KG COLLEGE OF ARTS AND SCIENCE
Autonomous Institution | Affiliated to Bharathiar University
Accredited with A++ Grade by NAAC
ISO 9001:2015 Certified Institution
KGiSL Campus, Saravanampatti, Coimbatore – 641 035

Regulations 2025-26 for Undergraduate Programme

**Learning Outcomes Based Curriculum Framework (LOCF) model
with Choice Based Credit System (CBCS)**

**Programme: B.Sc. Visual Communication
Programme Code: BVC**

(Applicable for the Students admitted during the Academic Year 2025 - 26 onwards)

Eligibility

Candidates for admission to the first year of the **Bachelor of Science in Visual Communication** Degree Programme shall be required any of the following:

- Students should have passed his HSC (10+2) examination from a recognized board in India.

- Students should have passed the Higher Secondary Examination (12th Standard) conducted by the Government of Tamil Nadu from any group or an examination accepted equivalent by the Academic Council of India.

- A pass in SSLC with a Diploma (10 + 3) from a recognized board by the Government of Tamil Nadu.

  (As per the eligibility condition given Ref. BU/R/B3-B4/Eligibility Condition/7960/2025 dated 08/05/2025).

Program Learning Outcomes (PLOs)

The successful completion of the B.Sc. Visual Communication Programme shall enable the students to:

PLO1	Mastering oral, written, graphical, and technical communication to gain competency in Graphic Design, Digital Filmmaking, and AR & VR production.
PLO2	Ability to generate innovative and impactful visual solutions for evolving Information Technology and Visual Communication needs.
PLO3	Apply critical, analytical, and creative thinking in UI & UX Design, Web & Game Design, and Animation.
PLO4	Determine and adapt production procedures in modern Print and Digital Media, adhering to professional ethics and social responsibility to meet industry demands.
PLO5	Foster industry-ready professionals and entrepreneurs equipped with AI tools, Creative thinking, and Digital imaging skills, driven by a passion for lifelong learning.

B.Sc. Visual Communication
Distribution of Credits and Hours for all the Semesters

Part	Course Category	No. of Courses	Hours		Credits		Total Credits	Semester
I	Language -I	4	4 X 4	16	4 X 3	12	12	1 - 4
II	Language –II	4	4 X 4	16	4 X 3	12	12	1 - 4
III	Core Theory (5 hrs /Week)	7	7 X 5	35	7 X 4	28	100	1 - 6
	Core Theory (4 hrs /Week)	1	1 X 4	4	1 X 3	3		4
	Core Lab (5 hrs / Week)	10	10 X 5	50	10X 3	30		1 - 6
	Core Lab (4 hrs / Week)	3	3X 4	12	3 X 3	9		3 & 6
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 3	3		3
	Allied Lab (4 hrs / Week)	1	1 X 4	4	1 X 2	2		4
	Allied Lab (3 hrs / Week)	2	2 X 3	6	2 X 3	6		1 , 2
	Electives	2	2 X 5	10	2 X 3	6		5, 6
	Project	1	1 X 5	5	1 X 5	5		6
	Internship	1	-	-	1 X 2	2		5
	Skill Enhancement (SEC)	1	1X 4	4	1 X 2	2		3
	Skill Enhancement (SEC)	2	2 X 2	4	2X 2	4		4 & 6
IV	Foundation Course (FC)	2	2 X 2	4	2 X 2	4	14	1,2
	Foundation Course (FC)	1	-	-	1 X 2	2		3
	Ability Enhancement Compulsory Course(AECC)	3	3 X 2	6	3 X 2	6		1,2,4
	Ability Enhancement Compulsory Course (AECC) - MOOC	1	-	-	1 X 2	2		3
V	Liberal Arts-(Extra-Curricular & Co-Curricular)	-	-	-	2	2	2	4
	Total	**46**		**180**		**140**	**140**	

Consolidated Semester wise and Component wise
Hours and Credits Distribution

Semester	Part I		Part II		Part III		Part IV		Part V		Total	
	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits	Hrs.	Credits
1	4	3	4	3	18	14	4	4	-	-	30	24
2	4	3	4	3	18	13	4	4	-	-	30	23
3	4	3	4	3	22	16	-	4	-	-	30	26
4	4	3	4	3	20	15	2	2	-	2	30	25
5	-	-	-	-	30	22	-	-	-	-	30	22
6	-	-	-	-	30	20	-	-	-	-	30	20
Total	**16**	**12**	**16**	**12**	**138**	**100**	**10**	**14**	**-**	**2**	**180**	**140**

Curriculum

B.Sc. Visual Communication

Semester – 1									
Course Code	**Part**	**Course Category**	**Course Name**	**Hrs. / week**	**Duration in Hrs.**	**Examination**			**Credits**
						Max Marks			
						CIA	**ESE**	**Total**	
25TAM11L	I	Language - I	Tamil – I	4	3	25	75	100	3
25HIN11L	I		Hindi – I						
25MAL11L	I		Malayalam – I						
25FRE11L	I		French – I						
25ENG12L	II	Language - II	English – I	4	3	25	75	100	3
25BVC13C	III	Core - I	Introduction to Visual Communication	5	3	25	75	100	4
25BVC14C	III	Core - II	Design Thinking	5	3	25	75	100	4
25BVC15P	III	Core Lab - I	Visual Arts Lab	5	6	40	60	100	3
25BVC16P	III	Allied – I Lab	Digital Drawing and Painting Lab	3	3	40	60	100	3
25ENV1FC	IV	FC - I	Environmental Studies	2	2	50	-	50	2
25SOF1AE	IV	AECC - I	Soft Skills	2	2	-	50	50	2
Total				**30**				**700**	**24**

Semester –1

Course Code	Course Name	Category	Hours / Week	Credits
25TAM11L	**Tamil – I**	**Language – I**	**4**	**3**

Course Objectives

- இலக்கிய வளர்ச்சியை அறிந்து கொள்ளுதல்
- இலக்கியம் படைக்கும் திறன்
- இலக்கிய இலக்கண உரைசெய்தல்
- திறனாய்வு முறையினைக் கற்றுத்தேர்தல்

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	புதுக்கவிதையின் மூலம் வாழ்வியல் விழுமியங்களை உணர்ந்து கொள்ளுதல்.	K1, K2
CLO2	சிறந்த மற்றும் வாழும் கவிஞர்களை அறிந்து கொள்ளுதல்.	K2, K3
CLO3	சிறந்த படைப்பாளர்களின் சிறுகதையில் வெளிப்படும் சமூகச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.	K3
CLO4	தற்கால இலக்கியங்களான புதுக்கவிதை, சிறுகதை தோன்றி வளர்ந்த பின்புலத்தை அறிதல்.	K1, K3
CLO5	மொழியைப் பிழையின்றி பேச எழுத கற்கத் தேவையான தமிழ் இலக்கணத்தின் இன்றியமையாமையை உணர்தல். நடைமுறை வாழ்வியலுக்குத் தேவைப்படும் ஆங்கிலக் கடிதத்தைத் தமிழாக்கம் செய்தலுக்கான பயிற்சி அடைதல்.	K2, K3
K1 - Remember**; K2 -** Understand**; K3 –** Apply.		

Part – I: Tamil – I

Unit	Content	No. of Hours
I	நாட்டுப்பற்று 1. உலகத்தை நோக்கி வினவுதல் - பாரதியார் 2. பாரதிதாசன் கவிதைகள் - பாரதிதாசன் • தமிழ்ப்பேறு 3. ஒற்றுமையே உயிர்நிலை - நாமக்கல் கவிஞர் 4. தேவதேவன் கவிதைகள் - தேவதேவன் • சாலையும் மரங்களும் செருப்பும் • புதிய வீடு 5. ஆலாபனை - கவிக்கோ அப்துல் ரகுமான் • போட்டி • பாதை 6. புத்தகச் சந்தை - கவிஞர் வாலி	14
II	சமூகம் 1. எட்டாவது சீர்........ - ஈரோடு தமிழன்பன் 2. தொலைந்து போனேன் - கவிஞர் தாமரை 3. திருநங்கைகள் காகிதப் பூக்கள் - நா. காமராசன் 4. மரங்களைப் பாடுவேன் - வைரமுத்து 5. புள்ளிப் பூக்கள் (ஹைக்கூ) - அமுத பாரதி 6. நாட்டுப்புறப் பாடல்கள் (தாலாட்டுப் பாடல் , தெம்மாங்குப் பாடல் , உழவுத்தொழில்)	14
III	சிறுகதை 1. காஞ்சனை - புதுமைப்பித்தன் 2. சுமைதாங்கி - ஜெயகாந்தன் 3. சோற்றுக் கணக்கு - ஜெயமோகன் 4. ஆறு யானைகள் - எஸ்.ராமகிருஷ்ணன் 5. மரத்தைக் கர்ப்பம் சுமந்தவள் - ஆண்டாள் பிரியதர்சினி	12

Unit	Content	No. of Hours
IV	இலக்கிய வரலாறு 1. மரபுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 3. ஹைக்கூ கவிதையின் தோற்றமும் வளர்ச்சியும் 4. சிறுகதையின் தோற்றமும் வளர்ச்சியும்	10
V	இலக்கணம் 1. எழுத்துகள் (முதல் எழுத்துகள், சார்பெழுத்துகள்) 2. எழுத்துக்களின் பிறப்பு 3. மாத்திரைகள் 4. பயிற்சிக்குரியன - மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழுக்கு மொழிபெயர்த்தல்)	10
	Total Hours	**60**

Reference Books	
1	பேரா. குருசாமி, ம.ரா.போ. (2014), பாரதி பாடல்கள், ஆய்வுப் பாதிப்பு, தமிழ்ப் பல்கலைக் கழகம், தஞ்சாவூர்.
2	அப்துல் ரகுமான்,(2000), ஆலாபனை, கவிக்கோ பதிப்பகம்
3	தாமரை கவிதைகள், (2012), நியூ செஞ்சுரி புக் ஹவுஸ்
4	வரதராசனார் மு, (2021), தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாடமி பதிப்பு.
5	முனைவர் பஞ்சாங்கம் கா, (2017), தமிழ் இலக்கிய வரலாறு, காவ்யா பதிப்பகம்.
6	முனைவர் வேங்கடராமன் கா. கோ (2008), தமிழ் இலக்கிய வரலாறு, கலையக வெளியீடு.
7	பரந்தாமனார் அ.கி. (2002), நல்ல தமிழ் எழுத வேண்டுமா?, அல்லி நிலையம்.
8	ராமகிருஷ்ணன் எஸ் (2006), 100 சிறந்த சிறுகதைகள் (தொகுதி 1 & 2) பதிப்பகம்: தேசாந்திரி பதிப்பகம்
9.	குமரன் கோ (2010), தமிழ் இலக்கணம் எளிய அறிமுகம் , சந்தியா பதிப்பகம்
10	சக்திவேல் சு,(2012), நாட்டுப்புறவியல், மணிவாசகர் பதிப்பகம்

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Question Pattern

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காலம் : 3 மணி நேரம்		மொத்த மதிப்பெண்கள் : 75
	பிரிவு – அ 10x1=10	
• சரியான விடையைத் தேர்ந்தெடுத்து எழுதுக.		
	பிரிவு – ஆ 5x5=25	
• செய்யுள்	-	1 வினா
• செய்யுள்	-	1 வினா
• சிறுகதை	-	1 வினா
• இலக்கிய வரலாறு	-	1 வினா
• இலக்கணம்	-	1 வினா
	பிரிவு – இ 5x8=40	
• செய்யுள்	-	1 வினா
• செய்யுள்	-	1 வினா
• சிறுகதை	-	1 வினா
• இலக்கிய வரலாறு	-	1 வினா
• மொழிபெயர்ப்பு	-	1 வினா

குறிப்பு :   ஆ, இ பிரிவுகளில் வினாக்கள் "இது" அல்லது "அது" என்ற வகையில் அந்தந்த அலகுகளிலிருந்து அமைத்தல் வேண்டும்.

Course Code	Course Name	Category	Hours / Week	Credits
25HIN11L	**Hindi - I**	**Language – I**	**4**	**3**

Course Objectives

- Improves grammatical knowledge

- Will continue to read and learn about articles and think about them

- It is possible to read and understand short stories and understand the thoughts and life of the people of this state

- Translation knowledge and the ability to read and analyze a message are also available

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1, K2
CLO2	Discuss the content of a reading passage	K2, K3
CLO3	Develop an interest in the appreciation of short stories	K3
CLO4	Comprehend the grammatical structures and sentence making	K1, K3
CLO5	Understand the language and developing English to Hindi translation skill	K2, K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part – I: Hindi – I

Unit	Content	No. of Hours
I	**Prose : Nuthan Gadya Sangrah** Lesson 1 – Bharathiya Sanskurthi - Dr.Rajendra Prasad Lesson 3 – Razia - Ramaviksha Benipuri Lesson 4 – Makreal - Yespal Lesson 5 – Bahtha Pani Nirmala -'Ageya' Lesson 6 – Rashtrapitha Mahathma Gandhi - Mukthibodh Lesson 9 – Ninda Ras - Harishankar Parsayi.	14
II	**Non Detailed Text Short Stories: Kahani Kunj** Pareksha - Premchand Mamtha - Jayashankar Prasad Apna paraya - Jaynendrakumar Admi ka bachcha - Yespal Bolaram ka jeev - Harishankar Parsayi Vapasi - Mannu Bhandari	14
III	**Grammar: Shabdha Vichar Only** (Noun, Pronoun, Adjective, Verb, Tense, Case, Endings) Theoretical & Applied.	12
IV	**Translation: English – Hindi Only.** Anuvadh Abhyas – III (1-15 Lessons Only)	10
V	**Comprehension**: 1 Passage From Anuvadh Abhyas–III (16-30)	10
	Total Hours	**60**

Text Books	
1	Jayaprakash, (2009), Nuthan Gadya Sangrah, Publisher : Sumitra Prakashan Sumitravas, 16/4, Hastings Road, Allahabad – 211001.
2	Amithab. V.P. (2011), Kahani Kunj, Publisher : Govind Prakashan Sadhar Bagaar, Mathura, Uttar Pradesh,–281 001

Course Code	Course Name	Category	Hours / Week	Credits
25MAL11L	**Malayalam - I**	**Language – I**	**4**	**3**

Course Objectives

- Improves grammatical knowledge
- Will continue to read and learn about articles and think about them
- It is possible to read and understand short stories and understand the thoughts and life of the people of this state
- Translation knowledge and the ability to read and analyze a message are also available
- Translation knowledge and the ability to read and analyze a message are also

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the text styles and grammatical elements	K1
CLO2	Discuss the content of a reading passage	K1
CLO3	Develop an interest in the appreciation of short stories	K2
CLO4	Comprehend the grammatical structures and sentence making	K3
CLO5	Understand the language and developing English to Malayalam translation skill	K4
K1 - Remember; **K2** - Understand**; K3** – Apply**; K4**-Analyse.		

Part – I: Malayalam – I

Unit	Content	No. of Hours
I	Novel – Pathummayude Aadu - Vaikam Muhammed Basheer	14
II	Novel- - Pathummayude Aadu - Vaikam Muhammed Basheer	14
III	Short Story - Ente Priyappeta Kadhakal – (Akbar Kakkattil)	12
IV	Short Story - Ente Priyappeta Kadhakal – (Akbar Kakkattil)	10
V	Composition &Translation(English to Malayalam)	10
	Total Hours	**60**

Text Books	
1	Vaikam Muhammed Basheer, (2012), Novel- PathummayudeAadu, D.C.Books, Kottayam, Kerala
2	Akbar Kakkattil, (2009), Short Story - Ente Priyappeta Kadhakal
Reference Books	
1	Tharakan K.M , (2016), Malayala Novel SahithyaCharitram, N.B.S.Kottayam.
2	Achuyuthan M, (2014), Cherukatha Innale Innu-M.Achuyuthan D.C Books, Kottayam.
3	Dr George K.M,(2011) Sahithya CharitramPrasthanangalilude, D.C.Books Kottayam.
4	Sukumar Azheekode, (2015), Malayala Sahithyavimarsam, D.C.Books

Course Code	Course Name	Category	Hours / Week	Credits
25FRE11L	French - I	Language – I	4	3

Course Objective

To understand, speak, read and write simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases concerning themselves, their family and immediate concrete surroundings when people speak slowly and clearly.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	Course Outcome	Knowledge Level
CLO1	Comprehend basic vocabulary	K1
CLO2	Understand basic syntax and grammar patterns	K2
CLO3	Converse slowly in known situations	K2
CLO4	Translate small basic sentences	K3
K1 - Remember; **K2** - Understand; **K3** - Apply			

Part – I: French – I

Unit	Content	Hours
I	Etape 0	14
	Etape1- (Lecons 1 - 3)	
II	Etape2- (Lecons 1 - 3)	14
III	Etape 3 – (Leçons 1 – 2)	12
IV	Etape 3 – (Leçon 3)	10
	Etape 4 – (Leçon 1)	
V	Etape 4 – (Leçons 2 – 3)	10
	Total Hours	**60**
Text Book		
1	Céline Himber, Corina Brillant, Sophie Erlich, (2008), Adomania 1 – Methode de francais, Publisher - Hachette Fle.	
Reference Book		
1	Yves Loiseau, Régine, (2014), Latitudes 1, Merieux Publisher: French and European Publications Inc.	

Course Code	Course Name	Category	Hours / Week	Credits
25ENG12L	**English - I**	**Language II**	**4**	**3**

Course Objectives

The course intends to cover

- Various genres of literature.
- Active and passive vocabulary.
- Usage of Grammar and Communication.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Identify aesthetic sense and appreciate poetry, enhancing creativity and understanding relevant to professional environments.	K1
CLO2	Understand diverse styles of prose, facilitating versatility in writing and inculcating interpersonal skills.	K2
CLO3	Apply the characters and the narrative techniques in creative writing and content creation ethically.	K3
CLO4	Employ vocabulary and grammatical proficiency in communication to enhance clarity in workplace interactions.	K3
CLO5	Enhance overall communication competence. Practicing these skills in combination reinforces learning and provides students with opportunities to use the language in authentic contexts.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply		

Part - II: English – I

Unit	Content	No. of Hours
I	**Poetry** : Nature 1. I Wandered Lonely as a Cloud - William Wordsworth 2. The Sparrow - Paul Laurence Dunbar 3. Stopping by woods on a snowy Evening – Robert Frost	12
II	**Prose** : Friendship 1. The Man in Black - Oliver Goldsmith 2. Of Friendship - Francis Bacon 3. The Blessing of Friends - Sir John Lubbock	12
III	**Short Stories:** Morality 1. The Necklace – Guy de Maupassant 2. The Lottery - Shirley Jackson 3. The Monkey's Paw - W. W. Jacobs	12
IV	**Language Competency** 1. Vocabulary : Synonyms, Antonyms, Word Formation 2. Parts of Speech 3. Error correction	12
V	**English for Communication** 1. Listening for General and Specific Information. 2. Self - Introduction, Introducing others, Greetings. 3. Reading a prose passage, Reading a poem and Reading a short story 4. Descriptive writing – Writing a short descriptive essay of two to three paragraphs.	12
	Total Hours	**60**

Text Books

1.	Zama, M. (2004). Poetry Down the Ages. Orient Blackswan.
2.	Goldsmith, O. (1869). The Works of Oliver Goldsmith. J. Dicks
3.	Bacon, F., & Montagu, B. (1857). The Works of Francis Bacon (Vol. 1). Parry & McMillan.

Reference Books

1.	Kumar,V. T. Bhavani, Durga.K. Srinivas.YL. (2018). English in use - A textbook for College Students. (English, Paperback).
2.	Swan, M. (2005). Practical english usage (Vol. 7). Oxford: Oxford university press.

Web Resources (Swayam / NPTEL)

1.	https://nptel.ac.in/courses/109105205

Course Code	Course Name	Category	Hours / Week	Credits
25BVC13C	**Introduction to Visual Communication**	**Core I**	**5**	**4**

Course Objectives

The Course intends to cover
- The Fundamentals of Visual Communication.
- Different modes of Visual Communication and its process.
- Various levels of Communication and Techniques for analyses.
- The Models of Communication.
- The Theories of Communication, Origins and Evolution.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand various aspects of communication and its respective principles.	K1, K2
CLO2	Apply modes of communication and its process.	K3
CLO3	Interpret signals, languages, and signs of visual communication.	K4
CLO4	Arbitrate appropriate messages by distinguishing multi-level communication flows.	K4
CLO5	Analyze the behavior of information and communication systems in contemporary media.	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** – Analyze		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	1	-	1	2
CLO2	2	-	2	-	-
CLO3	3	2	3	2	-
CLO4	2	2	-	2	2
CLO5	2	2	-	-	2
3 - Substantial (high)		2 - Moderate (medium)		1 - Slight (low)	

Core I: Introduction to Visual Communication

Unit	Content	No. of Hours
I	**Basics of Visual Communication:** Fundamentals of Communication - Elements of Communication – Functions & Purpose of Communication - Barriers to Communication – Communication Skills - Role of Communication.	12
II	**Modes of Communication:** Key Concepts in Nonverbal Communication (NVC) - Proxemics - Digital NVC - Visual Perception – Semiotics - Written Forms of Communication with AI Tools - Aesthetic Experience, Objectivism vs. Subjectivism - Creativity and Expression in Art, Symbolism and Iconography - Virtual Reality and Digital Culture.	15
III	**Types of Communication:** Intrapersonal Communication - Interpersonal Communication - Group Communication - Mass Communication.	15
IV	**Models of Communication:** Berlo, Lasswell, Shannon and Weaver Models - Elaboration Likelihood Model - Social Learning Model - Principles of Good Communication and Non-violent Communication - Ethical Communication.	15
V	**Theories of Communication:** Agenda Setting Theory – Cultivation Theory – Social Learning Theory – Uses and Gratifications Theory - Two Step Flow of Information.	18
	Total Hours.	**75**

Text Books

1.	Denis Mcquail, (2020). Mcquail's Media and Mass Communication Theory. Sage Publications.
2.	Keval J. Kumar, (2020). Mass Communication in India. 5th edition. CBS Publication and Dist.

Reference Books

1.	Uma Narula, (2021). Dynamics Of Mass Communication Theory And Practice. Atlantic.
2.	Anna Everett, (2022). New Media Theories of Practices. Routledge.
3.	Uma Narula, (2022). Handbook Of Communication Models, Perspectives, Strategies. Atlantic
4.	Seema Hasan, (2022). Mass Communication Principles and Concepts. Cbs Publication and Dist.
5.	Abhay Chawla, (2021). Introduction To Mass Communication. Pearson.

Web Resources (Swayam / NPTEL)

1.	https://onlinecourses.swayam2.ac.in/cec20_ge14/preview
2.	https://onlinecourses.nptel.ac.in/noc20_ar15/preview

Course Code	Course Name	Category	Hours / Week	Credits
25BVC14C	Design Thinking	Core - II	5	4

Course Objectives

The course intends to cover
- The design process and its approaches.
- The fundamental concepts of Design Thinking.
- The stages of Design Thinking for production.
- The problems in design process.
- New concepts based on design values.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand and adopt problem-solving process to reframe design challenges.	K2,K3
CLO2	Analyse and Enumerate appropriate Design Thinking approaches for a specific design problem.	K2 , K4
CLO3	Apply design thinking principles to develop plan of action and wireframe for specific design	K3, K4
CLO4	Develop prototypes for a design using available design tools and applications.	K5
CLO5	Evaluate a good design through the stages of Design Thinking.	K5
K2 - Understand; **K3** - Apply; **K4** - Analyze; **K5**- Evaluate;		

CLO -PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	2	3
CLO2	3	3	3	2	3
CLO3	2	3	2	2	3
CLO4	2	2	3	3	3
CLO5	3	3	2	2	3
3 - Substantial (high)		**2** - Moderate (medium)		**1** - Slight (low)	

Core II : Design Thinking

Unit	Content	No. of Hours
I	**Design Thinking Background:** Definition of Design Thinking-Business uses of Design Thinking-Variety within the Design Thinking Discipline. Fundamental Concepts: Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking.	15
II	**Design Thinking Tools:** "What Wows? What Works? What Is? What If?" Purposeful Use of Tools and Alignment with Process. Visualization-Aesthetics Principles for Designers. Stages of Design Thinking.	15
III	**Design Thinking Methods:** Journey Mapping, Archetype Mapping Matrix, Archetype Persona. Value Chain Analysis, Concept Development, Mind Mapping-Brainstorming.	15
IV	**Design Mechanics and Resources:** Assumption Testing-Design Criteria, Curator, Design Brief. Overview of Prototyping-Wire framing. Resources - People, Place, Materials, Organizational Fit. Human-Centered Design, User-Centered Design.	15
V	**Design Thinking Practices:** Role of Product Management in Design Process-Aids. Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch.	15
	Total hours.	**75**

Text Books	
1	Christian Mueller-Roterberg, (2018), Handbook of Design Thinking -Tips & Tools for how to design thinking Christian Mueller. Roterberg
2	Branson, S., (2020). Design Thinking: A Modern Approach For Making Crucial Business Decisions, Create Great Products And Manage Successful Startups And Companies. Independently Published.

Reference Books	
1	Christian Muller, (2022). Design Thinking Dummies. Wiley Brand.
2	Balaram, S. (2011). Thinking Design. Sage Publications.
3	Cure, S., & Seggio, B. (2019). Graphic Design Play Book: An Exploration of Visual Thinking (Logo, Typography, Website, Poster, Web, and Creative Design). Laurence King Publishing.
4	Curedale, R. (2019). Design Thinking Process & Methods. 5th Edition. Design Community College Incorporated.
5	Dan O'Hair, H., & O'Hair, M. J,. (2020). The Handbook of Applied Communication Research. John Wiley & Sons. den Dekker, T Design Thinking. Routledge.
6	Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. A Press.

Web Resources (Swayam / NPTEL)	
1	https://onlinecourses.nptel.ac.in/noc19_mg60/preview

Course Code	Course Name	Category	Hours / Week	Credits
25BVC15P	Visual Arts Lab	Core Lab I	5	3

Course Objectives

The course intends to cover
- The concepts of Visual Arts and sketching skills.
- The vital skills of art for Visual design.
- The types of medium and its application.
- The psychology of human perception, light and shadow, portrayed on various forms.
- The techniques of Communication design.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand the fundamental of lines and forms in drawing.	K1, K2
CLO2	Acquire skills at various levels in terms of visual elements.	K2, K3
CLO3	Critically analyze and demonstrate various medium and its application.	K4
CLO4	Appraise the color theory principles and aesthetics of visual media.	K3
CLO5	Create visual content using visual language and literacy	K4
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	2	2	2	1	3
CLO2	3	2	3	2	2
CLO3	2	3	2	3	3
CLO4	2	2	3	3	3
CLO5	3	3	3	3	3
3 - Substantial (high)		**2** - Moderate (medium)		**1** - Slight (low)	

Core Lab - I : Visual Arts Lab

S. No.	Exercises	No. of Hours
	ELEMENTS OF ART	
1	Types of lines Basic geometric and organic shapes, patterns and textures.	5
2	Light and shadow on shapes - shading of forms.	5
	PERSPECTIVES	
3	Sketching using 1- point perspective,	10
4	2- point perspective, and 3- point perspective,	10
5	Linear and atmospheric perspective.	10
	HUMAN PORTRAIT SKETCHING	
6	Profile of human portrait	10
7	Detail study of human portrait	10
	VISUAL PERCEPTION	
8	Creating visuals with Gestalt Principles	5
9	Typography – Type as visual	5
10	Visual as type	5
	Total hours.	**75**

Text Books

1	Susan Owens. 2013.The Art of Drawing. V&A Publishing, South Kenigston London
2	Stephen C.P Gardner. (2019). Drawing A Complete Guide. Thames & Hudson.

Reference Books

1	Kate Wilson. (2015). Drawing And Painting. Thames & Hudson.
2	Saul Greenberg. (2012). Sketching User Experiences. Elsevier
3	David Gill. (2018). Designing Art. Vendome
4	Chrls Campe. (2020). Designing Fonts. Thames & Hudson
5	Edwards, B. (1997). Drawing on the Right Side of the Brain.

Course Code	Course Name	Category	Hours / Week	Credits
25BVC16P	Digital Drawing and Painting Lab	Allied I Lab	3	3

Course Objectives

The course intends to cover
- The concepts of digital drawing and familiarize students with digital tools and software's.
- Practical skills that can be applied in digital art careers or personal artistic pursuits.
- Creativity and experimentation in digital art techniques.
- Compositing and integrating matte paintings with live action or 3D elements.
- Principles of perspective, color, and lighting.

Course Learning Outcomes

On the successful completion of the course, students will be able to

CLO	CLO Statements	Knowledge Level
CLO1	Understand digital drawing and painting software, including tools for sketching, colouring, and rendering.	K2
CLO2	Develop their unique artistic style and demonstrate creativity in their digital artwork.	K3
CLO3	Create digital sketches and line art with precision and fluidity.	K3
CLO4	Analyse and evaluate their own work and the work of their peers, fostering a culture of improvement and collaboration.	K4,K5
CLO5	Build a portfolio of digital artwork showcasing their skills and creative vision.	K3
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5**- Evaluate;		

CLO – PLO Mapping

CLOs/PLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	1	2	2	1	1
CLO2	2	2	1	2	2
CLO3	1	2	3	2	3
CLO4	2	3	3	1	2
CLO5	3	1	2	2	1
3 - Substantial (high)		**2** - Moderate (medium)		**1** - Slight (low)	

Allied I Lab: Digital Drawing and Painting Lab

S. No.	Exercises	No. of Hours
1	Create non-living objects for a landscape using Shapes and Shades.	4
2	Create Plants & Trees / Infographic elements using brush.	4
3	Create Cartoon figures with multilayer drawing / Isometric Image.	4
4	Create logo for your own interest.	4
5	Create a visiting card / two-page brochure.	4
6	Create Concept Environment using multiple images (layers).	5
7	Day and night of a landscape using Color correction and lighting techniques.	5
8	Create charcoal and pastel style matte paintings using custom brushes.	5
9	Create a photo realistic castle environment for camera projection.	5
10	Create a multi-plane parallax set up for a busy marketplace scene using 2D images.	5
	Total Hours	**45**

Text Books

1	Armin Niggl. (2022). Adobe Photoshop Cc 2018. Adobe Press.
2	3D total Publishing. (2020). Beginner's Guide to Digital Painting in Photoshop 2nd Edition. 3D Total Publishing.

Reference Books

1	Bloom, S. R. (2012). Digital Painting in Photoshop. CRC Press.
2	David Dabner. (2022). Graphic Design School. Thames & Hudson.
3	Armin. (2021). Graphic Design Manual. Niggli.
4	Dinur, E. (2021). The Complete Guide to Photorealism for Visual Effects, Visualization and Games. Routledge.
5	Mattingly, D. B. (2011). The Digital Matte Painting Handbook. John Wiley & amp; Sons.
6	Whitt, P. (2020). Practical Glimpse: Learn to Edit and Create Digital Photos and Art with This Powerful Open-Source Image Editor. A press.
7	Kuhlman, G. (2019). GIMP for Beginners: First 12 Skills. Independently Published.

Components for Internal Assessment and Distribution of Marks for CIA and ESE (Theory)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	CIA		Model		Attendance	Active Engagement	Total
100	**25**	**75**	Actual	Weightage	Actual	Weightage	**5**	**5**	**25**
			50	**5**	75	**10**			

Question Paper Pattern

Component	Duration in Hours	Section A			Section B			Section C			Total
		Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	Type of Question	No. of Questions	Marks	
CIA	2	MCQ	8	8x1=8	Either or	3	3x6=18	Either or	3	3x8=24	50
Model Exam / **ESE**	3	MCQ	10	10x1=10	Either or	5	5x5=25	Either or	5	5x8=40	75

Components for Internal Assessment and Distribution of Marks for CIA (Lab)

Max Marks	Marks for		Components for CIA						
	CIA	ESE	Test		Model		Experiments / Programs	Observation	Total
100	40	60	Actual	Weightage	Actual	Weightage	Marks	**5**	**40**
			50	**10**	60	**15**	**10**		

Examination Pattern

Component	Duration in Hours	Marks			Total Marks
		Practical Exam	Record	Weightage	
Test	2	50	-	**10**	50
Model	3	60	-	**15**	60
Experiments	-	-	-	**10**	10
Observation	-	-	-	**05**	05
		Total Marks - CIA		**40**	**40**
ESE	3	50	10	-	**60**

Components for Internal Assessment and
Distribution of Marks for CIA (Foundation Course -Theory)

Max Marks	Marks for		Components for CIA				
	CIA	ESE	CIA		Model		
50			**Actual**	**Weightage**	**Actual**	**Weightage**	**Total**
	50	**-**	50	**25**	50	**25**	**50**

Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Offline	Open Choice	5 (Out of 8)	5 x 10=50

Components for and Distribution of Marks for ESE (Theory)
Ability Enhancement Compulsory Courses (AECC)
&
Question Paper Pattern

Duration in Hours	Mode of Exam	Type of Questions	No. of Questions	Marks
2	Online	MCQ	50	50x1=50