These brand icons are bundled with their product |
| - | | (+2 | | and installed on a system with the software. |

| Class: B.V | Class: B.Voc Part III Semester: VI Course Title. Visual Communication and Information Graphics | | | | | |
|-----------------------|--|--------------------|----------------------|---|--|--|
| Month: J | anuary 2020 | | Module/Unit: | Sub-units planned | | |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | ۲. ق ۲. ا | To understand & study THE COMMUNICATION DESIGN Industries are changing rapidly For our | | |
| 4 | 4. | 8 | Unit - 1 | graduates to remain valid contributors to contemporary communication industries they must be able to understand the multitude of communication platforms they will encounter, from the traditions of print, to online and tablet devices; environmental graphics to the sound and motion of film. | | |
| Month: H | February 2020 |) | Module/Unit: | Sub-units planned | | |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | | To understand RELATIONS BETWEEN DATA VISUALIZATION AND INFOGRAPHICS The purpose of | | |
| 4 | 4 | 8 | Unit - 2 | data visualization and infographics is to provide visual | | |
| ·_ · | | | ESTD. | presentation of complex and irregular information in a planned and comprehensible manner. Both terms have | | |

| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 4 | Projects & Practical |
|-----------------------|-----------------------|--------------------|--|--|
| Month: April 2020 | | Module/Unit: | Sub-units planned | |
| | | | | technology |
| | . 2.7 | | , <u>3</u> | formats will develop students' skills to use |
| | 7.5 | | **** | and data visualization projects together with static |
| | | | | formats to the study calendar into the infographics |
| | | | | WORKS Inclusion of interactive or motion |
| | | | | VISUALIZATION AND INFOGRAPHIC |
| 4 | 4 | 8 | Unit - 3 | INFRASTRUCTURE OF DATA |
| (Credits) | (Credits) | (Credits) | | To understand TECHNOLOGICAL |
| Lectures | Practical's | Total | Wiodule/Onit: | Sub-units planned |
| Month: March 2020 | | Module/Unit: | different meanings despite this joint purpose. | |



| M41 | T | The section of the | <u>Seme</u> | <u>Ster: VI</u> <u>Course Title</u> . Public Signage Graphic |
|-----------------------|---|--------------------|--|---|
| | Month: January 2020 Lectures Practical's Total | | Module/Unit: | Sub-units planned |
| (Credits) | (Credits) | Total (Credits) | | To understand Signage - Signage is the design or use of signs and symbols to communicate a message to a |
| 4 | 4 | 8 | Unit - 1 | specific group, usually for the purpose of marketing or a kind of advocacy. A signage also means signs |
| | | reg | 2 | collectively or being considered as a group. The term signage is documented to have been popularized in 1975 to 1980. |
| | February 202 | | Module/Unit: | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | | To understand and learn HISTORY The French enseigne indicates its essential connection with what is known in |
| 4 | 4 | 8. | Unit - 2 | English as a flag, and in France, banners not infrequently took the place of signs or sign boards in the Middle Ages. |
| · | | | i de la companya de l | Signs, however, are best known in the form of painted or carved advertisements for shops, inns, etc. |
| Month: M | Tarch 2020 | | Module/Unit: | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | | To understand & study types of signage – |
| 4 | 4 | 8 | Unit - 3 | Pictograms Pictograms are images commonly used to convey the message of a sign. In statutory |
| | | | | signage, pictograms follow specific sets of colour, shape and sizing rules based on the laws of the |
| | | | | country in which the signage is being displayed. |
| Month: Ap | Ionth: April 2020 | | Module/Unit: | Sub-units planned |
| Lectures (Credits) | Practical's (Credits) | Total (Credits) | Unit - 4 | To study and process on SIGN SHAPE - The shape |
| 4 | 4 | 8 | IND CO | of a sign can help to convey its message. Shape can |

| | | | · |
|---|----|-------|---|
| - | | | be brand- or design-based, or can be part of a set of |
| | | | signage conventions used to standardize sign |
| | Į• | , | meaning. Usage of particular shapes may vary by |
| | - | | country and culture. |



Name of the teacher: Mr. Rhaul Ingavale Class: B.Voc Part III

| Month: January 2020 | | | Module/Unit: | Sub-units planned |
|---------------------|-------------------|-----------|--------------|---|
| Lectures | Practical's | Total | | To understand User Interface Design - Designing |
| (Credits) | (Credits) | (Credits) | | effective interfaces for software systems |
| 4 | 4 | 8 | Unit - 1 | |
| Month: F | ebruary 202 | 0 | Module/Unit: | Sub-units planned |
| Lectures | Practical's | Total | | To understand and learn IMPORTANCE OF USER |
| (Credits) | (Credits) | (Credits) | <i>'</i> . | INTERFACE |
| 4 | 4 | 8 | Unit - 2 | System users often judge a system by its interface rather |
| | | | | than its functionality. A poorly designed interface can cause |
| | | | | a user to make catastrophic errors. Poor user interface |
| | | | | design is the reason why so many software systems are |
| | | | 1 | never used. |
| Month. N | Month: March 2020 | | Module/Unit: | Sub-units planned |
| Lectures | Practical's | Total | | To understand & study GRAPHICAL USER |
| (Credits) | (Credits) | (Credits) | | INTERFACES |
| 4 | 4 | 8 | Unit - 3 | Most users of business systems interact with these |
| | | | | systems through graphical user interfaces (GUIs) |
| | | | | - although, in some cases, legacy textbased |
| | | | | interfaces are still used. |
| Month: A | pril 2020 | | Module/Unit: | Sub-units planned |
| Lectures | Practical's | Total | | To create GUI CHARACTERISTICS |
| (Credits) | (Credits) | (Credits) | Unit - 4 | Windows |
| 4 | 4 | 8 | | • Icons |
| - | | ND CO | | • Menus |

Semester: VI

Course Title. UI/UX Design

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|----|--------------|---|-----|-----|--|
| | | | | 1 | Pointing Devices |
| | | _ | | * 1 | Graphics meaning. Usage of particular shapes may |
| | g : € | | y 1 | · | vary by country and culture. |

B. VOC. GRAPHIC DESIGN VIVEKANAND COLLEGE, KOLHAPUR

