



MANIPAL UNIVERSITY JAIPUR
School of Planning and Design
DEPARTMENT OF FINE ARTS (APPLIED ART)

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BFA-Applied Art | Academic Year: 2020-21

PROGRAM OUTCOMES

- [PO.1]. Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.
- [PO.4]. Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
- [PO.5]. Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.
- [PO.6]. Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- [PO.7]. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- [PO.8]. Individual and team work:** Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
- [PO.9]. Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.10]. Project management and finance:** Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.
- [PO.11]. Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- [PO.12]. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

- [PSO.1].** Depict the nature and basic concepts of Design in Commercial Art.
- [PSO.2].** Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.
- [PSO.3].** Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.
- [PSO.4].** Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

	AAI505	3	2	2	3	3	1	2	2	3	2	2	3	2	2	3	3
	AAI506	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1
	AAI507	2	2	2	2	1	2	1	2	3	2	2	3	2	3	3	3
	AAI550	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
VI	AAI601	0	1	0	0	2	0	2	0	3	0	1	0	0	0	0	3
	AAI602	2	2	2	2	2	3	2	2	3	2	2	3	2	3	3	3
	AAI603	1	2	2	2	1	2	0	2	3	1	2	3	2	3	3	3
	AAI604	2	0	2	2	2	1	2	2	3	1	3	1	2	2	2	3
	AAI605	1	2	2	1	1	1	3	3	2	3	2	1	1	2	2	3
	AAI606	3	3	3	2	3	0	0	0	0	0	0	0	0	1	2	2
	AAI607	2	2	2	2	2	3	2	2	3	2	2	3	2	3	3	3
	AAI650	1	2	2	2	1	1	1	1	1	1	1	1	3	1	2	1
	AA3290	2	2	1	1	1	3	3	1	2	3	3	2	3	2	3	3
VII	AAI701	0	1	3		3	1	1	2	1	1	0	3	0	3	3	0
	AAI702	3	3	3	2	3	3	3	3	3	3	2	3	3	2	3	2
VIII	AAI801	2	1	2	1	0	0	0	0	3	0	1	1	1	0	0	3
	AAI802	3	3	3	3	3	1	1	0	3	1	0	3	1	2	2	3

ODD SEMESTER
JULY-NOVEMBER 2020



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fine Arts (Applied Art)

Course Name: Communication Skills | Course Code: LNI 109 | 4 Credits | 2 | 0 | 3

Session: July 20-Nov 20 | Faculty: Dr Arun Kumar Poonia | BFA I SEM

- A. Introduction:** This course is offered by the Department of Languages as a core course to the students of B Des (Interior Design), B Des (Fashion Design) and BFA in 1st Semester. The course offers an in-depth knowledge of communication, and some basic concepts of English grammar. It covers basic concepts such as properties of human communication, Grammar, Comprehension and Composition. There is no specific prerequisite on the part of students as the course begins with the very basics of the field of study.
- B. Course Outcomes:** At the end of the course, students will be able to
- [LN 1109.1] Recall the fundamental principles of effective communication skills and presentation skills.
 - [LN 1109.2] Explain critical and creative thinking abilities for communicative competence.
 - [LN 1109.3] Demonstrate enhanced competence in oral and written communication.
 - [LN 1109.4] Analyse ideas with precision and coherence in writing.
 - [LN 1109.5] Develop communication skills like listening, speaking, reading and writing for better employability.
- C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**
- [PO.1]. Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- [PO.2]. Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
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[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I (Closed Book)	10
	Sessional Exam II (Closed Book)	10
	In class Quizzes and Assignments, Activity feedbacks (Accumulated and Averaged)	40
End Term Exam (Summative)	End Term Exam (Closed Book)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Communication: Concept, Nature, Scope, Principles and Techniques & Methods, Concept and process of communication, Channel / Media of communication, Effective communication. Public Speaking, Presentation skills, Group discussions & listening skills. Vocabulary: synonyms & antonyms- one-word substitution-confused pair of words, writing.

Grammar: sentence structure- transformation of sentences- active, passive, direct- indirect, Expansion of an idea (150-200 words). **Essay:** Structure of the opening-concluding paragraphs- body of the essay, types of essays, Business correspondence, Email Writing, report writing: Formal drafting, letter writing, Resume writing, Comprehension skills, reading skills, Communication, Public speaking. Basics of Professional Presentation & Illustration Techniques for effective communication.

F. REFERENCE BOOKS

1. Blackstone, K. Commentaries on the Laws of England. [Place of Publication Not Identified]: Forgotten Books, 2015.
2. Greenbaum, S., Leech, G. and Quirk, R. A Grammar of Contemporary English. Harlow: Longman, 1972.
3. Jones, D., Gimson, A. and Ramsaran, S. Everyman's English Pronouncing Dictionary. New Delhi: Universal Book Stall, 1992.
4. McCarthy, M. and O'Dell, F. English Idioms in Use. Cambridge: Cambridge University Press, 2017.
5. Mortensen, C. Basic Readings in Communication Theory. New York: Harper & Row, 1973.
6. Morton, S. The Presentation Lab. Hoboken. N.J.: J. Wiley & Sons, 2014.
7. Quirk, R. A University Grammar of English. London: Longman, 1993.
8. Ramesh, G. and Ramesh, M., n.d. The ACE of Soft Skills. E Rutherford: Prentice Hall PTR., 2018.
9. Skandera, P., n.d. Phraseology and Culture in English.
10. Unger, R., Nunnally, B. and Willis, D., n.d. Designing the Conversation.
11. Webster, N. A Grammatical Institute of the English Language. [U.S.]: Gale Ecco Print Editions, 2010.
12. Mishra, S. and C. Muralikrishna. Communication Skills for Engineers, 2004.

G. Lecture Plan:

Class Number	Topics	Session Outcome	Mode of Delivery	Corresponding Course Outcome	Mode of Assessing the Outcome
1	Introduction and Course Hand-out briefing General Discussion	To acquaint and clear teachers expectations and understand student expectations.	Lecture Interaction	NA	NA
2-6	Communication: Concept, Nature, Scope, Principles and Techniques & Methods, Concept and process of communication, Channel / Media of communication, Effective communication.	Review communication as a process with greater awareness. Understand the fundamental principles of effective communication and presentation skills.	Interaction, Discussion & PPT Videos	[LNI 109.1] [LNI 109.2] [LNI 109.5]	MTE 1 ETE
7-9	Public Speaking	To develop public speaking skills of the students.	Interaction, Discussion Practice	[LNI 109.1] [LNI 109.5]	Assignment
10-11	Presentation Skills	To develop presentation skills of the students.	Interaction, Discussion Presentation	[LNI 109.1] [LNI 109.5]	Assignment
12-15	Group Discussion & Listening Skills	To understand the nuances of discussions in a group. To emphasise upon the significance of listening skills in conversation.	Interaction, Discussion Group	[LNI 109.1] [LNI 109.3] [LNI 109.5]	Assignment
16-18	Vocabulary: synonyms & antonyms- one-word substitution-confused pair of words	To improve ideas with precision and coherence in LSRW skills.	Interaction, Discussion & PPT Videos	[LNI 109.3] [LNI 109.5]	MTE 2 ETE

19-22	Grammar: sentence structure- transformation of sentences- active, passive, direct- indirect	Recognize the importance of grammar in written communication.	Interaction, Discussion & PPT Videos	[LNI109.3] [LNI109.5]	MTE 2 ETE
23-25	Expansion of an idea. Essay: Structure of the opening-concluding paragraphs- body of the essay, types of essays,	Recognize the importance of written communication. To know about various types of essays.	Interaction, Discussion & PPT	[LNI109.3] [LNI109.4] [LNI109.5]	MTE 2 ETE
26-36	Business correspondence, Email Writing, report writing: Formal drafting, letter writing, Resume writing	Recognize the importance of written communication in formal situations.	Interaction, Discussion & PPT Videos	[LNI109.3] [LNI109.4] [LNI109.5]	MTE 2 ETE
37-39	Comprehension skills, reading skills,	To understand the significance of reading skills in the communication process.	Interaction, Discussion & PPT	[LNI109.2] [LNI109.5]	MTE 2 ETE

H. Course Articulation Matrix: (Mapping of COs with POs & PSOs)

CO	STATEMENT	Correlation with Program Outcomes (POs)											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
[LN 1109.1]	Recall the fundamental principles of effective communication skills and presentation skills.									2	1		1
[LN 1109.2]	Explain critical and creative thinking abilities for communicative competence.			1			1			2			1
[LN 1109.3]	Demonstrate enhanced competence in oral and written communication.									3	1		1
[LN 1109.4]	Analyse ideas with precision and coherence in writing.		1							3	2		1
[LN 1109.5].	Develop communication skills like listening, speaking, reading and writing for better employability.		1		1					2	1	1	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fine Arts (Applied Art)

Course Hand-out

Fundamentals of Design | AA 1102 | 4 Credits | 0 2 4 4

Session: July 20-Nov 20 | Faculty: Prof (Dr) Anantkumar Ozarkar & Dr. Kusum Kanwar | Class: Practical

A. Introduction: This course enables students to develop an understanding of the basic design concepts through elements and principles of design and its use for an effective composition. Students learn to implement design principles in the design process focusing entirely on the present market scenario and consumers demand

B. Course Outcomes: At the end of the course, students will be able to:

[I 102.1]. Visualize, depict, and create 2D designs/compositions using the basic principles and elements of design and interpret the overall nature of design.

[I 102.2]. Utilize knowledge of tangible & intangible aspects of designs while designing compositions or artwork keeping in mind present market/social need.

[I 102.3]. Interpret the importance and need of principles of design in the context of branding and visualization.

[I 102.4]. Appreciate the presence of design elements and use their skills for the creative application in commerce arts.

[I 102.5]. Recognize the principles and elements and learn its usage for visual communication in day-to-day life in the context of aesthetics.

C. Program Outcomes and Program Specific Outcomes:

A. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of ++complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

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[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

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[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	30
	Jury	10
	Attendance	10
End Term Exam (Summative)	Practical Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	NIL	

E. SYLLABUS

ELEMENTS OF DESIGN- Dot, Line, Shape, Form, Color, Texture, Light, Depth, Pattern etc. **PRINCIPLES OF DESIGN** –Contrast, Harmony, Rhythm, Balance, Unity, Proportion, Scale etc. Composition- 2D. Positive and negative space.

F. TEXTBOOKS

[No Textbooks for this Course]

G. REFERENCE BOOKS

- R1. Broomer, Gerald F., (1974), *Elements of Design: Space*, Davis Publications Inc., Worcester, Massachusetts.
- R2. Albert W Porter, *Elements of Design-Space and Form, Line*.
- R3. Rowland Kurt (1964) *Looking & seeing* Vol. 1-4 Ginn & company Ltd. London.
- R4. Bruce D. Kurty., (1987), *Visual imagination – An introduction of Art*, Prentice Hall, New Jersey.
- R5. Hayashi Studio, (1994), *Water Colour Rendering*, Graphic-Shaw Publishing Co.
- R6. Robert W. Gill, (1984), *Manual of Rendering in pen and ink*, Thames and Hudson, London.
- R7. Wong Wucius, (1977), *Principles of two-dimensional Design*, Van Nostrand Reinhold, NY.
- R8. Maurice de Sansmarg (1964) *Basic Design: The Dynamics of Visual Form*, The Herbert press. UK
- R9. Albert, Josef (1963) *Interaction of Colors*, Yale University Press.
- R10. *Visual Design in Drers* by Marian L.Dawis (1987) (second Edition) Prentice Hall. Inc., Eagle wood cliffs, New Jersey.

H. Lecture Plan:

SESSION NO.	TOPICS	Session Outcome	Mode of Delivery	Corres-ponding CO	Mode of Assessing the Outcome
Week 1	Introduction to Design and its contemporary context and importance.	To acquaint students with basic definition and meaning of Design and its current scenario in the various Design Field.	Lecture & Group discussions	1102.1	In class Assignments & End Term Jury.
Week 2 - 3	Introduction of First Element of Design: Point with relevance to Principles of Design: Balance, Emphasis, Contrast, Repetition & Rhythm.	To make students understand role of Point through balance, emphasis, contrast, repetition & rhythm.	Lecture & Group discussions,	1102.1	In class Assignments & End Term Jury.
4, 5	Introduction to Element of Design; Line Understanding of line as an element and its Types such as Horizontal, Vertical, Curved & Diagonal by implementing Design Principles: Balance, Emphasis, Contrast, Repetition & Rhythm.	To acquaint students with Line as a integral element of design and its effective execution.	Lecture & Group discussions	1102.4	In class Assignments & End Term Jury.

6, 7	Introduction to Element of Design; Shape.	To appraise the learners with understanding of different kinds of shapes (Geometrical, Inorganic/Natural, Organic).	Lecture & Group discussions	1102.2	In class Assignments & End Term Jury.
8	Introduction to Element of Design; Form	Ability to create Geometrical & Organic Forms with respect to content.	Lecture & Group discussions	1102.3	In class Assignments & End Term Jury.
9	Element of design; Color	Understanding the importance of color in a design/ composition, its different qualities and categories.	Lecture on - <ul style="list-style-type: none"> •What is Color ? •Different characteristics of color- Hue, Value & Intensity. Group discussions		In class Assignments & End Term Jury.
10,11	Element of Design; Pattern & texture.	To familiarize students with symmetry and patterns in nature and in surroundings to develop a creative design by themselves.	Lecture & Group discussions.		In class Assignments, & End Term Jury.
12,13	Introduction to the Element of Design; Light & Depth. Design principle: Scale and proportion.	Recognizing light, shadow & perspective in any art, design and composition. Practical Knowledge of Scale and proportion.	Lecture & Group discussions		In class Assignments & End Term Jury.
14	Positive and negative space.	Differentiate between positive and negative space, their interrelation and importance.	Lecture & Group discussions		In class Assignments & End Term Jury.

I. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PS O 4
		AA 1102.1	Visualize, depict and create 2D designs/compositions using the basic principles and elements of design and interpret the overall nature of design.	2				2	1	1	2	1	1	2		2	
AA 1102.2	Utilize knowledge of tangible & intangible aspects of designs while designing compositions or artwork keeping in mind present market/social need.	2		3		1		1	2	2	2	1		2	3		2
AA 1102.3	Interpret the importance and need of principles of design in the context of branding and visualization.	2			1		2	2		3	2	1		2	2		2
AA 1102.4	Appreciate the presence of design elements and use their skills for the creative application in commercial arts.	1		3			1	1	2	2	1	1		2		2	2
AA 1102.5	Recognize the principles and elements and learn its usage for visual communication in day today life in the context of aesthetics.	2		1			1	1	1	1		1				3	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out

History of Art & Culture-I | AA 1103 | 3 Credits |

Session: July 20-Nov 20 | Faculty: Dr. Kusum Kanwar | Class: Theory

A. INTRODUCTION: This Course introduces the students to ancient art history to develop Indian art as an adjunct of a universal art history and to create a differentiation with western art. It enables an insight through broad cultural history in present day scenario which places art production and patronage in social & cultural contexts.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1103.1]. Analyse the meaning of art and its skills and diverse forms.

[1103.2]. Recognize written theories behind origin & concepts of art developing an aesthetic sense in visualizing a piece of design.

[1103.3]. Recognize art from prehistoric era, with evidences prevalent in Western & Indian caves.

[1103.4]. Interpret the relationship between different art forms with its origin in Europe to its significance globally in Design especially commercial art.

[1103.5]. Recall the impact of Indus Valley Civilization in marking a new beginning to art developed according to modern conditions & need of a civil society.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

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[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

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PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand

image

through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	In class discussion/ quiz	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Art & Beauty
- Prehistoric Era
- Caves- Altamira, Lascaux, Ajanta, Ellora, Bhimbetka
- History of Greece
- History of Rome
- History of Egypt
- Babylon & Assyria
- Indus Valley Civilization

F. TEXT BOOKS

- Fred S.Kleiner & Christin J.Mamiya, 'Art through the Ages', Gardner's XII Edition.

G. REFERENCE BOOKS

- History of Art, Parragon Publishers (2011).

- Horst De La Croix, Richard G Tansey, Diane Kirkpatrick, “Art through the Ages”, HBJ Publishers.
- Hugh Honour & John Fleming, “A World History of Art”, Laurence King Publishing.
- Edith Tomory, “A History of Fine Arts in India and the West”, Orient Black Swan Publication.

H. SESSION PLAN: (Each Session is of 3 hrs /week ; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1	Art & Beauty	Introduction to Art & Aesthetics, Types of Art, Elements of Art	Lecture	[1103.1]	Internal Assessment & End Term Exam (Summative)
Week 2	Theories by Art Philosophers	To acquaint students with distinctive theories of <ul style="list-style-type: none"> • Plato • Aristotle • Kant • Hegel etc. 	Lecture	[1103.2]	Internal Assessment & End Term Exam (Summative)
Week 3	Prehistoric Art	To familiarize students with Prehistoric Times (Origin and Evolution of Art)			Internal Assessment & End Term Exam (Summative)
Week 4 - 5	Altamira Caves Lascaux Caves	To acquaint students with cave art in Europe having a deep significance and contribution to Indian Art.		[1103.3]	Internal Assessment & End Term Exam (Summative)
Week 6	Bhimbetka Caves (India)	To introduce students with the beginning of Indian Art through caves of diverse forms and rarest collection of art.	Lecture	[1103.3]	Internal Assessment & End Term Exam (Summative)
Week 7 - 8	Ajanta & Ellora Caves (India)	To acknowledge a historic and cultural impact on Indian art by studying these cave paintings & sculptures.	Lecture	[1103.3]	Internal Assessment & End Term Exam (Summative)
Week 9	Greek Art	To acquaint students with key elements of ancient Greece in mythology, philosophy, art (pottery) & architecture.	Lecture	[1103.4]	Internal Assessment & End Term Exam (Summative)
Week 10	Roman Art	To recognize Roman contribution to the modern day architecture in domestic, public and commercial developments.	Lecture	[1103.4]	Internal Assessment & End Term Exam (Summative)
Week 11	Egyptian Art	To learn the significance of ancient Egyptians in each aspect of art to achieve a better understanding of their concept of Life after death.	Lecture	[1103.4]	Internal Assessment & End Term Exam (Summative)
Week 12	Babylon & Assyria	To familiarize with stylized and symbolic representations of these civilizations with an expressed realism and spontaneity in their art.	Lecture		Internal Assessment & End Term Exam (Summative)
Week 13	Indus Valley	To recognize a Civilization which is considered to be a	Lecture	[1103.5]	Internal Assessment & End Term

	Civilization	golden chapter in the beginning of Indian art deciphered with great love for all forms of fine arts remarkably sculptures, sophisticated civil engineering and urban planning.			Exam (Summative)
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I COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES										CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1103.1	Analyse the meaning of art and its skills and diverse forms.		1		1			1				1		1			
AA1103.2	Recognize written theories behind origin & concepts of art developing an aesthetic sense in visualizing a piece of design.		2		1			1				1				1	
AA 1103.3	Recognize art from prehistoric era, with evidence prevalent in Western & Indian caves.							1				1					1
AA 1103.4	Interpret the relationship between different art forms with its origin in Europe to its significance globally in Design especially commercial art.		1		1			1				1		1			2
AA 1103.5	Recall the impact of Indus Valley Civilization in marking a new beginning to art developed according to modern conditions & need of a civil society.		1		1			1				1					1

MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fine Arts (Applied Art)

Course Hand-out

Drawing & Colour Study-I | AA 1104 | Credits |

Session: July 20-Nov 20 | Faculty:

- A. INTRODUCTION:** This course develops the skill of sketching and drawing from natural and manmade objects. To introduce basic visual elements of 2D design with emphasis on its basic fundamentals and acquaint students with color theory and its use in practical & design work.
- B. COURSE OUTCOMES:** At the end of the course, students will be able to
- [1104.1]. Demonstrate the art work and design with the use of various drawing media. Sketching with various medium like Pencil, Pen, Ink, Water colour, Poster colour, Oil Pastel colour, Dry Pastel, Charcoal Pencil, Colour Pencils etc.
 - [1104.2]. Demonstrate the difference and characteristics of Object Drawing and Nature Drawing.
 - [1104.3]. Exhibit understanding of colour psychology and use it judiciously in the creation of visual work.
 - [1104.4]. Acquiring the knowledge of colour Theory – colour System (RGB, CMYK, and PANTONE), Colour Wheel (primary, secondary, and tertiary colours), and Colour Dimensions for effective visual appeal.
 - [1104.5]. Interpret Sketching and Drawing in two-dimensional method and study of human anatomy.
- C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**
- [PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	40
	Time Problems	20
End Term Jury (Summative)	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Sketching with various medium like Pencil, Pen, Ink, Watercolor, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Still Life - Object Drawing and Nature drawings.
- Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), and Color Dimensions.
- Two-Dimensional Sketching & Drawing.

F. TEXTBOOKS

[No Textbooks for this Course]

G. REFERENCE BOOKS

1. Tegan Sharard, *Painting Companion*, Quantum Publishing Ltd, 2006.
2. Betty Edwards, *Color* –Published in Canada, Library of Congress Cataloging in Publication data, 2004.
3. Rodwell Jenny, *Step By Step Art School Drawing*, Published by Chancellor Press – Octopus Publishing Group Ltd, 2002.
4. Ormiston and Robinson Michael, *Color Source Book*, Publisher- Nick Well, 2007.
5. Merritt Harry, *Perspective Drawing*, Culicidae Architectural Press, 2008.
6. Milind Mulik, *Perspective*, Jyotsna Prakashan, 2006.
7. Barber Barrington, *The Fundamentals of Drawing*: Arcturus Publishing Ltd, 2002.
8. Malik Pratap, *Sketching & Drawing*, Jyotsna Prakashan, 2006.
9. Vaze Pundalik, *How to Use Colours*, Jyotsna Prakashan, 2010-2014.
10. Dunn Alphonso, *Pen & Ink Drawing Workbook (Vol-2)*, 2018.
11. Mulik Milind, *Watercolour Landscapes Step by Step*, Jyotsna Prakashan, 2015.
12. Loomis Andrew, *Figure Drawing For all its Worth*, Titan Books, 2011.

H. SESSION PLAN:

NOTE: Each hour is of 6 hour per week.

Total hours-102

**SESSION
NO**

TOPICS

Session Objective

**Mode of
Delivery**

**Corresponding
CO**

**Mode of
Assessing
the
Outcome**

Week 1

- Lecture on “Importance of Light”

Date-
25/oct/2021

- Draw random scribbling or sketches by using different led pencil.

To understand importance of light in art. Random sketching to understand pencil stroke & line.

Ass.No.01-a

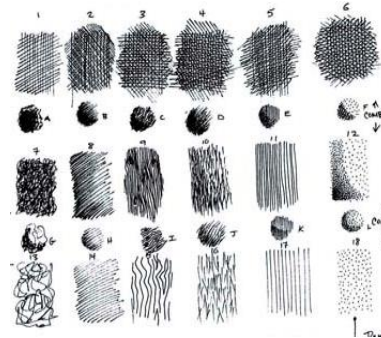
Lecture,
Demonstrations,
and Group
Discussions

[1104.1]

In class
assignment
& end
term jury.



Ass.No.01-b



Week 2 Sketching of human figure.

01/nov/2021

Compose the sketching.

Understanding the form and source
of light.

Demonstrations,
Lecture & Group
Discussions

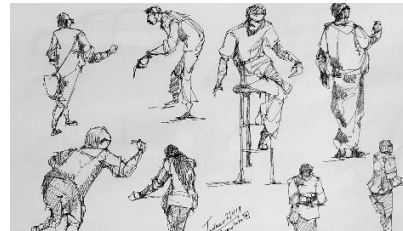
[1104.1]

In class
assignment
& end
term jury.

Ass.No.02-a



Ass.No.02-b



- 5 human figure rough sketch.
(basics of sketching)
- Medium Pencil.

Weeks 3 Understanding pencil medium
8/nov/2021

To understand tint and shade through pencil medium. Understanding the handling of the tool (pencil).

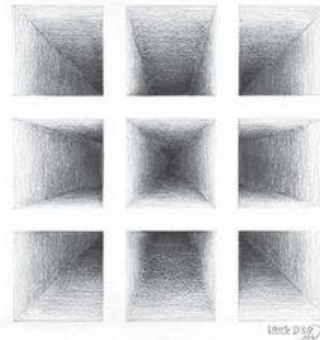
Ass.No.03-a

Demonstrations, [1104.1]
Lecture & Group
Discussions

In class
assignment
& end
term jury.



Ass.No.03-b

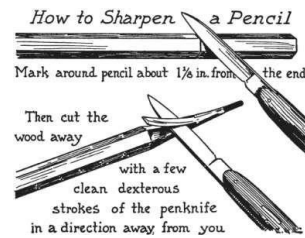


Demonstrations, [1104.1]
Lecture & Group
Discussions

In class
assignment
& end
term jury.

Weeks 4 Understanding
15/nov/2021 Texture of paper and pencil as a tool.

Ass.No.04-a



- How to sharpen a pencil for drawing or for sketching.
Understanding the handling of

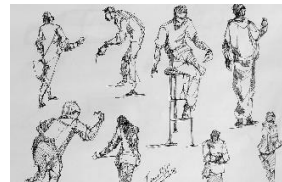
the tool (pencil). Understanding the pencil pressure.

Ass.No.04-b

- Sketching with pencil.

Week 5
22/Nov/2021
Outdoor Sketching

Ass.No.05-a



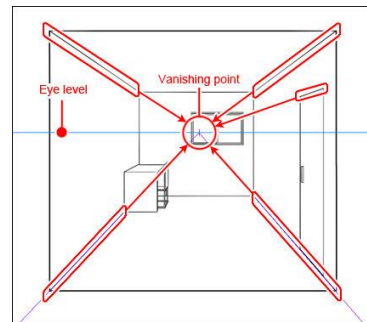
- To understand different forms and to study lines. Study of human figure.

Demonstrations, [1104.1]
Lecture & Group
Discussions

In class
assignment
& end
term jury.

Week 6
29/nov/2021
Introduction of perspective and object drawing.

Ass.No.06-a

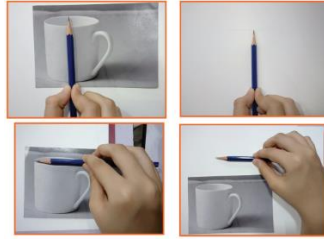


Demonstrations, [1104.2] &
Lecture & Group [1104.5]
Discussions

In class
assignment
& end
term jury.

Understanding eye level, vanishing point, 1 point, 2 point, and 3 point perspective.

Objective study-measuring the object before drawing.



Ass.No.06-b

- Sketching with pencil.

Week 7
6/dec/2021

Introduction to Still Life drawing and shading with pencil.

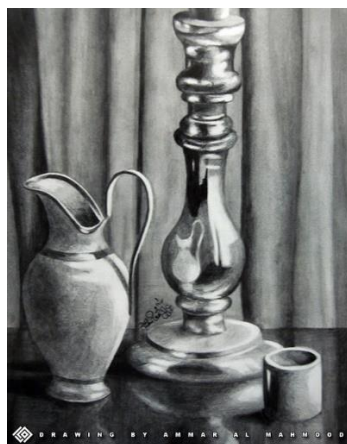
To learn rendering using dry media techniques by knowing its qualities & limitations to be applicable as per the requirement of any artwork.

Ass.No.07-a

Demonstrations,
Lecture & Group
Discussions

[1104.1]
[1104.2]
[1104.5]

In class
assignment
& end
term jury.



- Composition of manmade & natural object using pencil.

Ass.No.07-b

- Sketching with pencil color.

Weeks 8
13/dec/20
21

Introduction to Nature study drawing and shading with pencil.

To learn rendering using dry media techniques by knowing its qualities & limitations to be applicable as per the requirement of any artwork.

Demonstrations, [1104.3]
Lecture & Group [1104.2]
Discussions [1104.5]

In class assignment & end term jury.

Ass.No.08-a



- Composition of natural object using pencil.

Ass.No.08-b

- Sketching with pencil color.

Weeks 9
20/dec/2021

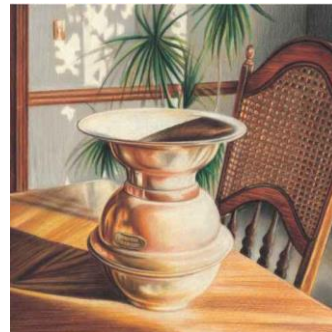
Introduction to Still Life drawing and shading with pencil color.

To learn rendering using dry media techniques by knowing its qualities & limitations to be applicable as per the requirement of any artwork.

Demonstrations, [1104.3]
Lecture & [1104.2]
Group [1104.5]
Discussions

In class assignment & end term jury.

Ass.No.09-a



- Composition of manmade & natural object using pencil color.

Ass.No.09-b

- Sketching with charcoal pencil.

Week 10
10/jan/2022

Introduction to Nature study drawing and shading with pencil color.

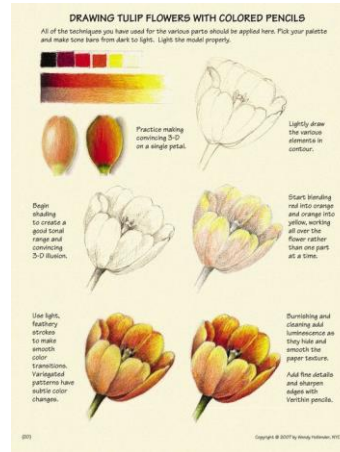
To learn rendering using dry media techniques by knowing its qualities & limitations to be applicable as per the requirement of any artwork.

Demonstrations, [1104.3]
Lecture & Group [1104.2]
Discussions [1104.5]

In class assignment & end term jury.

Ass.No.10-a

- Composition of natural object using pencil.



Ass.No.10-b

- Sketching with ink and brush.

Week 11
17/jan/2022

Introduction to Nature study drawing and shading with soft pastel.

To learn rendering using dry media techniques by knowing its qualities & limitations to be applicable as per the requirement of any artwork.

Demonstrations, [I 104.3]
Lecture & Group [I 104.2]
Discussions [I 104.5]

In class assignment & end term jury.

Ass.No.11-a

- Composition of natural object using soft pastel.



Ass.No. I I -b

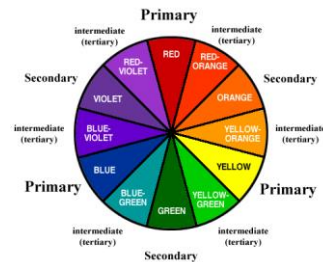


- Composition of manmade & natural object using soft pastel.

Ass.No. I I -b

- Sketching with oil pastel.

Week 11 Introduction color wheel, Hue, Tint, and Shade
17/jan/2022 with poster color.



Ass.No. I 2-a

Demonstrations, [1104.3]
Lecture & Group [1104.4]
Discussions

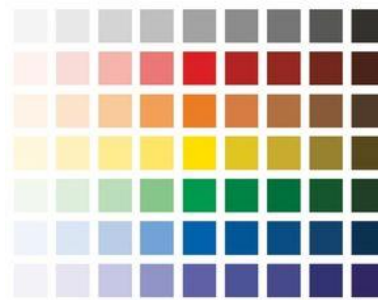
In class assignment & end term jury.

Week 11
24/jan/2022

To get the knowledge of basic colors, its properties to be useful in making attractive artworks.

Ass.No.12-b

- Sketching with charcoal pencil.



Demonstrations, [1104.3]
Lecture & Group [1104.4]
Discussions

In class
assignment
& end
term jury.

Ass.No.13-a

To acquire the knowledge of tints, shades & value of color in making attractive artworks.

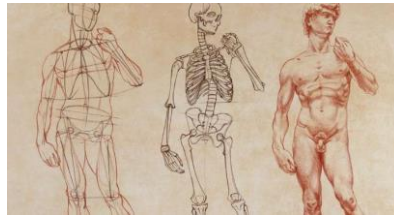
Ass.No.13-b

- Sketching with charcoal pencil or ink and brush.

Human Anatomy

Demonstrations, [1104.5]
Lecture & Group
Discussions

In class
assignment
& end
term jury.



Ass.No.14-a

Study of human anatomy. Bone,
 Muscles Study of different body parts.
 Understanding human body
 measurement.

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	
1104.1	Demonstrate the art work & design with the use of various drawing media. Sketching with various medium like Pencil, Pen, Ink, Water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.																	
1104.2	Depict the difference and characteristics of Object Drawing and Nature Drawing.	1						1										
1104.3	Exhibit understanding of color psychology and use it judiciously in the creation of visual work.	1	1					1							3	3		
1104.4	Acquiring the knowledge of Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), and Color Dimensions for effective	2	1					1								3		

	visual appeals.																
1104.5	Interpret Sketching and Drawing in two dimensional method and study of human anatomy.	1						1									

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out

Material Exploration– I | AA1105 | 2 Credits |

Session: Aug 20 – Dec 20 | Faculty: Dr. Kusum Kanwar | Class: Practical

A. INTRODUCTION: Understanding of tools to manipulate materials. This course helps to explore soft materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while still remaining functional.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[1105.1]. Explore materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, with new ideas.

[1105.2]. analyze the geometric basic skill forms in 3 dimensions.

[1105.3]. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design.

[1105.4]. Visualize & generate entrepreneurship ideas to transform various material into 3D models or sculptures/installations.

[1105.5]. Choose relevant material as per the requirement of intended product and its cost effectiveness.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and

make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	30
End Term Exam (Summative)	Jury Attendance	10 10
	Practical Exam	-
	Total	50
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	NIL	

F. SYLLABUS

Exploration of materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, Papier Mache, Leather etc. Introduction to visual elements in 3D with a basic understanding and application of elements and principles of design.

G. TEXT BOOKS

[No Text Books for this Course]

H. REFERENCES:





1. Dean, A. (n.d.). Natural creativity.
2. Dutcher, J. and Marangoni, A. Soft materials. New York: Marcel Dekker, 2005

3. Harrison, H. Mixed-media collage. Beverly: Quarry Books, 2007.
4. Leland, N. The creative artist. Cincinnati, Ohio: North Light Books, 1990.
5. Levette, S. (n.d.). Maker projects for kids who love exploring the outdoors.
6. Mornu, N. A bounty of bead & wire necklaces. New York: Lark Crafts, 2012.
7. Newman, T. Plastics as an art form. Radnor, Penn: Chilton, 1979.
8. Newmann, D. Native Americans resource library. West Nyack, N.Y.: Center for Applied Research in Education, 1995.
9. Newmann, D. Ready-to-use activities and materials on Coastal Indians. West Nyack, N.Y.: Center for Applied Research in Education, 1997.
10. Sutton, S. (n.d.). Craftwork techniques of the Native Americans.
11. Wilbur, C. Indian handcrafts. Guilford, CT: Globe Pequot Press, 2001

I. SESSION PLAN:

NOTE: Each hour is of 3 hour per week.

Total hour-39 hours

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1 st & 2 nd week	Paper Scoring	Explore geometric basic forms in 3 dimension	Presentation on paper guidelines for Paper Scoring. Demonstration of 3d shapes	[1105.1] [1105.2]	   
<p>Assignments & Submission details Guidance on project, hands on experience and design considerations.</p> <p>Ass. No. 1</p> <ul style="list-style-type: none"> • Make a cube of 6X6X6 cm. • Make a Pyramid of any size. • Make a cuboid • Make a tetrahedron • Make a hexagonal prism 					

3rd & 4th
week

Paper Origami

Make them understand how to fold paper to get different forms.

Presentation on Origami
Demonstration of origami products

[1105.1]
[1105.2]
[1105.4]

Ass. No. 2

Make a 3d geometric form (group assignment)



Ass. No. 3

- Make 4 different origami products.

Ass. No. 4

- Make an installation Using positive negative space with Origami.

5th week

Box board

Demonstration on box board

[1105.3]



Ass. No. 4

- Alphabet and Numbers

6th week

Papier Mache'

Presentation on Papier Mache'
Demonstration of Papier Mache' (artisan)

[1105.1]
[1105.4]



Ass. 6

- make any 1 product

7th & 8th Week

Felt/ Fibre

Understanding and Presentation on fiber (Exploring Felt)

Guidance on project, hands on experience and design considerations.
Presentation on felt
Demonstration of Felt products

[1105.1]



Ass. No. 7

Make 2 different products

- Make explorations with felt like stitching, riveting, surface embellishment, gluing etc.
- Make a concept using principles of Design (harmony & rhythm)
- Approval of the design.

9th week

Clay

Understanding and
Presentation on Clay
& Terracotta.
Clay Molding
Workshop – Clay
Potter's Wheel

Craft
significance over
the world.
Presentation on
of the craft.

[1105.1]
[1105.4]

Ass. No. 8

Make 2 different products.

10th & 11th week

Macramé

Understanding the
usage of threads and
yarn and Creating
artifacts

Presentation and
demonstration
on macramé

[1105.1]



Ass. No. 9

- Make a house hold product

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO 4
1105.1	Explore materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, Leather with new ideas.	1		2	1		2	2	3					2		3	1
1105.2	Analyze the geometric basic skill forms in 3 dimensions.				3			1	3		1	1		2	1	1	
1105.3	Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design.	2			3			2	3		1	1		3	1	2	
1105.4	Visualize & generate entrepreneurship ideas to transform various material into 3D models or sculptures/installations.	2	1	1	3	2			3		1	1		2		3	2
1105.5	Choose relevant material as per the requirement of intended product and its cost effectiveness.	2			1	1	1	2	3	1	1	1		1	2		2



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

[Photography | AAI 106 | 2 Credits | 1 0 2 2 I
Session: August – December 2020 | Faculty: Uma Shankar Prabhakar |
Class: BFA I Semester

A. INTRODUCTION: This course helps students to understand the step by step process in photography. It also provides the introductory knowledge about the different lighting techniques, use in different applications like table photography, relationship in advertising, lighting and set designing in Photography, architectural lighting and experimenting with various accessories used in micro photography. Student can make photography as a professional career in the field of advertising, direction. Photography helps students to enhance the research in various campaigns used for designing in advertising agencies.

B. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[2151.1]. Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography.

[2151.2]. Practice the handling of the camera and its functions such as aperture, shutter speed and ISO for framing of actions and ideas of nature and basic concepts of art and design.

[2151.3]. Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long leaning.

[2151.4]. Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.

[2151.5]. Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **DESIGN / DEVELOPMENT OF SOLUTIONS:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **MODERN TOOL USAGE:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **SOCIAL INTERACTION:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **ENVIRONMENT AND SUSTAINABILITY:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
	Time Problem	20
Internal Assessment (Summative)	In Class Assignment	40
End Term Exam (Summative)	End Term Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Introduction to basics of Photography.
- Compositional Theories and principles of Photography in Design
- Lighting Techniques
- Still life Photography
- Product Photography
- Tools and techniques used in product photography
- Fashion Photography and poses.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- Freeman John, *The photographer's manual*, Hermes House, 1993.
- Tomang, *Digital photography*, D K pub, 2012.
- Tomang, *Digital photography step by step*, D K pub, 2011.
- Cortaville Saraya, *Portrait photography*, Crowood Press, 2013.
- Clements John, *A comprehensive guide to digital landscape photography*, AVA, 2000.
- Doug Harman, *The digital photography handbook*, Quarry Books, 2014.

H. SESSION PLAN: (Each Session is of 3 hrs./ week; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2	Introduction to basics of Photography	Introduction to basics of photography like ISO, Shutter speed, Aperture,	Presentations & Group Discussions	[2151.1]	Internal Assessment & End Term Exam (Summative)
Week 3	Compositional Theories and principles of Photography in Design	To introduce them with various principles and theories used in photography	Presentations & Group Discussions	[2151.3]	Internal Assessment & End Term Exam (Summative)
Week 4,5	Lighting Techniques	To acquaint students with lighting techniques used for the different types of Photography	Presentation and Group discussion	[2151.2]	Internal Assessment & End Term Exam (Summative)
Week 6	Still life Photography	To make students aware about the still	Presentations &	[2151.3]	Internal Assessment &

AA2151.5 Describe and explore the use of 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
photographic concepts which helps to
reach conclusions in the fields of
advertising, animation, art direction and
enabling students to develop a
professional career as entrepreneur or by
getting employment.



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
TYPOGRAPHY-I | AA 1107 | 2 CREDITS | 1 0 2 2 |
Session: July 2021 – Nov 2021 | Faculty: Ms. Dechen Angmo
Class: BFA I Semester

INTRODUCTION: This course develops a proficiency in identifying and classifying type through its main features and to get the knowledge and importance of Typography in design & industry by analyzing its historic origins and significance.

A. COURSE OUTCOMES: At the end of the course, students will be able to

- [I 107.1]. Construct the basic type with the proper application of structure and proportion individually & according to the design.
- [I 107.2]. Depict different kinds of typeface by knowing its history of evolution in varied ways to be creatively readable and legible for the reader.
- [I 107.3]. Critically analyzing types & communicate creatively through words by using and exercising with typefaces.
- [I 107.4]. Analyze technicality of type using perspective to develop their perception skills.
- [I 107.5]. Create type with use of geometry in solid material.

B. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- [PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.
- [PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
- [PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.
- [PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- [PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- [PO.8]. **Individual and teamwork:** Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.
- [PO.9]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.10]. **Project management and finance:** Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.
- [PO.11]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- [PO.12]. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life- long learning in the broadest context socio technological

changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem/Test	20
	In class Assignments	40
End Term Jury (Summative)	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

D. SYLLABUS

Construction of letter forms

Basics of Typography: Understanding the structure and proportion of type (Roman serif and Gothic san-serif). Typefaces and type variations, Readability, Legibility. Exercise with words (communication value of typeface and words).

Perspective and geometry. One point, two point and three point etc. (Technical understanding). Basic solid geometry of type.

E. TEXT BOOKS

[No Text Books for this Course]

F. REFERENCE BOOKS

1. McLean Ruari (1980), *Typography*, London UK, Thames & Hudson Publishing

2. Crisp Denise G & Temple William F, (2012), *Typography (Graphic Design in Context)* London UK, Thames & Hudson Publishing

3. Friedl Friedrich, Nicolaus OH & Stein Bernard (1998), *Typography: An Encyclopedia survey of Type Design & Techniques throughout History*, NY USA, Black Dog & Leventhal Publishers INC

4. by David Choi, Lynn & Lei Zhang (2014), *Typography*, Chois Gallery Publishing

5. Lewis John, (2007), *Design & Practice, Typography*, Huddersfield UK, Jeremy Mills Publishing

G. SESSION PLAN:

Session No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Introduction to typography	To familiarize students with basic knowledge of typography & its vast field.	Demonstrations, Lecture & Group Discussions	[1107.1]	In class assignment, end term jury. Assignment 1 Practice calligraphy using different tools and materials. <ul style="list-style-type: none"> • Double Pencil • Nib Brush etc
2	Importance of typography	To understand the importance of typography in general life, advertising industry and in society.	Demonstrations, Lecture & Group Discussions	[1107.1]	In class assignment, end term jury. Assignment 2- Practice different strokes.
3	History of typography	To acquire the knowledge of evolution of typography by concluding its future scope and importance in contemporary scenario.	Demonstrations, Lecture & Group Discussions	[1107.2]	In class assignment, end term jury. Assignment 3- Practice Gothic Lower Case in B/W or Colored.
4	Basics & Classification of Typography	Basics & Classification of type Black letter, roman, gothic, etc. on the basis of its utility in designing.	Demonstrations, Lecture & Group Discussions	[1107.2]	In class assignment, end term jury. Assignment 4- Practice Flourished Italic Case in B/W or Colored.
5,6,7,8	Construction and proportion of Type.	To understand technical construction & proportion of Roman serif & San serif typeface so as to get proficiency in creatively designing a new type by the student.	Demonstrations, Lecture & Group Discussions	[1107.3]	In class assignment, end term jury. Assignment 5: Practice Hindi alphabets. -Colored, medium: Water proof ink/ calligraphy pen.
9	Exercise with words.	Understanding communication value of typeface and words to make appealing designs & artworks.	Demonstrations, Lecture & Group Discussions	[1107.3]	In class assignment, end term jury. Assignment 6 Write any inspirational quotes in Gothic Lower Case in B/W or Colored.
10	Introduction to calligraphy. Its brief history	To get acquaint with basic calligraphy, its nibs, surfaces & tools to create attractive designs.	Demonstrations, Lecture & Group Discussions	[1107.2]	In class assignment, end term jury. Assignment 6 Write any inspirational quotes in Gothic Lower Case in B/W or Colored.
11	Types of calligraphy strokes.	To apply different kinds of calligraphy strokes to be used in writing calligraphy proficiently.	Demonstrations, Lecture & Group Discussions	[1107.2]	In class assignment, end term jury & examination. Assignment 7: Write your name in

12	Calligraphy alphabets (English)		To get proficiency in English calligraphy for applying it in designs such as cards, headlines, certificates, logos etc.	Demonstrations, Lecture & Group Discussions	[1107.2]	Devanagari script. B/W or Colored. -Medium: Water proof ink/ calligraphy pen. In class assignment, end term jury & examination. Assignment 7: Write shloka in Devanagari script. B/W or Colored. -Medium: Water proof ink/ calligraphy pen.
13,	Calligraphy alphabets (Devnagri/Hindi)		To get proficiency in Hindi calligraphy for applying it in designs such as manuscripts cards, headlines, certificates, logos etc.	Demonstrations, Lecture & Group Discussions	[1107.2]	In class assignment, end term jury & examination. Assignment 8: Illustrate pictogram on assigned topic. -5 rough in square pad. Final I on Ivory Sheet
14	Application calligraphy	of	To get proficiency in writing calligraphy as per the requirement of the article such as shirt, pen stand, folder, wall hanging, lamp shade etc	Demonstrations, Lecture & Group Discussions	[1107.5]	In class assignment, end term jury & examination. Assignment 8: Illustrate pictogram on assigned topic. -5 rough in square pad. Final I on Ivory Sheet
15	Study Perspective	of	One point, two point and three point etc. (Technical understanding). Understanding of Plan, elevation & view.	Demonstrations, Lecture & Group Discussions	[1107.4]	In class assignment, end term jury & examination. Assignment 9: Write your name in black letter, roman, gothic, script, display & grunge typeface. A2 Ivory Sheet Waterproof Ink Black
16	Perspective geometry	and	To acquire the understanding of perspective of objects & spaces to be useful in compositions & designs.	Demonstrations, Lecture & Group Discussions	[1107.4]	In class assignment, end term jury & examination. Assignment 9: Write your name in black letter, roman, gothic, script, display & grunge typeface. A2 Ivory Sheet Waterproof Ink Black

H. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSO)s

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
1107.1	Construct the basic type with the proper application of structure and proportion individually & according to the design.	1			1									2			1
1107.2	Depict different kinds of typefaces by knowing its history of evolution in varied ways to be creatively readable and legible for the reader.	1			1					3				1	1	2	2
1107.3	Critically analyzing types & communicate creatively through words by using and exercising with typefaces.	1	2		2					2				1			
1107.4	Analyze technicality of type using perspective to develop their perception skills.	1			1									2	1		
1107.5	Create type with use of geometry in solid material.	1												1			



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out

WORKSHOP- I | AAI 108 | 2 Credits |

Session: Aug 20 – Dec 20 | Faculty: Dr. Kusum Kanwar | Class: Practical

INTRODUCTION: Understanding of tools to using materials in making objects that should have a quality of usability and decorative aspect. This course helps to explore and develop the soft skill of aesthetic sense to use the soft materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while remaining functional.

Curriculum Development Project, as a contribution to their preliminary work.

Learning the method of building, modifying, or repairing things without the direct aid of experts or professionals.

Introduction of art and craft activities. There is a willingness to examine in depth the ways and means of improving educational attainment.

A. COURSE OUTCOMES: At the end of the course, students will be able to:

[I 108.1] To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views according to the theme.

[I 108.2] To develop and practice skills using digital photography tools. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design.

[I 108.3]. Academic research describes DIY as behaviors where "individuals engage raw and semi-raw materials and parts to produce, transform, or reconstruct material possessions, including those drawn from the natural environment

[I 108.4] To provide background on various script types and styles and the aesthetic criteria used to evaluate calligraphic works.

[I 108.5] Team work and supportive co-ordination towards fragile classmate. Craftsmanship, empowerment, community seeking, uniqueness.

B. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	40
	Time problem	20
	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

NIL

Homework/ Home Assignment
(Formative)

D. SYLLABUS

- Industry Visits
- Paper Origami
- Papier Mache'
- Photography
- calligraphy
- Creative writing/story telling
- Mask making
- Painting

E. TEXT BOOKS

[No Text Books for this Course]

F. REFERENCE BOOKS

1. Newman, Thelmar, (1972), *Plastic as an art form*, Clinton Book Co.
2. Budzik, Richards Publishing, (1981), *Sheet Metal Technology*, Boobs-Merrill Educational
3. Verhelst, Wilbert, (1973), *Sculpture: tools, materials and Techniques*, Prentice-hall.

G. SESSION PLAN

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1	Visit(Educational tour)	To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views.	Discussion & Demonstration	[I 108.5]	Sketch/ Illustrations and Photographs with different medium and perspective.
Week 2	Photography	To develop and practice skills using digital photography tools.	Discussion & Demonstration	[I 108.1]	Digital and Print Photograph according to the theme.
Week 3	Clay	Handling and modelling of basic shapes through clay	Discussion & Demonstration	[I 108.3] [I 108.5]	Clay models/ product
Week 4	calligraphy	To provide background on various script types and styles and the aesthetic criteria used to evaluate calligraphic works.	Discussion & Demonstration	[I 108.4]	Different types of text and posters with different calligraphy techniques.
Week 5	Paper Mache	Generate new ideas to transform various 3D models.	Discussion & Demonstration	[I 108.4]	A decorative/ functional utility product

First Sessional Examination

Week 6	Creative writing/story telling	Interpret the importance and need of Creative and impressive writing.	Discussion & Demonstration		Creative art in form of story or jingles
Week 7	Mask making	Utilizing material such as POP for creation of different expressions and Masks	Discussion & Demonstration	[1108.5]	One or two mask according to theme
Week 8	Painting	Utilization of various mediums and techniques in presence of design elements	Discussion & Demonstration	[1108.1].	Creation of designs using Oil/water color/pencil shading on paper/canvas
Week 9	Industry Visit (packaging)	Industry visit to familiarize students with various packaging techniques	Discussion & Demonstration	[1108.5]	Report/Documentation
Week 10	Industry Visit(print)	Industry visit to familiarize students with various printing techniques	Discussion & Demonstration	[1108.5]	Report/Documentation

End Term Examination

H .COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
I108.1	To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views according to the theme	1	2	2	1	1	2	2	1	1	1	1	1	2		3	1
I108.2	To develop and practice skills using digital photography tools. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design	1	2	2	1	1	1	1	2	2	1	2	1	2	1	2	2
I108.3	Academic research describes DIY as behaviors where "individuals engage raw and semi-raw materials and parts to produce, transform, or reconstruct material possessions, including those drawn from the natural environment	2	2	1	1	1	1	2	2	2	1	1		3	1	2	
I108.4	To provide background on various script types and styles and the aesthetic criteria used to evaluate calligraphic works.	2	1	1	2	2	1	2	2	2	2	1	1	2	1	3	2
I108.5	Describe the creative applications of design of global importance for the society's standard and economy enabling	2	2	1	1	1	2	2	2	2	1	1	1	1	2		2

	for a professional career ahead.																
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1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Theory of Visual Communication -I | AA 2101 | 3 Credits | 3 0 0 3 |
Session: July 2020 – Nov 2020 | Faculty: MR. UMA SHANKAR PRABHAKAR
Class: BFA II (III Semester)

- A. INTRODUCTION:** This Course introduces the use of visuals in different media with an advanced theory of advertising for effective communication.
- B. COURSE OUTCOMES:** At the end of the course, students will be able to
- [2101.1]. Identify the origin of Visual Communication looking at the elements and characteristics in detail to increase their critical thinking skills in design for the development of better design solutions.
 - [2101.2]. Analyze elements and principles of visual communication to connect to a mass audience by implementing the same in designs using modern technology to convey message more appropriately and effectively.
 - [2101.3]. Getting employment or developing as an entrepreneur in writing texts in advertising to convey ideas through different media.
 - [2101.4]. Understand origin and develop skills of theatre as an effective medium of visual communication.
 - [2101.5]. Describe the effects of Theatre on consumers in order to inform, persuade masses and solve problem.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
- [PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.
- [PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
- [PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.
- [PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- [PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	In Class Discussion/ Assignment	20
End Term Exam (Summative)	End Term Exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Introduction to Visual Communication
- History of Visual Communication
- Script (History, Types, Uses)
- Theatre: Brief History, Types of Drama- used for Social purpose & advertising, Scope & Limitations.

F. TEXT BOOKS

- Ken Smith, Sandra Moriarty, Gretchen Barbatsis, Keith Kenney, '*Handbook of Visual Communication*', Routledge Publication.

G. REFERENCE BOOKS

- Hope, Diane S. & Barnes Susan B, *Visual Communication: Perception, Rhetoric, and Technology*. Hampton Press Publishing, NY USA, 2005.
- Williams, Rick & Newton, Julianne, *Visual Communication: Integrating Media, Art & Science*, Routledge Communication Publishing, London. UK, 2007.
- Hilligoss, Susan, *Visual Communication: A writer's guide*, Addison- Wesley Publishing, Boston MA. USA, 1999.
- Bergstrom, BO, *Essentials of Visual Communication*, Lawrence King Publishing London UK, 2009.
- Mandav, Pradeep, *Visual Communication*, Neha Publishers, New Delhi, India, 2005.
- Mathur, Pratish K, *Visual Communication, Beyond Words*, GNOSIS Editions, London UK, 2006.
- Kenneth. L. Smith, Sandra Moriarty, Keith Kenney & Gretchen Barbatsis, *Handbook of Visual Communication: Theory, Methods & Media*, London UK. Routledge Communication Publishers

H. SESSION PLAN: (Each Session is of 3 hrs/week ; Total 33 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Lecture I	Visual Communication	Introduction to the detailed meaning of Visual Communication in context to Design.	Lecture	[2101.1]	Internal Assessment & End Term Exam (Summative)

Lecture 2	History of Visual Communication	To make students understand how Visual Communication came into existence and how far is it influential in advertising?	Lecture	[2101.1]	Internal Assessment & End Term Exam (Summative)
Lecture 3	Types of Visual Communication	Familiarize students with various types of visual communication media.	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 4	Role of Graphic Design in Visual Communication for society	To introduce to students about the roles and need of graphic design in the field of visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 5	Role of Photography in Visual Communication for society	To introduce to students about the roles and need of Photography in the field of visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 6	Role of Multi-media in Visual Communication for society	To introduce to students about the roles and need of Multi-media in the field of visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 7	Role of Art in Visual Communication for society	To introduce to students about the roles and need of Art in the field of visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 8	Importance of Visual Communication for a designer	To develop a sense in students and introduce them with the role of a designers knowledge in visual communication design.	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 9,10	Principles & Benefits of Visual Communication	Introduce the students with the principles and its application in the design	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 11	Perspectives of Image Analysis	To enable the students to view, judge and understand various perspective of analysing the image to be used in the advertisement and designs	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 12,13	Visual Communication theory - Gestalts Theory and its	Introduction to gestalts theory, its laws and application	Lecture		Internal Assessment & End

	laws				Term Exam (Summative)
Lecture 14,15	Principles of Design and their application	Introduce students with the Principles of Design and their application in adverting	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 16	Principles of Visual Communication	To introduce the principle of design in and its use in Visual communication	Lecture	[2101.1]	Internal Assessment & End Term Exam (Summative)
Lecture 17	Visual Communication and Aesthetics	Introduction of importance of Aesthetics in Visual Communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 18	Creative Visualization	Introducing the Creative visualization and its application to design in communicating to ideas and concept to viewer	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 19	Perception Theory	Introduction of perception theory and its use in visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 20	Representation theory	Introduction of Representation theory and its use in visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 21	Cognitive Theory	Introduction of Cognitive Theory and its use in visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 22	Semiotics theory	Introduction of Semiotics theory and its use in visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 23	Compositional Theories	Introduction of Compositional theory and its use in visual communication	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 24	Script - Origin -	To introduce Narration & Narrative structure emphasizing the difference between a Story & a Script and its role	Lecture	[2101.2]	Internal Assessment & End Term Exam

		in Visual Communication.			(Summative)
Lecture 25	Script - Types	To develop a sense in students for recognizing various types of scripts.	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 26	Script - Uses	To familiarize students with the various ways where scripts can be use for advertising.	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 27	Theatre: - Brief History	To introduce history of theatre bringing to contrast both indian and western aspects of theatre.	Lecture	[2101.3]	Internal Assessment & End Term Exam (Summative)
Lecture 28	- Types of Drama	To familiarize students with the different types of dramas	Lecture	[2101.5]	Internal Assessment & End Term Exam (Summative)
Lecture 29	Theatre used for Social purpose & advertising,	To acknowledge a theatre as an effective media of visual communication and its effects in advertising.	Lecture		Internal Assessment & End Term Exam (Summative)
Lecture 30	Scope & Limitations of Theatre	To bring in contrast to students about the various limitations and scope of theatre in the field of advertising.	Lecture		Internal Assessment & End Term Exam (Summative)

		CORRELATION WITH	CORRELATION WITH
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CO	STATEMENT	PROGRAM OUTCOMES												PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 2101.1	Identify the origin of Visual Communication looking at the elements and characteristics in detail to increase their critical thinking skills in design for the development of better design solutions.	1	2	1	1	1	1	1	1	2	1		1	1	1	2	1
AA 2101.2	Analyze elements and principles of visual communication to connect to a mass audience by implementing the same in designs using modern technology to convey message more appropriately and effectively.	1	2	2	2	2	1	1	1	2	1	1	1	1	2	2	
AA 2101.3	Getting employment or developing as an entrepreneur in writing texts in advertising to convey ideas through different media.	1	2	1	1	1		1	1	2	1			1	2	2	
AA 2101.4	Understand origin and develop skills of theatre as an effective medium of visual communication.		2	2	1	1		1	1	1		1	1			1	2
AA 2101.5	Describe the effects of Theatre on consumers in order to inform, persuade masses and solve problem.		2	1	1	1		1	1	2		1		1	2	1	1

C. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)

Course Hand-out

Theory of Advertising-I | AA 2102 | 2 Credits | 1 0 2 2 |
Session: July 2020 – Nov 2020 | Faculty: Ms Aashita Judson
Class: BFA I III Semester

A. INTRODUCTION: This course introduces history of world advertising as a tool for publicity and mass communication. To understand the profession of advertising as an art, science, business and its impact on daily life style of a consumer and to enable students to create their own basic copy elements according to the contemporary industry scenario for a given product/service/public welfare, subject based on the given theme and USPs.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[2102.1]. Acquire the knowledge regarding advertising, its classification and advertising in respect to other tools of marketing.

[2102.2]. Recall & analyze the evolution of advertisement & industry.

[2102.3]. Describe the impact of industrial revolution on advertising which made advertising a business.

[2102.4]. Describe advertising, its importance, role in a global environment & marketing communication during World War I & II.

[2102.5]. Recognize advertising media and its role in delivering messages to customers.

[2102.6]. Analyze the appropriate media according to the target market and its role in effective communication of the message.

[2102.7]. Interpret and create the advertising message through the use creative writing skills and collect the examples of advertisement to enhance their understanding regarding the importance of elements included in an advertisement which will bring them employability or lead to entrepreneurship.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to

help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	10
	Sessional Exam II	10
End Term Jury (Summative)	In class discussion/ quiz	40
	End Term Exam	40
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

Make up Assignments
(Formative)

Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home Assignment
(Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

- Introduction to Advertising, Publicity etc.
- History of Advertising
- Effects of Industrial Revolution.
- World War I & II

Selection of Advertising Media

- Selection of appropriate media for advertising.
- Evaluation of the media.

Copy Writing

- Study of basic elements of copy (like headline, subhead line, baseline, slogan, captions. Body copy etc.)

Collection of 20 advertisements with (labeling) identification of each element of copying its function.

F. TEXT BOOKS

1. Shaw, Mark. (2012, 2009). Copy Writing: Successful Writing for Design, Advertising & Marketing. London UK. Laurence King Publishing
2. Wells, William D & Burnett, John J. & Moriarty, Sandra. (1997). Advertising: Principles & Practices NJ. USA. Pearson Education Publishing
3. Jigenheimer. (1992). Advertising Media. USA. Brown (William C) Co. Publishing
4. Moriarty, Sandra E. (1990). Creative advertising: Theory & Practice. NJ USA. Prentice-Hall Publishing
5. Fletcher, A. D & Bowers, T.A. (1988). Fundamentals of Advertising Research. CA USA. Wadsworth Publishing co. inc
6. Sandage, Charles H, Fryburger, Vernon & Rotzoll, Kim. (1989). Advertising Theory & Practice UK. Longman Group Publishers
7. Schaum's Outline of Theory & Problems of Advertising by Herbert Holtje (1978). NY USA. Mc Graw Hill Publishing

G. REFERENCE BOOKS

1. SHH Kazmi, *Advertising and Sales Promotion*, (3e), Satish K Batra and Anurag Jain Publisher, 2008.
2. A Gupta, *Principles of Advertising (Concept and Theories)*: Cyber Tech Publications, 2014.
3. Donald W. Jugenheimer, Samuel D. Bradely, Larry D. Kelly, Jerry C. Hudson, *Advertising and Public Relations Research*, Asoka K. Ghosh Publisher, 2010.
4. IAN BRACE, *Questionnaire Design*, Kogan Page Ltd, 2004.
5. Charles Harold Sandage, *Advertising Theory and Practice*, Richard D Irwin, Inc, 1955.
6. William D. Wells, John Burnett, Sandra Moriarty, *Advertising (principles and Practice)*, (7e), Dorling Kindersley Publisher, 2006.
7. Himpe Tom, *Advertising*, Chronicle books, 1970.
8. Phaidion, *Rewind forty years of design & advertising*, Phaidon, 2002.
9. Barry Pete, *The advertising Concept book*, Thames&Hudson, 2008.
10. William D. Wells, John Burnett, Sandra Moriarty, *Advertising principles and practice*, Pearson Education, Inc, 2013.
11. Pricken Mario, *Creative advertising*, Thames & Hudson, 2013.
12. Epica, *Book twenty three europes best advertising*, North American, 2010.
13. Ogilvy David, *Ogilvy on advertising*, Vintage, 1985.
14. S. A. Chunawalla, *Commentary on consumer behavior*, Himalaya Publishing house, 2012.
15. Manendra Mohan, *Advertising management*, Tata McGraw Hill, 2008.
16. Alan D. Fletcher, Thomas A. Bowers, *Fundamentals of advertising research*, Wadsworth Pub, 1988.
17. Belch George E., *Advertising and promotion*, Mc Graw Hill, 2013.
18. Jugenheimer, Barban, Turk, *Advertising media strategy and tactics*, Brown & Benchrak, 1992.
19. Pricken Mario, *Creative advertising*, Thames & Hudson, 2002.
20. Gupta A., *Principles of advertising*, Cyber-Media-India-Ltd, 2000.
21. BoB M. Fennis, Wolfgang Stroebe, *The psychology of advertising*, Routledge, 2016.
22. Sorrentino Miriam, *Creative Advertising: An Introduction*, Laurence King Publishing, 2014.
23. Stoklossa Uwe, *Advertising: New Techniques for Visual Seduction*, Thames & Hudson, 2010.
24. Kesselskramer, *Advertising for People Who Don't Like*, Laurence Publishing, 2012.
25. Simon, *100 ideas advertising* Laurenee, 2010.

H. SESSION PLAN:

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week I	Introduction to Advertising	To familiarize students with Advertising, its nature & scope, as a tool of communication, Its importance, advantages &	Lecture, Group Discussions Presentation no.- I • Define Advertising and Write a detailed note on nature & scope of advertising.	[2102.1]	In class assignment, Sessional and end term examination.

- disadvantages
- Describe the role of advertising as a tool of communication.
 - Importance of advertising
 - Advantages & disadvantages of advertising.

Week 1	Advertising and its different roles in society.	To acquire the knowledge of advertising as an art, a science, a business & a profession, advertising & society/ impact of advertising on society & Ethics in advertising.	Lecture, Discussions. Presentation no.- 2 Short note on <ul style="list-style-type: none"> • Advertising as an art • Advertising as a business. • Advertising as a profession • Advertising & society. • Importance of ethical advertising. 	Group [2102.1]	In class assignment, Sessional and end term examination.
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Week 2	Advertising & marketing tools.	To get the comparative knowledge of advertising and other tools of marketing such as personal selling, sales promotion, & publicity	Lecture, Discussions. Presentation no.- 3 <ul style="list-style-type: none"> • Advertising and personal selling. • Advertising & sales promotion. 	Group [2102.1]	In class assignment, Sessional and end term examination.
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- public relation.
- Advertising & publicity.
- Advertising & public relation.
- Difference between advertising & publicity.

Week 3	Advertising Marketing	& To acquaint students with Advertising and market. Role of advertising in marketing communication & communication model. 4P's of marketing communication	Lecture, Group Discussions. Presentation no.- 4 <ul style="list-style-type: none"> • The role of advertising in marketing communication • Types of market. • Target market. • 4P's of marketing communication. • Communication model for marketing. 	[2102.1]	In class assignment, Sessional and end term examination.
Weeks 3	Pre- printing period and Early printing period	To get the knowledge about the evolution of advertisement.	Lecture, Group Discussions. Presentation no.- 5 <ul style="list-style-type: none"> • A detailed description on pre- printing & early printing period of advertising with contemporary examples. 	[2102.2]	In class assignment, Sessional and end term examination.
Weeks 4	Period expansion.	of To get the knowledge	Lecture, Group Discussions.	[2102.3]	In class assignment, Sessional and end term examination.

&
Period
consolidation.

of about the
evolution of
advertisement
during the
industrial
revolution.

Presentation no.- 6

- A detailed description on period of expansion & period of consolidation with reference to history of advertising with example.
- Impact of industrial revolution on advertising with examples.

Weeks 5

Period of scientific
development.
(World war I and II)
Period of business
& social integration

To get the
knowledge
about scientific
development &
business aspects
& societal
importance of
advertisement.

Lecture, Group
Discussions.

[2102.4]

In class assignment, Sessional and end term examination.

Presentation no.- 7

- A detailed description on period of scientific development & period of business & social integration with reference to history of advertising with example.
- Influence of Radio on the development of advertising in 19th century.
- Impact of TV as a medium on advertising.

Weeks 6,7

Advertising Media

To get acquaint
with types of
media involved
in advertising

Lecture, Group
Discussions.

[2102.5]
[2102.6]

In class assignment, Sessional and end term examination.

Presentation no.- 8

Description on various type

industry such as Print, Broadcast, Outdoor, interactive, Online & Specialty media. Selection of advertising media.

of advertising media & there role in advertising.

- Print media
- Broadcast media
- Outdoor media
- Online media
- Specialty media

Describe in detail the points/things to be kept in mind while selecting an advertising media with example.

Weeks 8	Advertising Copywriting	To get the knowledge of basic element like headline, subhead line, baseline, slogan, captions. Body copy etc & its purpose.	Lecture, Discussions. Presentation no.- 9	Group [2102.7]	In class assignment, Sessional and end term examination.
			<ul style="list-style-type: none"> • Role/purpose of copy in an advertisement with example. • Role of headline in an advertisement with example. • Types of headline with example. • Importance/ advantages of a good copy in an 		

advertisement with
example.

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4
2102.1	Acquire the knowledge regarding advertising, its classification and advertising in respect to other tools of marketing.		3	1				2	3			2
2102.2	Recall & analyze the evolution of advertisement & industry.	1				1			2			1
2102.3	Describe the impact of industrial revolution on advertising which made advertising a business.	1		3		1		1				2
2102.4	Describe advertising, its importance, role in a global environment & marketing communication during world war I & II	2						1	3	2		3
2102.5	Recognize advertising media and its role in delivering messages to customers		2	2	1			2		3	3	2
2102.6	Analyze the appropriate media according to the target market and its role in effective communication of the message.	2	3	3	2			2		3	3	2
2102.7	Interpret and create the advertising message through the use of creative writing skills and collect the examples of advertisement to enhance their understanding regarding the importance of elements included in an advertisement which will bring them employability or lead to entrepreneurship.		3	2	1	2		2		3	3	3



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

Drawing-I | AA2103 | 3 Credits | 1 0 4 3 |

Session: Aug 2020 –Dec 2020 | Faculty: MR. Deepak Singh

Class: BFA II (III Semester)

B. INTRODUCTION: This course introduces the students' free hand and technical drawing skills of Human figure and acquaint students with various technical two dimension and perspective drawing methods.

B. Course Outcomes: At the end of the course, students will be able to

[2103.1]. Demonstrate the skill of sketching in social groups and create human anatomy and its different parts individually. Daily sketching to study the freeze and moving actions from different perspective.

[2103.2]. Analyze critically various methods of creating perspective drawing skills in outdoor environment.

[2103.3]. Depict the space, proportions, structure to reinforcing the principles of traditional drawing skills.

[2103.4]. The ability to Interpret by illustrate the artwork independently on the given brief & with personal stylization in design studio or as an employee in the industry

[2103.5]. I

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

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[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	Class Assignments.	40
	End Term Exam	40
End Term Exam (Summative)	Total	100

	Description	Maximum Marks
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence.	

Homework/ Home Assignment
(Formative)

These assignments are limited to a maximum of 5 throughout the entire semester.

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

Anatomy

- Skull (Front, Side, Back)
- Torso (Front & Back)
- Full Skeleton (Front & Back)

Antique

- Head (Eyes, Nose & Lips)
- Torso
- Full Figure (Male)
- Full Figure (Female)

Perspective

- Perspective drawing of the objects from different eye levels. (Outdoor / try to Include technical)
- Furniture Drawing

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. John Raynes (2007) by Batrford in UK, Complete Anatomy and Figure Drawing.

2. Ian sideway and Sarah Hoggett (2005), mastering the Art of Drawing: Published by Hormes House, imprint of Anness Publishing Ltd.
3. VIV Foster (2009) The Anatomy and Figure Drawing: Quantum Publishing Ltd.
4. Scott Robertson (2013) How to Draw (Drawing and Sketching Objects): Design Studio Press.
5. Hayashi Studio, (1994), Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
6. B. Edwards, (2004), Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors, Penguin Group Inc, New York. ISBN: 1-58542-199-5.
7. Feisner, E. (2006). Colour Studies, NY NY USA. Fairchild Publications
8. Gerritsen Franz. (1983). Theory & Practise of color: A Color based theory based on the laws of perception. Subsequent Edition Van Nostrand Reinhold Publication.
Fraser, Tom & Banks Adam. (2004). Designers color Manual: The complete guide to color theory & application, San Francisco,USA. Chronicle Books

H. Session Plan: (Each session is of 5 hrs. /week, Total 45 hrs.)

SESSION. NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Weeks 1,2,3	Human anatomy- * Study of skull (Front, Side, Back) * Study of torso (Front & Back) * Study of full skeleton (Front & Back)	Get expertise in depicting human body parts with proper use of proportion and scale to be useful in drawings sketches and illustrations.	Demonstrations & Discussions	[2103.1]	In class assignment, end term jury & examination
Weeks 4,5,6,7,8	Antique- study <ul style="list-style-type: none"> • Head • Torso • Full figure (male/female) 	To making detailed anatomy of human body parts and the difference between male and female structure in respect to height, proportion and scale.	Demonstrations & Discussions	[2103.1]	In class assignment, end term jury & examination
Week 9,10,11	Drawing from life	To get proficiency in drawing life sketch of human figure in different postures by properly applying the principles of anatomy.	Demonstrations & Discussions	[2103.3] [2103.4]	In class assignment, end term jury & examination
Weeks 12,13,14,15	Perspective- drawing of the objects from different eye levels	To expansion the familiarity of perspective <ul style="list-style-type: none"> • One Point • Two Point • Three Point And the drawing the object from different eye level such as below eye level, at eye level and above eye level.	Demonstrations & Discussions	[2103.2] [2103.5]	In class assignment, end term jury & examination

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	P O 6	P O 7	P O 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PSO 4
[2103.1]	Demonstrate the skill of sketching in social groups and create human anatomy and its different parts individually. Daily sketching to study the freeze and moving actions from different perspective.	1	1	2	2	1	2		2	2	2	3	3	2	3	3	2
[2103.2]	Analyze critically various methods of creating perspective drawing skills in outdoor environment.	1	1	1	1				1	1	1		2	2	2	2	2
[2103.3]	Depict the space, proportions, structure to reinforcing the principles of traditional drawing skills.	1	1	1	2				2	1	1		1		1	2	1
[2103.4]	The ability to Interpret by illustrate the artwork independently on the given brief & with personal stylization in design studio or as an employee in the industry.	1	1	1	2	1			2	3	2	2	3	1	2	2	3
[2103.5]	Progress toward entrepreneurship by consistent, personal direction in new ways of visualizing, thinking and drawing commercials ideas on the giving brief by any company.	1	1	2	2	1	2		2	3	1	1	3		2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

CORPORATE IDENTITY | AA2104 | 4 Credits | 1 0 4 3 |

Session: Aug 2020 –Dec 2020 | Faculty: Ms. Vandana

Class: BFA II (III Semester)

INTRODUCTION: This course introduces importance of creating and building an identity of a company through use of elements & principles of design. To understand the significance of symbol-logo in communication design and to analyze various types of posters and hoarding designs for creating awareness about branding according to the marketing trends.

A. COURSE OUTCOMES: At the end of the course, students will be able to

- [2104.1]. Acquire knowledge of corporate identity design, its evolution/history, types, importance & role in communicating advertising & marketing.
- [2104.2]. Design logo type & symbol using their creative knowledge to make an integrated Identity of a product /service brand or public welfare initiative for creating a global image.
- [2104.3]. Analyze ideas, concepts and opinions through comprehensive & comparative advertising/ marketing research case studies
- [2104.4]. Design a strong brand identity program with study, analysis and creation of the concept and its Application by using their skills to create stationary of the respective brand.
- [2104.5]. Design creatively conceptualized posters by knowing the difference among the kinds of posters and according to the trend & need in the market for communicating the message.
- [2104.6] Compare the qualities, requirements & characteristics of Poster & Hoarding.

B. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design

practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one’s own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments & Attendance	30
	Jury	10
	Attendance	10
End Term Exam (Summative)	Practical Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

D. SYLLABUS

- Understanding of monogram, logo type and symbol. Their origin, evolution and role in corporate identity and branding.
- Creation of logo symbol – culmination of logo type and symbol into one integrated design for a given product / service brand or public welfare initiative.
- Case study of any one brand identity program and one corporate identity program. Presentation of both in print format and analytical comments from the student regarding the design elements like forms, color, type etc. its derived meanings and association with respect to the brand or corporation. (Presentation in the class can be followed by group discussions.)
- Creation of brand identity program for a given product / service brand. Logo design and its application to create stationery e.g. food chain like Pizza hut or McDonalds' can have logo design followed by its application in Letterhead, Visiting Card, envelope, cutlery, delivery vans, signage's for the outlets, staff uniforms etc.

Poster Design

- Type of posters required for a specific purpose.
- Difference between Poster and Hoarding design
- The elements that should be incorporated in various types of posters and hoardings.

E. TEXT BOOKS

No text books available

F. REFERENCE BOOKS

1. *Charlotte Rivers. (2007). Poster-Art: Innovation in Poster Design. Brighton UK. Rotovision Publication*
2. *Foster, John. (2012).New Masters of Poster Design, Volume Two: Poster Design for This Century and beyond: 2. Pap/pstr edition. London UK. Rockport Publication.*
3. *Carter, David. E. Branding: (2000). The Power of Market Identity. NY USA, Watson Guptill Publication.*
4. *Wasmuht, Barbara. (2008). Branding & Corporate Identity. Saarbrucken, Germany. VDM Verlag Publication.*
5. *Melewar, T. C. & Elifkaraosmanoqlu. (2008). Contemporary thoughts on corporate Branding & Corporate Identity Management. London UK. Palgrave Macmillan.*
6. *Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston MA, USA. Harvard Business School Press.*
7. *Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany. AV Akademikerverlag Publishing.*





8. Vaid Helen. (2003). *Branding: Brand Strategy Design& Implementation of Corporate & Product Identity*. First Edition. NY USA. Watson Guptill Publication.
9. Maeda John, *The Laws of Simplicity*, The MIT Press, 2006.
10. Healey Mathew, *Design DNA-Logos-(300+ international logo demonstrated)*, How Books, 2010.
11. Krause Jim, *The Logo Brainstorm Book*, F&W Media International Ltd, 2012.
12. Sinha Anil, *Ideating Identity*, Maitreya and NID, 2010.
13. Gardener Bill and Hellman Anne, *Logo Lounge7 – 2000 international identities by leading designs*, Rockport Publishers, 2012.



G. SESSION PLAN:

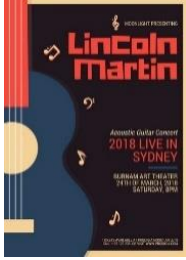

NOTE: Each session is of 4 hour per week. Total hours- 52

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Weeks 1,2	Introduction to Corporate Identity.	To acquire the understanding of Identity & its importance for a Corporate Brand along with its nature and scopes as a tool of communication.	Lecture, Discussions& Demonstrations. Group	[2104.1]	In class assignment, end term jury & examination. Assignment-I a. Identify and Collect the identities of various brands you observe in day to day life and collect information regarding their structure and brand name. Total- 5 in a file format. b. Revamp any one Corporate Identity of your choice. -01 logo with description of both original and revamped.



Weeks 3,4,5	Evolution of Corporate Identity.	<p>To get the knowledge of origin & evolution of Corporate Identity & finding the reasons behind the changes in identities through years.</p> <p style="text-align: center;">Starbucks: An Illustrated History</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>1971 We start by selling coffee beans in Seattle's Pike Place Market.</p> </div> <div style="text-align: center;">  <p>1987 We add handcrafted espresso beverages to the menu.</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>1992 We become a publicly traded company.</p> </div> <div style="text-align: center;">  <p>2011 We mark 40 years and begin the next chapter in our history.</p> </div> </div>	Lecture, Discussions & Demonstrations.	Group [2104.1]	<p>In class assignment, end term jury & examination.</p> <p>Assignment-2</p> <p>a. Make the logo of any famous Indian brand/company showing the past and present changes in it on A3 sheet.</p> <ul style="list-style-type: none"> • 2/3 logo (1st/old & present). <p>b. Show the evolution of identity of any one international brand & revamp the selected corporate identity.</p> <p>Study a Service brand and Design its Corporate Identity.</p>
Week 6	Significance of corporate identity in communication.	<p>To depict the role & importance of identity as a communication tool for creating a strong & weak brand image.</p> <p>To analyze ideas and concept by doing case studies of corporate identity of various brands & analytical comments from the student regarding the design elements like forms, color, type etc. its derived meanings and association with respect to the brand or corporation.</p> <p>Also knowing the difference among various identities representing brands. Such as-</p> <ol style="list-style-type: none"> 1. Logo 2. Symbol <p>Monogram</p>	Lecture, Discussions & Demonstrations.	Group [2104.1]	<p>In class assignment, end term jury & examination.</p> <p>Assignment-3</p> <p>Study about the given product brand, its values, product range & present corporate identity and collect the data in a File Format along with ppt to finding out the concept/psychology behind them.</p>
Week 7,8	Designing	To develop creative concept for	Lecture,	Group [2104.2]	In class assignment,

	<p>Corporate Identity Program & concept generation Branding</p>	<p>corporate identity by generating ideas on the bases of market research and case study in order to revamp the corporate identity of the selected company/ brand/ service</p>  <p>To understand complete set of Branding (accessories design) for creating corporate identity program such as title (name), logo, color palettes, typefaces, collaterals and other visual devices of maintaining visual continuity and brand recognition.</p>	<p>Discussions& Demonstrations.</p>		<p>end term jury & examination. Assignment-4 Design corporate identity of a local brand on the basis of market research. Also design stationary and visual identities for the redesigned corporate identity of the selected brand.</p>
<p>Weeks 10,11</p>	<p>Introduction to Poster.</p>	<p>To understand the basics of Poster design and its elements, evolution and types along with distinguishing from hoarding.</p> 	<p>Lecture, Discussions& Demonstrations. Group</p>	<p>[2104.5] [2104.6]</p>	<p>In class assignment, end term jury & examination. Assignment-6 Revamp a poster of any one selected product or service brand.</p>
<p>Week 12</p>	<p>Principles of Design in Poster Designing.</p>	<p>To utilize layout, headline, baseline & copy in poster</p>	<p>Lecture, Discussions& Demonstrations. Group</p>	<p>[1304.5]</p>	<p>In class assignment, end term jury & examination.</p>

		<p>design.</p> <p>Principle of design in poster.</p> <p>Illustration, typography, abstract,</p>  <p>etc. posters</p>			<p>Assignment-7 Design poster & for an Event.</p>
Weeks 13	Creative process of a designing poster.	To design a conceptual and creatively appealing poster by using principles of design effectively with effective communication of the message.	Lecture, Discussions & Demonstrations.	Group [1304.5]	<p>In class assignment, end term jury & examination.</p> <p>Assignment-8 Design a poster based on any social and environmental issue to raise awareness about it in public eye.</p> 

H. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)
1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 2104.1	Acquire knowledge of corporate identity design, its evolution/ history, types, importance & role in communicating advertising & modern tool of marketing.		2	3	2			1		1			2		2	3	
AA 2104.2	Design/ Create logo type & symbol using their creative knowledge to make an integrated Identity of a product/service brand or public welfare initiative for creating a global image.	3	1	3	2	2	1	1	2	2	1		2	2			2
AA 2104.3	Analyze ideas, concepts as visualizer and team opinions on comprehensive & comparative advertising/ marketing research through case studies	3	3	2				1	1	3	2		2		2		
AA 2104.4	Design a strong brand identity program with study, analysis and creation of the concept and its application by using their skills to create stationary of the respective brand, organization and personal	1		2	2	1			1	1		2	2	2		2	
AA 2104.5	Design creatively conceptualized posters by knowing the difference among the kinds of posters and according to the new trend software & need in the market for communicating the message to society	2	2	2	3	1		1	1	1	2	3	2		2	3	
AA 2104.6	Maintain the qualities, requirements & characteristics of Poster & Hoarding by follow the legal and cultural rules	2	3	2	1		1	1	1	2	2		2	2			



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Environmental Science | CY1003 | 3 Credits | 3 0 0 3 |
Session: Aug 2020 –Dec 2020 | Faculty: Dr. M. Prabhu Inbaraj
Class: BFA II (III Semester)

A. Introduction: This course is offered by Dept. of Chemistry as a Compulsory Course, targeting students who are studying in undergraduate courses of higher education of all branches including Science, Arts, Social Sciences, Design, Business and Commerce, Journalism and Mass Communication. Offers the knowledge of how natural world works, Environmental and natural processes which effects humans and how human activities and developmental processes change the environment and natural systems. Conservation of nature and natural resources, ecosystems and their services, biodiversity loss and its conservation, environmental pollution, effects and control, environmental policies and practices, human communities and the environment. Students are expected to have basic knowledge of science and social sciences for a better learning.

B. Course Outcomes: At the end of the course, students will be able to

[1003.1] Remember environmental components and their processes to make aware and sensitive.

[1003.2] Understand environmental problems concerning with human activities and developmental processes.

[1003.3] Acquire skills for identifying and solving environmental problems.

[1003.4] Apply strategies for conservation of nature and natural resources and to solve the emerging problems related to environmental degradation.

[1003.5] Evaluate physical and chemical processes required for environmental sustainability.

[1003.6] Design developmental plans and strategies in the perspective of sustainable development.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

[PSO.1]: To Recognize and apply the fundamental concepts of chemistry and their applications.

[PSO.2]: To Employ critical thinking and scientific inquiry in the interpretation of theoretical knowledge at a level suitable to succeed at an entry-level position in chemical industry or a post graduate chemistry program.

[PSO.3]: Understand the applications of chemical sciences in the areas of organic synthesis, synthesis of materials, corrosion inhibition, environment sustainability etc.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I (Closed Book)	20
	Sessional Exam II (Closed Book)	20
	In class Quizzes and Assignments, Activity feedbacks (Accumulated and Averaged)	20
End Term Exam (Summative)	End Term Exam (Closed Book)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work in home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

INTRODUCTION Multidisciplinary Nature of Environmental Studies, Scope and importance, concept of sustainability and sustainable development **ECOSYSTEMS** Concept, structure and function, energy flow in an ecosystem, food chain, food webs and ecological succession, examples. **NATURAL RESOURCES (RENEWABLE & NON RENEWABLE RESOURCES)** Land Resources and land use change, Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water(international & inter-state). Energy resources: Renewable and non- renewable energy sources, use of alternate energysources, growing energy needs, case studies **BIODIVERSITY AND CONSERVATION** Levels, Biogeographic zones ,Biodiversity patterns and hot spots, India as a mega-biodiversity nation; Endangered and endemic species, threats, conservation, biodiversity services **ENVIRONMENTAL POLLUTION** type, causes, effects, and controls of Air,Water, Soil and Noise pollution, Nuclear hazards and human health risks, ill effects of fireworks, Solid waste management, case studies **ENVIRONMENTAL POLICIES & PRACTICES** Climate change, global warming, ozonelayer depletion, acid rain, Environment laws, International agreements, nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context **HUMAN COMMUNITIES AND THE ENVIRONMENT** Human population growth, human health and welfare, Resettlement and rehabilitation, case studies, Disaster management, Environmental ethics, Environmental communication and public awareness, case studies, Field work and visit.

F. TEXT BOOKS

T1. Rajagopalan, R., Environmental Studies: From Crisis to Cure, Oxford University Press, 2016.T2. De, A. K. *Environmental Studies*, New Age International Publishers, New Delhi, 2007.

T3. Bharucha, E., *Text book of Environmental Studies for undergraduate courses*, Universities Press, Hyderabad, 2nd Edition,2013.

G. REFERENCE BOOKS

R1. Gadgil, M., & Guha, R. *This Fissured Land: An Ecological History of India*. Univ. of California, Press, 1993.R2. Carson, R. *Silent Spring*. Houghton Mifflin Harcourt, 2002.

R3. Groom, Martha J., Gary, K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: SinauerAssociates, 2006.

R4. Singh, J.S., Singh, S.P., Gupta, S.R. Ecology, Environmental Science and conservation. S. Chand Publishing, NewDelhi, 2014.

R5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). *Conservation Biology: Voices from the Tropics*. John Wiley & Sons, 2013.

H. Lecture Plan:

Lec No	Topics	Session Outcome	Mode of Delivery	CorrespondingCO	Mode of Assessing the Outcome
1	Introduction to Environmental Studies: multidisciplinary nature of environmental studies	Explain about environment and its processes and to interpret as multidisciplinary subject	Lecture	1003.1	In Class Quiz Mid Term I End Term
2	Scope and importance, concept of sustainability and sustainable development	Recall concept of sustainability, Explain sustainable development, Scope and importance of environmental science	Lecture	1003.1	Mid Term I End Term
3,4	Ecosystem: concept, structure and function, Energy flow in an ecosystem, food chain, food webs	Explain ecosystem with structure, flow of energy, nutrients cycling in the ecosystem, food chain and food webs	Lecture	1003.1	In Class Quiz Mid Term I End Term
5,6	Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem (Ponds, Streams, Lakes, River, Oceans, Estuaries)	Explain different type ecosystem with examples of terrestrial and aquatic ecosystem and their importance	Lecture	1003.1	In Class Quiz Mid Term I End Term
7,8	Ecological succession, Natural Resources (Renewable & Non Renewable Resources): Land Resources and land use change, Land degradation	Recall Ecological succession and its type, Explain different Natural Resources including Land Resources and land use change	Lecture	1003.1	In Class Quiz Mid Term I End Term
9	Soil erosion and desertification	Recall soil degradation by erosion and desertification	Lecture	1003.2	Mid Term I End Term
10	Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations	Recall Deforestation processes and their impact on the environment and biodiversity	Lecture	1003.2	Mid Term I End Term
11	Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).	Recall distribution and consumption pattern of water across the world and its related environmental issues including overexploitation and conflicts	Lecture	1003.2	In Class Quiz Mid Term I End Term

12	Energy resources: Renewable and Non-renewable energy sources	Recall different Energy resources including coal, oil, nuclear and their environmental impacts on the environment and on human health	Lecture	1003.2	Mid Term I End Term
13	Use of alternate energy sources	Explain other energy resources including solar, water, wind, geothermal and hydrogen energy for sustainability.	Lecture	1003.2	Mid Term I End Term
14	Growing energy needs, case studies	Recall energy demand and supply in different sector and their environmental concern	Lecture	1003.2	Mid Term I End Term
15,16	Biodiversity and conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India	Recall different variety and variability of plants and animals Explain different type of biodiversity and Biogeographic zones of India	Lecture	1003.3	In Class Quiz Mid Term II End Term
17	Biodiversity patterns and global biodiversity hot spots	Compare biodiversity at national and global level and ecological hotspots for their respective biodiversity	Lecture	1003.3	Mid Term II End Term
18	India as a mega-biodiversity nation; Endangered and endemic species of India	Recall different mega-diversity nation including India Describe different Endangered and endemic species of India	Lecture	1003.3	Mid Term II End Term
19	Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions	Explain biodiversity loss and their reasons, Explain biological invasive species and their impact on biodiversity	Lecture	1120.3	Mid Term II End Term
20	Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value	Explain the goods and services provided by biodiversity and the ecosystem	Lecture	1003.4	Mid Term II End Term
21	Conservation of biodiversity: <i>In-situ</i> and <i>Ex-situ</i>	Explain different measures of conservation of biodiversity, Description of National parks, wildlife sanctuaries etc.	Lecture	1003.4	Mid Term II End Term
22	Environmental pollution: type, causes, effects, and controls of Air Pollution	Recall air pollution and their effects and explain different air pollutants and their impacts on environment and human health	Lecture	1003.5	Mid Term II End Term

23	ill effects of fireworks , Controls of AirPollution	Describe harmful impact of fireworks and control methods of air pollutants like ESP, Scrubber	Lecture	1003.5	Mid Term II End Term
24	Type, causes, effects of Water Pollution	Describe water pollutants and their effects, BOD, COD, water quality parameters, DO, TSS	Lecture	1003.5	Mid Term II End Term
25	Controls of Water Pollution	Describe conventional and advance methods for prevention and control of water pollution	Lecture	1003.5	Mid Term II End Term
26	Causes, effects of Soil and Noise Pollution, Nuclear hazards and human health risks	Explain the Causes, effects of Soil and Noise Pollution, Nuclear hazards and human health risks	Lecture	1003.5	Mid Term II End Term
27	Solid waste management: control measures of urban and industrial waste, Pollution case studies,	Describe different type of solid waste and their methods of management	Lecture	1003.5	Mid Term II End Term
28,29	Environmental Policies & Practices: Climate change and global warming, International agreements: Kyoto protocols and Convention on Biological Diversity (CBD)	Recall of environmental pollution with some case studies, Describe sources and effects of greenhouse gases in global warming and climate change and their environmental impact, Explain different treaties for reduction of greenhouse gases and conservation of biodiversity	Lecture	1003.6	Mid Term II End Term
30,31	Ozone layer depletion, Montreal protocols, Acid rain and impacts on human communities and agriculture	Explain the importance of ozone layer and causes of its depletion, control measures, Describe the Acid Rain with its effects and control	Lecture	1003.6	In Class Quiz End Term
32,33	Environment laws; Water (Prevention and control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Environmental Protection Act,	Describe the provision of Water Act, 1974, Air Act, 1981 for prevention and control of water and air pollution, Explain EPA, 1986	Lecture	1003.6	End Term
34,35	Wildlife Protection Act, Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context, Human	Describe the provision of Wildlife Protection Act, Forest Conservation Act, Explain Nature reserves, tribal populations and rights, and	Lecture	1003.6	In Class Quiz End Term

	communities and the Environment: Human population growth: impact on environment	human wildlife conflicts in Indian context, impact of population growth on environment			
36, 37	Human health and welfare, Resettlement and rehabilitation of project affected persons; case studies, Disaster management: flood, earthquake, cyclone and landslides	Explain human health with respect to environment, measures of disaster management, Describe natural disasters and their impact	Lecture	1003.6	In Class Quiz End Term
38	Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan,	Describe different movement in Indian continents for conserve environment and their socio-economic importance	Lecture	1003.6	End Term
39, 40	Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Revision on Ecosystem and Natural Resources	Describe role of ethics in preservation and conservation of environment, environmental awareness programme, green energy concept and revision	Lecture	1003.6	End Term
41-42	Revision on Biodiversity & Conservation, Environment Pollution and Environmental Policies	Revision for preparation for end term exam	Lecture	1003.6	Class quiz End Term

I. Course Articulation Matrix: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
CY 1003.1	Remember environmental components and their processes to make aware and sensitive.		1	3			3	2	1	1	1
CY 1003.2	Understand environmental problems concerning with human activities and developmental processes.	2		1	1	2	3	2			2
CY 1003.3	Acquire skills for identifying and solving environmental problems.		1	2	2		3		2	2	
CY 1003.4	Apply strategies for conservation of nature and natural resources and to solve the emerging problems related to environmental degradation.	3				2	3	3	1	1	1
CY 1003.5	Evaluate physical and chemical processes required for environmental sustainability	3	2	1	1	3	3	2	3	3	1
CY 1003.6	Design developmental plans and strategies in the perspective of sustainable development.	2	1	2	1	3	3	2	3	1	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Publication Design-I | AA 2106 | 2 Credits | 1 0 2 2 |
Session: July 2020 – Nov 2020 | Faculty: Ms Aashita Judson
Class: BFA I III Semester

A. INTRODUCTION: This course introduces students to apprehend the concepts of layouts designing in the publication media which covers everything from magazines, newspapers and books to annual reports, product catalogues, newsletters, journals and everything in between. Publication design is a diverse area in this students evaluate its importance in communication with various functional and structural design aspects. At present this course has scope in News channels, Newspaper, Advertisement industry, Print Industry, Web designing industry etc.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[2106.1]. Depict the steps involves in creating the books with the basic principles and elements of design using all necessary tools of construction.

[2106.2]. Analyze a basic understanding and develop the basic skills regarding concept development for a Press Layout design.

[2106.3]. Interpret various steps involves in creating a design from thumbnails to the final print.

[2106.4]. Compare about the different types of publication design such as Magazines, Newspaper, Book etc.

[2106.5]. Choose the suitable printing technology as per the product and its cost effectiveness.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem/Test	20
End Term Jury (Summative)	In class Assignments	40
	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given	

Homework/ Home Assignment
(Formative)

on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester. There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

Magazines: Introduction to different types of magazines, Regular Book / Magazine cover Design, Wild life book or Sports book or a Company's profile book (Annual Report), Story Book Cover Design, Magazine Cover Design based on Fashion, Interiors or Architecture. **Press Layout: Newspaper advertisement** for public welfare like pollution (air/water/sound), save forest, energy conservation and any other issues related to environmental, traffic rules etc. Four Color/ Size: 300sq. cms.(15cms x 20cms) Vertical or horizontal. **Magazine advertisement** for consumer durables any home appliances like refrigerator, washing machine, microwave, mixer/grinders, air conditioners etc. Four Color/ Size: double spread (horizontal) India Today. Newspaper advertisement for consumer durables like mobiles, watches, Automobiles etc. Four Color/ Size: 600sq. cms. (15cms x 20cms) Vertical or horizontal.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Timothy Samara, Making and Breaking the Grid, Rockport Publishers, Inc., 2005.
- R2. Kimberly Elam, Grid Systems, Princeton Architectural Press, 2004.
- R3. Dypress Books, Amazing Layout Design, CYPI Press, 2014.
- R4. Lori Siebert & Ballard Kisa, Making a Good Layout, F&W Publications. Inc., 1992.
- R5. Cullen Kristin, Layout Workbook, Rockport Publishers, Inc., 2005.
- R6. E. Carter David, The big book of layouts, Collins Design, 2006.
- R7. Wolf Henry, Visual thinking, American Book Company, 1988.
- R8. Evans Poppy, Publication design, Change Learning, 2006.
- R9. Eldridge Kiki, 1000 Bags, tags & labels, Rockport, 2009.
- R10. Appetit Bon, 46 Publication design annual, Rockport, 2000.
- R11. Peteet Sibley, The best of business card design, Rockport, 2008.
- R12. Hightone, Big business layout, Bast ford, 2010.
- R13. Dypress, Amazing layout design, Cypi Press, 1989.
- R14. Cullen Kristin, Layout workbook, Rockport, 2005.
- R15. Siebert Lori, Ballard Lisa, Making good layout, North light Books, 1992.
- R16. Sundae Li, Pioneers layout design, SP Sendpoints, 2000.
- R17. Comfort Love, Adam Withers, The complete guide to self publishing, Waston Cuptill, 2015.
- R18. Wills F.H, Fundamentals of layout, Dover Publications, Inc., 1965.

R19. Wheildon Colin, Type and layout, Business India Publication Ltd, 1984.

H. SESSION PLAN:

Lec No.	TOPICS	Session Outcomes	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
I	What is Publication Design. Historical aspect of PD.	Basic knowledge to the meaning of Publication and understanding of origins of written and visual language.	Lecture, Group discussions, presentations.	[2106.1]	In class Assignments, End Term Jury
2,3	Principles and Elements of Publication Design.	This lecture addresses color and color psychology and discusses color systems and their application.	Lecture, Group discussions, Presentation	[2106.1]	In class Assignments, End Term Jury
4,5,6	Explain how grids function and how design principles are applied to type and other design elements in page layout.	Understanding the importance of grids in providing unity and flow in a publication.	Lecture, Group discussions	[2106.4]	In class Assignments, End Term Jury
7,8,9	Introduction to Press advertisements layouts and its different types with visual reference of different sizes and typography.	Explains how grids function and how design principles are applied to type and other design elements in page layout.	Lecture, Group discussions	[2106.4]	In class Assignments, End Term Jury
10.11.12	Understanding Type in Publication Design.	Importance of a rough visual and a finished book layout.	Lecture, Group discussions	[2106.3]	In class Assignments, End Term Jury,

13,14,15	Using Colour Effectively in Publication design.	Presence an overview of the principles and elements of design and how they are applied to publications and in support of a communication goal.	Lecture, Group discussions,	[2106.2].	In class Assignments, End Term Jury
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I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	
AA 2106.1	Depict the steps involves in creating the books with the basic principles and elements of design using all necessary tools of construction.	1			2		2		2			2	2					
AA 2106.2	Analyze a basic understanding and develop the basic skills regarding concept development for a Press Layout design.		1	2					1	2	2							3
AA 2106.3	Interpret various steps involves in creating a design from thumbnails to the final print.			2		1						1						1
AA 2106.4	Compare about the different types of publication design such as Magazines, Newspaper and book etc.	2			3				2			2	2				1	2
AA 2106.5	Choose the suitable printing technology as per the product and its cost effectiveness.	1		2		2		1	1		1	2		1		1		3



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Typography-III | AA 2107 | 2 Credits | 1 0 2 2 |
Session: July 2020 – Nov 2020 | Faculty: Ms Dechen Angmo
Class: BFA I III Semester

J. INTRODUCTION: This Course introduces significance of Typography for advance communication in different mediums. It explores more into expressive aspects of typography, emphasizing on letterforms, layout & color choices that can create an impact on the reader in present advertising scenario.

K. COURSE OUTCOMES: At the end of the course, students will be able to

[2107.1]. Interpret a critical vision for Typographic Design and its application for effective visual communication among consumers and advertisers.

[2107.2]. Develop a basic skill & proficiency in reading & writing creative typography for creating effective sustainable layouts for Outdoors.

[2107.3]. Analyze Typography as the USP of an advertisement of global standards and enhancing the brand recall for long.

[2107.4]. Demonstrate an understanding of letterforms with critical analysis on its construction making it effective to connect people by understanding their psychology.

[2107.5]. Modify type through Optical & Mechanical spacing making it more readable on all surfaces of commercial art.

L. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

M. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
	Time Problem/Test	20
Internal Assessment (Summative)	In class Assignments	40
End Term Jury (Summative)	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework/ Home Assignment
(Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

N. SYLLABUS

Expressive Power of Typography: Typography Title for a Book/ Novel/ Film. Poster/ Show Card for a musical store. Copy Oriented Magazine advertisement

O. TEXT BOOKS

[No Text Books for this Course]

P. REFERENCE BOOKS

1. Heller, Steven. (2007). *New Vintage Type: Classic Fonts for the Digital Age*. NY USA. Watson Guphill Publication
2. Friedl Friedrich , Nicolaus OH & Stein Bernard (1998), *Typography: An Encyclopedia survey of Type Design & Techniques throughout History*, NY USA, Black Dog & Levnthal Publishers INC
3. Lewis John, (2007), *Design & Practice, Typography*, Huddersfield UK, Jeremy Mills Publishing
4. Strizver Ilene (2013), *Type Rules: The Designers Guide to Professional Typography* 4th Edition, NY USA, John Wiley & Sons Publishing,

Q. SESSION PLAN:

Session No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2	Application of Typography	Brief Introduction to different forms of Typography students were acquainted with the interpretation and execution of expressions in typography using design sense and aesthetic appeal to make it look appropriate.	Live Studio based Demonstrations/ PowerPoint Presentations	[2107.1]	Internal Assessment & Jury Assignment 1: Callipattern: Design a Callipattern using any font.
3,4,5,6	Type Construction & Font Formation	To familiarize students mechanical and optical spacing in Letters and develop the learning of analytical construction with design of a	Live Studio based Demonstrations/ PowerPoint Presentations	[2107.4] [2107.5]	Internal Assessment & Jury Assignment 2 a: Personal Monogram: Combine the two typographic characters representing the initials of your first name and last names to create a ligature that serves

new font with varied sizes.

as your monograph.

Assignment 2 b: Type as Pattern: Create a pattern using a single letter from one typeface. Apply the pattern on:

- I. Shopping bag
- Shoebox etc.

7.8	Expressive Type	To make students understand the expressions and thoughts being delivered through Typography using visual references.	Live Demonstrations/ Presentations	Studio based PowerPoint	[2107.2]	Internal Assessment & Jury Assignment 3: Manipulate typography so that its form reflects its meaning.
9,10	Typographic Pictures	To introduce Typography as the most pleasing and powerful mode of gaining attention.	Live Demonstrations/ Presentations	Studio based PowerPoint	[2107.2]	Internal Assessment & Jury Assignment 4: Create a picture using type only.
11,12	Design Your Poster	To acknowledge impact of typography in Poster keeping in view its key elements and principles of design involved.	Live Demonstrations/ Presentations	Studio based PowerPoint	[2107.2]	Internal Assessment & Jury Assignment 5: Design a poster that includes text and numbers from a fortune cookie.
13,14	Magazine Advertisement (Copy based)	To introduce the conceptual design of an advertisement with a visual emphasis on Typography.	Live Demonstrations/ Presentation	Studio based PowerPoint	[2107.3]	Internal Assessment & Jury Assignment 6: Design a type-driven based magazine double spread page on the work of an important type designer.

R. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	
2107.1	Interpret a critical vision for Typographic Design and its application for effective visual communication among consumers and advertisers.		2									2						2
2107.2	Develop a basic skill & proficiency in reading & writing creative typography for creating effective sustainable layouts for Outdoors.								1			1						3
2107.3	Analyze Typography as the USP of an advertisement of global standards and enhancing the brand recall for long.												1					1
2107.4	Demonstrate an understanding of letterforms with critical analysis on its construction making it effective to connect people by understanding their psychology.		2									1						1
2107.5	Modify type through Optical & Mechanical spacing making it more readable on all surfaces of commercial art.											1						1



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Illustration-I | AA2150 | 2 Credits | 1 0 2 2 |
Session: Aug 2020 –Dec 2020 | Faculty: MR. Deepak Singh
Class: BFA II (III Semester)

A. Introduction: This course enables students to create a story through a composition of visual elements and principles through sequential illustrations and develops the ability to communicate through creative control of words, visuals. This course has enough scope in the film industry, ad films, documentary films, animated films and comic book illustration.

B. Course Outcomes: At the end of the course, students will be able to:

[2150.1]. Identifying the importance and exploring the skills of illustration in advertising medias.

[2150.2]. Interpret the concept through illustration and organize the ideas in relation to the project which also contributes in enhancing skills required for employability.

[2150.3]. Demonstrate an understanding of the principles of Illustration: Visual Hierarchy, Repetition, Unity, Contrast, Dynamics, Emphasis.

[2150.4]. Developing the ideas and concept for Animation.

[2150.5]. Reflect the learning of narrative features in Illustration and importance of pre-production work.

C. PROGRAM OUTCOMES:

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal	Time Problem	20
(Summative)	Assessment In Class Assignments	40
End Term Jury	End Term Jury	40
(Summative)	Total	100
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination.	
(Formative)	The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
(Formative)		
Homework/ Home	Assignment	NIL
(Formative)		

E. SYLLABUS

Character Design- Study of Lines, its strength and forces. Creating of a Scene/ Frame/ Background.
Study the skill of rendering, Color Sense, Situation wise, Create atmosphere, and symbolic elements.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. Wigan Mark, *Basic Illustration Text and Image*, Ava Academia, 2008.
2. Pattanaik Devdutt, Jaya, *Illustrated retelling of the Mahabhart*, Ava Academia, 2009.
3. Pranjape Ravi, *The World of My Illustrations*, Jyotsna Prakashans, 2013.
4. Gray Peter, *The Essentials of Drawing*, Laurence Publishing, 2009.
5. Hall Andrew, *Illustration*, Laurence Publishing, 2011.
6. Dawber Martin, *Big Book of Contemporary Illustrations*, Pankaj International, 2009.
7. Wang Shaoqiang, *Infinite Illustration*, Prgeone, 2014.

H. SESSION PLAN Each hour is of 3 hour per week. Total hours- 42

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week I,	Introduction of Various topics and its relevance in elective	Make students familiar with Illustration, typography, Digital publication,	Lecture, Group discussions, presentations, Demonstrations.	[2150.2] [2150.3] [2150.4]	In class Assignments, End Term Jury

Week 2, 3, 4, 5, 6,	Introducing Character Development and its application in advertising medias.	Visualization, photography and exhibition design as the elaborative art form. To familiarize students with step by step practice of Character Design with different Camera angles, Gestures, nature, expressions etc.	Lecture, Group discussions, Demonstrations	[2150.1] [2150.2] [2150.3] [2150.4]	In class Assignments, End Term Jury Ass.No.01a Illustration with Rendering of Magazine Layout for any Product.
Week 7, 8, 9	Explanation of Character Design with reference to color theory, techniques for Creating backgrounds.	Make students interpret the significance of Illustration in advertising in order to achieve product sale.	Lecture, Group discussions, Demonstrations	[2150.2] [2150.3]	In class Assignments, End Term Jury Ass.No.03 Illustration for Press Layout. Amazon, Myntra, and any political ad
Week 10, 11, 12	Introducing illustration typography advertising. fashion with in	To acquaint students with a creative perception of frame wise illustration in sync with the script & camera angles.	Lecture, Group discussions, Demonstrations	[2150.1] [2150.4] [2150.5]	In class Assignments, End Term Jury Ass.No.04 Illustration for Double Spread Fashion Magazine.

Week 13, 14	Illustration Publication Design.	In To make students understand how fashion illustration came into existence and how far is it influential in publication design	Lecture, Group discussions, Demonstrations	[2150.1] [2150.2] [2150.3] [2150.4] [2150.5]	In class Assignments, End Term Jury Ass.No.04 Illustration for Mythology Book Jacket
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I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
[2150.1]	Identifying the importance and exploring the skills of illustration in advertising medias.	1	1	1	2	1	2		2	3	2	3	3	2	3	3	2
[2150.2]	Interpret the concept through illustration and organize the ideas in relation to the project which also contributes in enhancing skills required for employability.	1	1	1	1				1	1	1		2	2	2	2	2
[2150.3]	Demonstrate an understanding of the principles of Illustration: Visual Hierarchy, Repetition, Unity, Contrast, Dynamics, Emphasis.	1	1	1	2		1	2	1	1		1		1	2	1	
[2150.4]	Developing the ideas and concept for Animation.		1	1	2	1	2	2	3	2	2	3		1	2	2	3
[2150.5]	Reflect the learning of narrative features in Illustration and importance of pre-production work.	1	1	2	2	1	2	2	3	1	1	3		2	2	3	



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Design & Photography -I | AA2151 | 3 Credits | 1 0 2 2 |
Session: July 2020 – Nov 2020 | Faculty: MR. UMA SHANKAR PRABHAKAR
Class: BFA II (III Semester)

C. INTRODUCTION: This course helps students to understand the step by step process in photography. It also provides the introductory knowledge about the different lighting techniques, use in different applications like table photography, relationship in advertising, lighting and set designing in Photography, architectural lighting and experimenting with various accessories used in micro photography. Student can make photography as a professional career in the field of advertising, direction. Photography helps students to enhance the research in various campaigns used for designing in advertising agencies.

D. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[2151.1]. Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography.

[2151.2]. Practice the handling of the camera and its functions such as aperture, shutter speed and ISO for framing of actions and ideas of nature and basic concepts of art and design.

[2151.3]. Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long leaning.

[2151.4]. Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.

[2151.5]. Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.

E. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. DESIGN KNOWLEDGE: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. CRITICAL THINKING: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. DESIGN / DEVELOPMENT OF SOLUTIONS: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. MODERN TOOL USAGE: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. SOCIAL INTERACTION: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

F. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	In Class Assignment	40
	End Term Exam (Summative)	40
	Total	100
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The	

(Formative)
Make up Assignments
(Formative)

allowance of 25% includes all types of leaves including medical leaves.
Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home
Assignment (Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

G. SYLLABUS

- Basics of photography – ISO, Shutter speed, Aperture
- Fundamentals of product photography
- Study of various Lighting Methods for Indoor and Outdoor Shoots
- Product Photography in relevance to Advertising Design
- Editing Photos on Software like Adobe Lightroom, Photoshop etc.

H. TEXT BOOKS

[No Text Books for this Course]

I. REFERENCE BOOKS

- Freeman John, *The photographer's manual*, Hermes House, 1993.
- Tomang, *Digital photography*, D K pub, 2012.
- Tomang, *Digital photography step by step*, D K pub, 2011.
- Cortaville Saraya, *Portrait photography*, Crowood Press, 2013.
- Clements John, *A comprehensive guide to digital landscape photography*, AVA, 2000.
- Doug Harman, *The digital photography handbook*, Quarry Books, 2014.

J. SESSION PLAN: (Each Session is of 3 hrs./ week; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome

Week 1-2	Basics of photography	Introduction to basics of photography like ISO, Shutter speed, Aperture,	Presentations & Group Discussions	[2151.1]	Internal Assessment & End Term Exam (Summative)
Week 3	Camera Parts, Accessories & Camera handling	To introduce them with the physical properties of camera and its accessories	Presentations & Group Discussions	[2151.3]	Internal Assessment & End Term Exam (Summative)
Week 4	Compositional Theories and principles of Photography in Design	To acquaint students with the fundamentals of product photography for the use in advertisements and other medias of advertising	Presentation and Group discussion	[2151.2]	Internal Assessment & End Term Exam (Summative)
Week 5	Types of Photography in relevance to Advertising Design	To make students aware about the important aspects of photography in advertising	Presentations & Group Discussions	[2151.3]	Internal Assessment & End Term Exam (Summative)
Week 6,7	Photo-journalism	To introduce to students about the importance of Photography in Journalism.	Presentations & Group Discussions	[2151.4]	Internal Assessment & End Term Exam (Summative)
Week 8	Editing Photos on Software	Make familiar to students with photo editing software like Photoshop, lightroom	Presentations & Group Discussions	[2151.5]	Internal Assessment & End Term Exam (Summative)

K. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA2151.1	Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography.	1	1		1								1		1		
AA2151.2	Practice the handling of the camera and its functions such as aperture, shutter speed and ISO for framing of actions and ideas of nature and basic concepts of art and design.	1		1	2						1		1			1	1
AA2151.3	Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long learning..	1		1	1						1		1	1	1	1	
AA2151.4	Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.	1	2	1	1			1	1	1	1	1	1	1	1	1	1
AA2151.5	Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1

I- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Theory of Visual Communication Design-III | AA 1501 | 3 Credits | 3 0 0 3 |
Session: July 2020 – Nov 2020 | Faculty: Ms Dechen Angmo
Class: BFA III V Semester

A. INTRODUCTION: This Course introduces the significance of visual elements in designing Print Media as an effective tool for communication to attain mass perception and retention.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1501.1]. Interpret the relevance of Print media in commercial art to achieve the desired communication of thoughts & ideas.

[1501.2]. Demonstrate and comprehension of fundamental techniques used in Newspaper for an effective approach to reach conclusions in group settings.

[1501.3]. Analyze basic concepts of Magazines mediating steps involved in Editing and Publishing keeping in view all technological changes.

[1501.4]. Examine the impact of books in an effective narration of creative ideas enabling lifelong learning.

[1501.5]. Describe the role of Media Planning in order to place advertising message to the masses connecting world with Design.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. **Individual and team work:** Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	In Class Discussion/ Assignment/Quiz	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Newspaper: Brief History, Types of Newspapers, Newspaper as an advertising media. Use of Newspaper as a means of Visual Communication. Magazine: Brief History, 19th and 20th century magazines. Magazine as an advertising media. Use of Magazine as a means of Visual Communication. Books: Brief History of books, 16th Century and Early 19th Century.

Modern Book., Types of the Book, Use of Books as a means of Visual Communication. OOH (Out of Home) Media: Merchandising Media and Point of Sale Material, Direct Mail, New Medias.

F. TEXT BOOKS

- Hope, Diane S. & Barnes Susan B, *Visual Communication: Perception, Rhetoric, and Technology*, NY USA, Hampton Press Publishing, 2005.
- Williams, Rick & Newton, Julianne, *Visual Communication: Integrating Media, Art & Science* London, UK, Routledge Communication Publishing, 2007.
- Hilligoss, Susan, *Visual Communication: A writer's guide*, Boston MA. USA Addison- Wesley Publishing, 1999.
- Bergstrom, BO, *Essentials of Visual Communication*, London UK, Lawrence King Publishing, 2009.
- Mandav, Pradeep, *Visual Communication*, New Delhi, India, Neha Publishers, 2005.
- Mathur, Pratish K, *Visual Communication, Beyond Words* London UK, GNOSIS Editions, 2006.
- Kenneth. L. Smith, Sandra Moriarty, Keith Kenney & Gretchen Barbatsis, *Handbook of Visual Communication: Theory, Methods & Media*, London UK, Routledge Communication Publishers, 2004.
- Morgan, John & Welton, Peter, *See What I Mean, 2ED: An Introduction to Visual Communication*, London, UK, Hodder Education Publishing, 1992.
- SHH Kazmi, *Advertising and Sales Promotion*, Satish K Batra, (3e), Anurag Jain Publisher, 2008.

G. REFERENCE BOOKS

- A Gupta, *Principles of Advertising (Concept and Theories)*, Cyber Tech Publications, 2014.
- Donald W. Jugenheimer, Samuel D. Bradely, Larry D. Kelly, Jerry C. Hudson, *Advertising and Public Relations Research*, Asoka K. Ghosh Publisher, 2010.
- IAN BRACE, *Questionnaire Design*, Kogan Page Ltd, 2004.
- Charles Harold Sandage, *Advertising Theory and Practice*, Richard D Irwin, Inc, 1955.
- William D. Wells, Burnett John, Moriarty Sandra, *Advertising (principles and Practice) (seventh edition)*, Dorling Kindersley Publisher, 2006.
- Himpe Tom, *Advertising*, Chronicle books, 1970.
- Phaidion, *Rewind forty years of design & advertising*, Phaidon, 2002.

H. SESSION PLAN: (Each Session is of 5 hrs/ week; Total 40 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Print Media: Introduction	To acquaint students with different types of advertising Media and introduce what is Print Media Advertising.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
2	Types of Print Media	To introduce students with various forms of medium used in advertising print media.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)

3	Types of Print Media	To introduce students with various forms of medium used in advertising print media.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
4	Origin of Print Media	To acquaint students how print media is originated in advertising field.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
5	Origin of Print Media	To acquaint students how print media is originated in advertising field.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
6	Advantages and Disadvantages of Print Media	To familiarize students with the pros and cons of using different medium of printing advertising.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
7	Introduction to Newspaper	To introduce students Newspaper as a medium in print media advertising.	Lecture	[1501.2] [1501.5]	Internal Assessment & End Term Exam (Summative)
8	Origin of Newspaper	To acquaint students how newspaper originated in advertising field.	Lecture	[1501.2] [1501.5]	Internal Assessment & End Term Exam (Summative)
9	Types of Newspaper	To introduce students with various types of Newspaper as an effective tools of advertising medium.	Lecture	[1501.2] [1501.5]	Internal Assessment & End Term Exam (Summative)
10	Newspaper Advertising	To introduce students what is Newspaper Advertising as an effective print media of advertising & communication	Lecture	[1501.2] [1501.5]	Internal Assessment & End Term Exam (Summative)
11	Characteristics of	To make students	Lecture	[1501.2]	Internal Assessment &

	Newspaper Advertising	aware about characteristic features that make Newspaper an effective visual communication tool.		[1501.5]	End Term Exam (Summative)
12	Pros & Cons of Newspaper Advertising	To familiarize students with the pros and cons of using newspaper advertising as an important medium of printing advertising.	Lecture	[1501.2] [1501.5]	Internal Assessment & End Term Exam (Summative)
13	Magazines	To introduce Magazines with its different types emphasizing the origin and need of it in 19 th & 20 th century	Lecture	[1501.3] [1501.5]	Internal Assessment & End Term Exam (Summative)
14	Origin of Magazines	To introduce Magazines with its different types emphasizing the origin and need of it in 19 th & 20 th century	Lecture	[1501.3] [1501.5]	Internal Assessment & End Term Exam (Summative)
15	Types of Magazines	To introduce students with various types of Magazine as an effective tools of advertising medium.	Lecture	[1501.3] [1501.5]	Internal Assessment & End Term Exam (Summative)
16	Magazines Advertising	To introduce students what is Magazine Advertising as an effective print media of advertising & communication	Lecture	[1501.3] [1501.5]	Internal Assessment & End Term Exam (Summative)
17	Characteristics of Magazines Advertising	To make students aware about characteristic features that make Magazine an effective visual communication tool.	Lecture	[1501.3] [1501.5]	Internal Assessment & End Term Exam (Summative)
18	Advantages &	To familiarize students	Lecture	[1501.3]	Internal Assessment &

	Disadvantages of Magazines Advertising	with the pros and cons of using magazine advertising in printing advertising.		[1501.5]	End Term Exam (Summative)
19	Books	To acknowledge Books and its narrative structure empowering Visual communication.	Lecture	[1501.4]	Internal Assessment & End Term Exam (Summative)
20	Origin of Books	To acquaint students with the origin of books in Visual communication.	Lecture	[1501.4]	Internal Assessment & End Term Exam (Summative)
21	Types of Books	To introduce students with various types of Books as an effective tool of visual communication.	Lecture	[1501.4]	Internal Assessment & End Term Exam (Summative)
22	Books Sizes	To acquaint students with different sizes of books in visual communication design.	Lecture	[1501.4]	Internal Assessment & End Term Exam (Summative)
23	Out of Home Advertising	To introduce students with Out of Home media as an effective communication in advertising field.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
24	History of OOH Advertising	To acquaint students the origin of Out of Home media in advertising process.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
25	Types of OOH Advertising	To familiarize students with Out of Home media and its types knowing the significance of its design principles for effective communication.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
26	Advantages & Disadvantages of OOH Advertising	To understand the students how Out of Home media's benefits in advertising a product	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)

		or service.			
27	Introduction of Merchandising	To introduce students with Merchandising media as an OOH Advertising.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
28	What is Retailing	To explain and acquaint students with importance of retailing in Merchandising Media.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
29	Techniques of Merchandising	To acquaint students the techniques used in Merchandising a product in retailing marketing.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
30	Point of Purchase	To familiarize students with POP as an effective sales promotion tool in Merchandising Media.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
31	Types of POP	To acquaint students with the	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
32	Difference between POP and Point of Sale	To acquaint students with Out of Home media and its types knowing the significance of its design principles for effective communication.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
33	Direct Mail Advertising Introduction	To acquaint students with Direct Mail medium of print media advertising as an effective visual communication tool.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
34	Types of Direct Mail Advertising	To explain students' various types of Direct Mail knowing the significance of its design principles.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)

35	Advantages & Disadvantages of Direct Mail	To acknowledge students the pros and cons of using direct mail media as an integrated marketing process.	Lecture	[1501.1] [1501.5]	Internal Assessment & End Term Exam (Summative)
36	New Media	To introduce how Innovative media with new technology go hand in hand?	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
37	Origin of New Media	To acquaint students with the origin of New Media and difference between traditional medium.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
38	Types of New Media Advertising	To explain students' various types of New media advertising knowing the significance of its design principles.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
39	Types of New Media Advertising	To explain students' various types of New media advertising knowing the significance of its design principles.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)
40	Pros & Cons of New Media Advertising	To acknowledge students the pros and cons of using new media as an effective tool in advertising media.	Lecture	[1501.5]	Internal Assessment & End Term Exam (Summative)

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1501.1	Interpret the relevance of Print media in commercial art to achieve the desired communication of thoughts & ideas.	1		1	3				2	3	2		2	1		3	
AA 1501.2	Demonstrate and comprehension of fundamental techniques used in Newspaper for an effective approach to reach conclusions in group settings.	1		2	2					1			1				
AA 1501.3	Analyze basic concepts of Magazines mediating steps involved in Editing and Publishing keeping in view all technological changes.	1		1	3	1			1	2			2	1		3	
AA 1501.4	Examine the impact of books in an effective narration of creative ideas enabling lifelong learning.	2		1					1				3				
AA 1501.5	Describe the role of Media Planning in order to place advertising message to the masses connecting world with Design.	3			1	2			1	2			1		2	2	

2- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Theory Advertising-III | AA 1502 | 3 Credits | 3 0 0 3 |
Session: July 2020 – Nov 2020 | Faculty: Ms Aashita Judson
Class: BFA III (V Semester)

A. INTRODUCTION: This course introduces advertising as a tool for publicity and mass communication and to understand the concept of marketing and interrelation between advertising and marketing for achieving objectives in economic way.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1502.1]. Depict concept of marketing and importance of market research in effective advertisement designing

[1502.2]. Analyze the types of market (market segmentation), about the consumer and his behavioral patterns marketing mix.

[1502.3]. Recognize basic principles & steps involved in designing an advertising campaign professionally for effective communication by knowing its importance in the market for the product/ service and social issue.

[1502.4]. Acquire the critical knowledge of budgeting of an advertising campaign for creating brand image economically for client and advertising agency and its impact on product pricing and consumer.

[1502.5]. Distinguish among the various kinds of marketing communication tactics used for increasing sales.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Attendance	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Marketing and Market Research

- Nature and Scope of Marketing
- Reproduction, Planning and Prototype
- Consumer Reaction
- Market Research and Channels of Distribution
- Motivation Research and Brand Image

Campaign Planning:

- Campaign Planning
- Basic Principles of Campaign Planning
- Financial Aspect of Campaign Planning
- Purpose of Campaign Planning
- The Market and Selling Methods

F. TEXT BOOKS

1. Avery, Jim. (1997). Advertising Campaign Planning. Developing an Advertising Based Market Plan. 2nd edition. Copy Workshop Publ.
2. Shaw, Mark. (2012, 2009). Copy Writing: Successful Writing for Design, Advertising & Marketing London UK. Laurence King Publishing
3. Wells, William D & Burnett, John J. & Moriarty, Sandra. (1997). Advertising: Principles & Practices NJ. USA. Pearson Education Publishing
4. Jigenheimer. (1992). Advertising Media. USA. Brown (William C) Co. Publishing
5. Moriarty, Sandra E. (1990) .Creative advertising: Theory & Practice. NJ USA. Prentice-Hall Publishing
6. Fletcher, A. D & Bowers, T.A. (1988). Fundamentals of Advertising Research. CA USA. Wadsworth Publishing co. inc
7. Sandage, Charles H, Fryburger, Vernon & Rotzoll, Kim. (1989). Advertising Theory & Practice UK. Longman Group Publishers
8. Schaum's Outline of Theory & Problems of Advertising by Herbert Holtje (1978). NY USA. Mc Graw Hill Publishing
9. Stead, William. (2010) .The Art of Advertising: Its Theory & Practice Fully Described Charleston USA. Nabu Press Publication
10. Gupta, A. (2012). Principles of Advertising Concepts & Theories. .New Delhi. India. Cyber Tech Publication, 2008.

G. REFERENCE BOOKS

[No Reference books for this course]

H. SESSION PLAN: (Each Session is of 5 hrs/ week; Total 40 hrs)

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week I	Marketing & its History	To acquire the basic knowledge about marketing, its nature, scope & History for understanding its contemporary scenario.	Lecture, Group Discussions	[1502.1]	In class assignment, Sessional and end term examination.
Week I	Distinguish	To differentiate between marketing and	Lecture,	[1502	In class assignment, Sessional and end

	Marketing from Selling. Types of market.	selling Types of Market (marketplace, market space, meta market)	Group Discussions	.2]	term examination.
Week 2	Marketing Concepts	To acquire the knowledge Marketing Concepts: Product, Production, Selling and Marketing Understanding the Marketplace and Customer Needs, Wants and Demands. The importance of Marketing	Lecture, Group Discussions	[1502 .2]	In class assignment, Sessional and end term examination.
Week 2	Objectives and functions of marketing	To understands the goals of marketing and actions to be done in profitable manner to achieve them.	Lecture, Group Discussions	[1502 .2]	In class assignment, Sessional and end term examination.
Week 3	Marketing Process	To understand the complete process of marketing. Building Market Strategy. Marketing Planning, Marketing Programming, allocating and budgeting, Marketing implementation, Monitoring and auditing, Analysis and research and Schematic marketing process	Lecture, Group Discussions	[1502 .1] [1502 .2]	In class assignment, Sessional and end term examination.
Week 4	Tools of Marketing Marketing mix Consumer Behavior	To understand the importance of marketing tools and consumer a behavior. Marketing Mix: product Price, Place, Promotion for better outcome of set goals by a business.	Lecture, Group Discussions	[1502 .2]	In class assignment, Sessional and end term examination.
Week 4	Marketing research	To understand the marketing research process, its characteristics. Classification acc.to target market: Consumer marketing research and Business to business (B2B) marketing research Methodological Approach: Qualitative and Quantitative Marketing Research	Lecture, Group Discussions	[1502 .1]	In class assignment, Sessional and end term examination.
Week 5	Marketing Research & its various aspects	To understand the marketing research process Need for Marketing Research Importance of Marketing Research Limitations of Marketing Research Distinguish between MIS and marketing	Lecture, Group Discussions	[1502 .1]	In class assignment, Sessional and end term examination.

		research			
Week 6	The Basic Research Process	To acquire the knowledge of basic research process: 1. Formulation of the problem. 2. Analysis of cost-value. 3. Inquiry Method 4. Research Design 5. Data Collection Design. 6. Planning and survey design 7. Data Collection 8. Analyzing/Interpreting Data. 9. Research Report. Channels of distribution	Lecture, Group Discussions	[1502 .1]	In class assignment, Sessional and end term examination.
Week 7	Campaign Planning	To understand the basics of Campaign Planning Need or purpose of campaign planning	Lecture, Group Discussions	[1502 .3]	In class assignment, Sessional and end term examination.
Week 7	Campaign Planning Principles & Process	To understand the process of campaign planning along with its principles to make successful advertising campaign for the satisfaction of all the parties.	Lecture, Group Discussions		In class assignment, Sessional and end term examination.
Week 8	Planning of Budget and allocation	To analyses the important points to be kept in mind while designing for an advertising campaign. Advertising Budget/ and Factors affecting it: <ul style="list-style-type: none"> • Frequency of the advertisement. • Competition and Clutter. • Market share of the product. • Product life cycle stage. 	Lecture, Group Discussions	[1502 .4]	In class assignment, Sessional and end term examination.
Week 8	Appeals in Advertising.	To distinguish between marketing and selling and importance of advertising appeals in campaign planning for effective communication of the message.	Lecture, Group Discussions	[1502 .5]	In class assignment, Sessional and end term examination.

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
1502.1	Depict concept of marketing and importance of market research in effective advertisement designing.	3				2			2	3	2		2	1		3	2
1502.2	Analyze the types of market (market segmentation), about the consumer and his behavioral patterns & marketing mix.	2		2				2		1			1				
1502.3	Recognize basic principles & steps involved in designing an advertising campaign professionally for effective communication by knowing its importance in the market for the product/ service and social issue.	3	2	2		1		2	1	2			2	1		3	
1502.4	Acquire the critical knowledge of budgeting of an advertising campaign for creating brand image economically for client and advertising agency and its impact on product pricing and consumer.	3			3	2		1	1				3	2			3
1502.5	Distinguish among the various kinds of marketing communication tactics which can be used to increase sales.		2					1	1	2			1		2	2	3

3- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Drawing-I | AA1503| 5 Credits |2 0 6 5|
Session: Aug 2020 –Dec 2020 | Faculty: MR. Deepak Singh
Class: BFA III (V Semester)

A. INTRODUCTION: This Course introduces the students to develop an expertise in drawing skills of Human anatomy and solve time problems in sketching and design for achieving expected set outcomes.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1503.1]. Demonstrate the anatomical structure of the human body in detail from different perspectives.

[1503.2]. Analyze the formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.

[1503.3]. Develop the skills in drawing utilizing the figure as the primary subject.

[1503.4]. Demonstrate linear and tonal techniques to depict light and shadow.

[1503.5]. Demonstrate sketching, design, color theory& psychology, concept visualization, perspective drawing and basic rendering techniques.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In Class Assignments	50
	End Term exam	100
End Term Jury (Summative)		
	Total	150
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

Foot drawing: Making 20 sketches of foot in different angles with understanding of anatomical study. Media: color pencils, water color, poster color (any one). Full Figure (Male) Media: Water color or Poster color, Study of Proportions of human body. Drawing, Shade & lights, study of drapery. Full Figure (Female) Media: Water color or Poster color, Study of Proportions of human body. Drawing, Shade & lights, study of drapery.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. John Raynes, *Complete Anatomy and Figure Drawing*, Batrford in UK, 2007.
2. Ian sideway and Sarah Hoggett, *Mastering the Art of Drawing*, Hormes House Publishing, imprint of Anness Publishing Ltd, 2005.
3. VIV Foster, *The Anatomy and Figure Drawing*, Quantum Publishing Ltd, 2009.
4. Scott Robertson, *How to Draw (Drawing and Sketching Objects)*, Design Studio Press, 2013.
5. Hayashi Studio, *Water Colour Rendering*, Graphic-Sha Publishing Co., Ltd, 1994.
6. B. Edwards, *Color by Betty Edwards, A Course in Mastering the Art of Mixing Colors*, Penguin Group Inc, New York. ISBN: 1-58542-199-5, 2004.
7. Feisner, E., *Colour Studies*, Fairchild Publications, NY USA, 2006.
8. Gerritsen Franz, *Theory & Practise of color: A color based theory based on the laws of perception*, Subsequent Edition Van Nostrand Reinhold Publication, 1983.
9. Fraser, Tom & Banks Adam, *Designers color Manual: The complete guide to color theory & application*, San Francisco, USA. Chronicle Books, 2004.
10. Barber Barrington, *The Fundamentals of Drawing*, Arcturus Publishing Ltd, 2002.
11. Malik Pratap, *Sketching & Drawing*, Jyotsna Prakashan, 2006.
12. Vaze Pundalik, *How to Use Colours*, Jyotsna Prakashan, 2010-2014.
13. Dunn Alphonso, *Pen & Ink Drawing Workbook, (Vol-2)*, 2018.
14. Mulik Milind, *Watercolour Landscapes Step by Step*, Jyotsna Prakashan, 2015.
15. Loomis Andrew, *Figure Drawing For all its Worth*, Titan Books, 2011.

H. SESSION PLAN: Each hour is of 6 hour per week. Total hours- 84

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1, 2, 3, 4	Time Sketch (Male and Female)	To demonstrate human sketch in a given time frame to increase student's sketching speed with proper depiction of proportionate body & its parts.	Demonstrations & Discussions	[1503.1]	In class assignment, end term jury & examination Ass.No.01 30 sketches composition with background.
Week 5, 6, 7	Human Body Study and their Muscles (Male)	To acquire the skills of drawing proportionally human body (male) with formal components mass & volume	Demonstrations & Discussions	[1503.3]	In class assignment, end term jury & examination Ass.No.04 figure drawing in volume and foreshortening. (Male and Female)
Week 8, 9 10	Human Body Study and their Muscles (Female)	To acquire the skills of drawing proportionally human body (female) with formal components mass & volume,	Demonstrations & Discussions	[1503.3]	In class assignment, end term jury & examination Ass.No.05 figure drawing in volume and foreshortening. (Female)
Week 11, 12, 13, 14,	Study the Technique of Light and Shadow	To demonstrate the tonal techniques to depict light and shadow along with the knowledge of color theory & psychology, concept visualization & basic rendering techniques.	Demonstrations & Discussions	[1503.4] [1503.5]	In class assignment, end term jury & examination Ass.No.05 Mythology poster Implement color on existing drawings.

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
[1503.1]	Demonstrate the anatomical structure of the human body in detail from different perspectives.	1	2	2	2	1	1		1	2		2	3	2	3	3	2
[1503.2]	Analyze the formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.		1	1	2		1		1	1			2	2	2	2	2
[1503.3]	Develop the skills in drawing utilizing the figure as the primary subject.	1	1	1	2	1			2	1	1		2		1	2	1
[1503.4]	Demonstrate linear and tonal techniques to depict light and shadow.	1	1	1	2	1			2	2	1		2	1	2	2	3
[1503.5]	Demonstrate sketching, design, color theory & psychology, concept visualization, perspective drawing and basic rendering techniques.	1	1	2	2	1	2		2	3	1	1	3		2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Department of Fine Art

Course Hand-out

Book Design I | AAI504 | 2 Credits |

Session: Aug 17 – Dec 17 | Faculty: Ms. Vandana Sonkariya, & Dr. Kusum Kanwar | Class: Practical (VII Sem)

A. Introduction: This course enables students to understand Book Structure according to Content, Size, and Subject. Students examine different forms of book, conduct the market research and then create an appropriate page layout with illustration and copy, as per the market need. Pupils learn to combine art and technology to present the written material in a very systematic way. They get the sense to select the type, font, size, color and line length of headlines, headings, and text, learn to put up words into paragraphs, lists, or tables.

B. Course Outcomes: At the end of the course, students will be able to:

[AAI504.1]. Design and draft a book using intellectual information provided by the author. Fulfill the purpose of designing a book cover, that is to sell the books commercially through its creative appearance

[AAI504.2]. Analyze the concept of book design as part of publication and its importance in visual communication in design with various functional and structural design aspects for the industry

[AAI504.3]. Interpret and illustrate step by step thinking and actions process involved in making appealing page layout design, with editor's teams knowledgeable content for the book, and its interface made for society for value content.

[AAI504.4]. Depict critical evaluation of new and technologies software that reflect their knowledge in the implementation of visualized Idea of the book, concepts and printings methods.

[AAI504.5]. Recognize binding complex methods and selection of the particularly binding technique as per the relevance, and developing an idea and skills to make cost effective book to establish in industry

C. Program Outcomes and program specific outcomes

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate

consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a

professional career ahead.

E. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Class Assignments.	70
	Jury	20
End Term Exam (Summative)	Attendance	10
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	NIL	

F. Syllabus

Design for – Children Book, Story Book, Social Awareness Booklet (e.g. Consumer Forum, Human Rights etc.)

G. Textbooks

[No textbooks for this course]

H. References Books:

1. Finch, Christopher, *Norman Rockwell: 332 Magazine Covers*, Reprint. Perseus Books Group, 2013.
2. Tanselle, Thomas. G, *Book Jackets: Their History, Forms & Use*, Bibliographical Society of the University, 2011.
3. Hendel, Richard, *On Book Design*, Yale University Press, 1999.
4. Hansen, Thomas. & Glaser, Milton, *Classic Book Jacket: The design Legacy of George Salter*, Princeton Architectural Press, 2004.
5. Powers, Alan, *Front Cover: Great Book Jacket & Cover Design*, Mitchell Beazley, 2001.

6. Malinic, Radim, *Book of Ideas: 2, A Journal of Creative Direction and Graphic Design*, 2018.
7. David E. Carter, *The big book of layouts*, Collins Design, 2006.
8. Barry Pete, *The Advertising Concept Book: Think Now, Design Later*, (3e), 2016.
9. Brown Penny, Balchin Judy, *The Great big book of designs*, 2016.
10. Egami Yash, *I AM This Book PG: (One Show)*, 2008.
11. Isabella Livingston, *Dictionary of graphic design and designers*, 2012.
12. Shaoqiang Wang, Sandujul 8, *Imprint - Innovative Book & Promo Design (Iconographix)*, AVA Publishing, 2011.

I. Lecture Plan:

Lecture No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1-3	Fundamental principles of book cover design, supportive aspiration of the target audience or readers for following category of Knowledge, success, achievements, Romance or mystery. Description of the basic layout of book's inner pages, its composition and placement of the elements.	Basic Facts about a book cover design, Modify the objective of the target audience or readers for instance Knowledge, success, and achievements. Broad categories of Book such as, Knowledge, Travel, life style,	Lecture, Group discussions, presentations.	[1504.1] [1504.4]	In class Practical Assignment, End Term Exam
4-8	Showing special feature elements for the cover-back pages and page layouts for the designed based book.	To make students know Mindful role of cover-back pages and page layouts of the design based book. and its implementation.	Lecture, Group discussions, Presentation	[1504.2]	In class Practical Assignments, End Term Jury, on the basis of Social Awareness Booklet With inside pages (4Pg)
9-12	Discussion on the typographical book design, where instead of using images the visual will be created by the type only, main layout structure for the typography book.	Make sensible layout structure for the typography book.	Lecture, Group discussions, Market visits	[1504.3]	In class Practical Assignments, End Term Jury, on the basis of Story Book, with inside pages
13-14	Getting distinctive characteristics Knowledge for the informative book.	Importance of Its difference and impact from other type of books.	Lecture, Group discussions	[1504.5]	To recognition of different type of publications

J. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA1504.1	Design and draft a book using intellectual information provided by the author. Fulfill the purpose of designing a book cover, that is to sell the books commercially through its creative appearance	3	2	2		1		1		2	2		2	2	2	1	
AA1504.2	Analyze the concept of book design as part of publication and its importance in visual communication in design with various functional and structural design aspects for the industry	3	2	2		1		1	2	1	2	1	2	1	2	2	1
AA1504.3	Interpret and illustrate step by step thinking and actions process involved in making appealing page layout design, with editor's teams knowledgeable content for the book, and its interface made for society for value content	3	2	2	2			2	3	3	3	2	1	2		2	
AA1504.4	Depict critical evaluation of new and technologies software that reflect their knowledge in the implementation of visualized Idea of the book, concepts and printings methods.	3	3		3	2		1		2			1	1	2	1	2
AA1504.5	Recognize binding complex methods and selection of the particularly binding technique as per the relevance, and developing an idea and skills to make cost effective book to establish in industry	2	1		1			1	3	2				3	2	2	3

1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Communication Design-I | AA 1505 | 3 Credits | 3 0 0 3 |
Session: July 2020 – Nov 2020 | Faculty: Ms Aashita Judson
Class: BFA III (V Semester)

A. INTRODUCTION: This Course creates Brand Awareness and enables Market Research related to various types of Posters and Hoarding designs for advertising of a brand.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1505.1]. Develop knowledge and critical comprehension of key concepts, methodologies and current trends in Communication Design.

[1505.2]. Illustrate analytical study in construction of an Identity connecting to the world effectively.

[1505.3]. Analyze & execution of various mediums of advertising recognizing rhetorical and persuasive strategies for mass acceptance.

[1505.4]. Demonstrate creative branding for exposing individuals to recurrent social interactions.

[1505.5]. Develop an aesthetic independent stylization and skills in creating an advertising campaign that persuades and differentiates your work from the peers enabling a professional career ahead.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	30
	Jury	10
	Attendance	10
End Term Exam (Summative)	End Term Exam (Practical)	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- **Event Based Advertisement**
 - **Series of Posters on Events** like Fashion Show, Rock Show, Film Festival, Book Fair etc.
- **Service Based Advertisement**
 - **Series of Hoardings on** Airline Services, Mobile Service Providers, Café, Hotels, Banking Services etc.
- **Social Welfare Based Advertisement**
 - **Series of Posters on** Education Awareness, Environmental Issues etc.

F. TEXTBOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. Hope, Diane S. & Barnes Susan B. (2005). *Visual Communication: Perception, Rhetoric, and Technology*. NY USA. Hampton Press Publishing
2. Williams, Rick & Newton, Julianne. (2007). *Visual Communication: Integrating Media, Art & Science* London. UK. Routledge Communication Publishing
3. Hilligoss, Susan (1999). *Visual Communication: A writer's guide*. Boston MA. USA Addison- Wesley Publishing
4. Bergstrom, BO. (2009). *Essentials of Visual Communication*. London UK. Lawrence King Publishing
5. Mandav, Pradeep. (2005). *Visual Communication*. New Delhi, India. Neha Publishers
6. Mathur, Pratish K. (2006). *Visual Communication: Beyond Words* London UK. GNOSIS Editions
7. Kenneth. L. Smith, Sandra Moriarty, Keith Kenney & Gretchen Barbatsis. (2004). *Handbook of Visual Communication: Theory, Methods &Media*. London UK. Routledge Communication Publishers

H. SESSION PLAN:

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2-3	Outdoor Media Design	Introduction of Design principles involved in creating Outdoor Media with research based concept development and creative execution.	Presentations & Group Discussions	[1505.1]	
Week 4-5-6	Poster Design for Event	To introduce students with concept based Poster/ Hoarding Design for an event such as Fashion Show, Rock Show, Film Festival, Book Fair in order to promote	Presentations & Group	[1505.2] [1505.5]	Internal Assessment

		an event to a larger crowd.	Discussions		& End Term Exam (Summative)
Week 7-8-9	Poster Design for Social Welfare	To make students aware about characteristic elements required in Poster Design for a social issue in order to gain mass acceptance towards dimensions of their decisions. Such as Education Awareness, Environmental Issues etc.	Presentations & Group Discussions	[1505.4] [1505.5]	Internal Assessment & End Term Exam (Summative)
Week 10-11-12	Hoarding Design on Service Sector	To acquaint students with significance of Outdoor media specifically Hoarding to mediate organizational and personal views from different perspectives by designing hoardings on Airline Services, Mobile Service Providers, Café, Hotels, Banking Services etc.	Presentations & Group Discussions	[1505.3] [1505.5]	Internal Assessment & End Term Exam (Summative)
Week 13-14-15-16	Various Media Designing	Designing Various other Media & Revision and Improvements in all assignment for achieving aimed objectives.			

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1505.1	Develop knowledge and critical comprehension of key concepts, methodologies and current trends in Communication Design.	2	2	1		2	1		2	3	2		2	1		3	3
AA1505.2	Illustrate analytical study in construction of an Identity connecting to the world effectively.	3		2			1	2		1			1		2		2
AA1505.3	Analyze & execution of various mediums of advertising recognizing rhetorical and persuasive strategies for mass acceptance.	3	2	2		1		2	1	2		1	2	1		3	1
AA 1505.4	Demonstrate creative branding for exposing individuals to recurrent social interactions.	2			3	3		1	1		1	2	3				1
AA 1505.5	Develop an aesthetic independent stylization and skills in creating an advertising campaign that persuades and differentiates your work from the peers enabling a professional career ahead.		2					1	1	2		2	1		2	2	3

A. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Media Studies-I | AA 1506 | 3 Credits | 1 0 2 2 |
Session: July 2020 – Nov 2020 | Faculty: Ms Vandana Sonkariya
Class: BFA III (V Semester)

- A. Introduction:** This Course personalize, optimize and accumulate quality resources relevant for efficient use of advertising, targeting and reproducing measured responses in the market.
- B. Course outcomes:** At the end of the course, students will be able to
- [1506.1]. Develop advanced critical thinking as a creative expert in an industry to demonstrate skills and experiences towards different media used in and for society.
 - [1506.2]. Interpret the process of bringing ideas and concept to production following a military strategy to promote a product or deliver a message by connecting masses with technology.
 - [1506.3]. Develop effective marketing communication strategies and programs after understanding consumer psychology, behavioral traits, moral values and societal needs.
 - [1506.4]. Analyze the implementation of current trends in advertising with basic concepts of design applicable to a global society.
 - [1506.5]. Demonstrate specific research, techniques while presenting the campaign with team to promote the idea in more creative way to achieve targets of an industry as an employee or an entrepreneur.
- C. Program Outcomes And Program Specific Outcomes**
- [PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
 - [PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
 - [PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.
 - [PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
 - [PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional

design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Class Assignments.	70
	Jury	20
End Term Exam (Summative)	Attendance	10
	Total	100

Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

F. Syllabus

Campaign Design - Product Based, Print Media (Indoor & Outdoor), Electronic Broadcast Media (With Adobe After Effects), Digital Media.

G. Text books

[No Text Books for this Course]

H. Reference books

- R1. Fourier, Pieter, J., *Media Studies: Media History, Media & Society*, (vol 1, 2,3), Juta Legal & Academic Publishers South Africa.
- R2. Durham, Meenakshi Gigi & Kellener, Douglas M, *Media and Cultural Studies. Key works*, (2e), Cantonsville, MD, USA. Wiley-Blackwell, 2012.
- R3. Stephanie Hendry, Elspeth Stevenson, *AQA Media Studies* , Illuminate Publishing, 2017.
- R4. Carter David E, MW Stephens Suzanna, *The big book of logos*, Collins Design, 2007.
- R5. Lipavsky Corina, *Atlas of graphic designers by Elenastanic*, Rockport Publishers, 2009.
- R6. Shaw Mark, *Copy writing*, Laurence Publishing, 2012.
- R7. Lehrer Jeremy, Robinson Michael, Ormiston Rosalind, *Colour source book*, Flame Tree Publishing Co Ltd, 2006.
- R8. Chris evans , Garner Steve, *Design and designing by Steve Garner*, Berg Publishers , 2012.
- R9. Ernest Burden, *Design communication*, Library of Congress, 1987.
- R10. Dennis M. Puhalla, Ph.D, *Design elements form & space*, Rockport, 2011.
- R11. Jaspert , Berry , Johnson, *Encyclopaedia of typefaces*, Cassell, 2011.
- R12. E. Carter David, *Fun with Fonts*, HBI, 1997.
- R13. Tom Himpe, *Advertising*, Thames & Hudson, 2006.
- R14. Bockus William Jr, *Advertising graphics*: New York, MacMillan, 1979.
- R15. Livingston Isabella, Alan Livingston, *Dictionary of graphic design and designers*, Thames & Hudson, 2012.

SESSION PLAN: (Each Session is of 5 hrs. / week; Total 65 hrs.)

Lec No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Campaign Planning.	Introduction of Campaign (Product based), topic finalization, concept development, analyzing strategies of advertising & marketing leading to final execution of the desired design layout.	Presentations & Group Discussions	[1506.1] [1506.2]	Internal Assessment & End Term Exam (Summative)
2-3	Case Study	To let students undergo an extensive market research on the chosen product with review of its USP's, identity, competitors, sales promotion strategy etc.	Group Discussions	[1506.3] [1506.5]	Internal Assessment & End Term Exam (Summative)
4-5	Brand Identity - Logo - Stationary	To learn students with creating a subconsciously associated meaning with logos and connect ideas and opinions to its visual elements providing a visual representation to a company.	Presentations & Group Discussions	[1506.3]	Internal Assessment & End Term Exam (Summative)
6-7	Magazine/ Press Advertisement	To make students design print media for a compelling and persuasive approach in the market.	Presentations & Group Discussions	[1506.3]	Internal Assessment & End Term Exam (Summative)
8-9-10	POP/POS Display	To familiarize students with significance of POP & POS for products with an important focus on consumers, also providing a service to the trade.	Presentations & Group Discussions	[1506.4]	Internal Assessment & End Term Exam (Summative)
11-12-13	Web page Design	To Describe the importance of a good website design for running a successful digital marketing campaign which enables displaying of a product's entire unique selling points into a single coherent visual message.	Presentations & Group Discussions	[1506.5]	Internal Assessment & End Term Exam (Summative)

COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES											CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA1506.1	Develop advanced critical thinking as a creative expert in an industry to demonstrate skills and experiences towards different media used in and for society.	3	2	3		2	1	1	2	1	1	1	2			2	
AA1506.2	Interpret the process of bringing ideas and concept to production following a military strategy to promote a product or deliver a message by connecting masses with technology.	2	2	2		1		2		3	2		1	1			
AA1506.3	Develop effective marketing communication strategies and programs by understanding consumer psychology, behavioral traits, moral values and societal needs.	3	2	3	2	3		2			1	3		1	2		
AA1506.4	Analyze the implementation of current trends in advertising with basic concepts of design applicable to a global society.	2	2	3	1	2		1	1	1	2	2	1	2		3	3
AA1506.5	Demonstrate specific research, techniques while presenting the campaign with team to promote the idea in more creative way to achieve targets of an industry as an employee or an entrepreneur.	2	2	3	1			2	3	2	2		1				2
1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation																	



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Story Board-I | AA1507 | 3 Credits 2023 |
Session: July 2020 –Nov 2020 | Faculty: MR. Deepak Singh
Class: BFA III (V Semester)

A. INTRODUCTION: This course enables students to create a story through a composition of visuals elements and principles through sequential illustrations and develops the ability to communicate through creative control of words, visuals and sounds. This course has enough scope in the film industry, ad films, documentary films, animated films and comic book illustration.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[1507.1]. Comprehend the significance of a storyboard in Advertising.

[1507.2]. Interpret the construction of a storyboard and organize the ideas in relation to the project through Storyboard.

[1507.3]. Demonstrate an understanding of the elements of storytelling: idea, structure, conflict, character, and imagery.

[1507.4]. Comprehend the relevance of a storyboard in conceptualizing a TV commercial, Film making, Animation, etc.

[1507.5]. Reflect the learning of narrative features in story boarding and importance of pre-production work.

C. PROGRAM OUTCOMES:

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to

help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In Class Assignments	50
	Total	50
End Term jury (Summative)		
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework/ Home Assignment (Formative)	NIL

E. SYLLABUS

Story Board for Television Commercial (TVC) to promote – FMCG Product, Lifestyle Product, Beverage

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Hart John, *The Art of the Storyboard- story boarding for TV and Animation*, Oxford. UK. Focal Press., 1999.
- R2. Hart John, *The Art of the storyboard, a filmmaker's introduction*, (2e), Oxford. UK. Focal Press, 2007.
- R3. Mark. A Simon, *Storyboards: Motion in Art*, (2e), Oxford. UK. Focal Press, 2002.
- R4. Pardew Les, *Beginning Illustration and story boarding for games*, Portland, OH. USA. Premier Press, Pap/Cdr edition, 2004.
- R5. Paez, Sergio, Jew, Anson, *Professional story boarding: Rules of Thumb*, Oxford UK. Focal Press, 2013.

H. LECTURE PLAN

Lec. No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1, 2	Basic description to the meaning and purpose of STORYBOARD along with explanation of Rough visual and a finished layout along with the importance factors.	Make students familiar to advertising storyboard as the elaborative art form.	Group discussions, presentations, Demonstrations.	[1507.1] [1507.3] [1507.3]	In class Assignments, End Term Jury
3, 4	Writing a theme-based Script for	To familiarize students with	Group	[1507.2]	In class Assignments,

	developing storyboard.	step wise process of script writing to convey a message or idea to public.	discussions.		End Term Jury
5, 6, 7,	Developing characters based on script.	To familiarize students with step wise process of Character Development according to theme.	Group discussions, Demonstrations	[1507.3]	In class Assignments, End Term Jury
8, 9, 10	Developing turnarounds with perspective for animation.	To familiarize students with step wise process of Character Design based on its minute details about body, nature, expressions, perspective etc.	Group discussions, Demonstrations	[1507.3]	In class Assignments, End Term Jury
11, 12	Using Visualization to create a proper layout for storyboard.	To acquaint students with a creative perception of frame wise illustration in sync with the script & camera angles.	Group discussions, Demonstrations	[1507.2] [1507.3]	In class Assignments, End Term Jury

13, 14, 15	Execution of the importance of a creative Story board in advertising Post Processing & Editing.	Make students interpret the significance of storyboard in advertising and effective mass communication through visual appeal. To deliver students a hands on experience of Animation/ Film Making with all steps involved from the rough layout to the final output.	Group discussions, Demonstrations	[1507.1] [1507.4] [1507.5]	In class Assignments, End Term Jury
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I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PS O 4
[1507.1]	Comprehend the significance of a storyboard in Advertising.	1	2	2	2	2	3	1	2	3	2	2	2	2	3	3	2
[1507.2]	Interpret the construction of a storyboard and organize the ideas in relation to the project through Storyboard.	2	2	2	2	1	2	2	2	2			2	2	2	2	2
[1507.3]	Demonstrate an understanding of the elements of storytelling: idea, structure, conflict, character, and imagery.	1	1	1	2				2	1	1		1		1	2	1
[1507.4]	Comprehend the relevance of a storyboard in conceptualizing a TV commercial, Film making, Animation, etc.	1	1	1	2	1			2	3	2	2	3	1	2	2	3
[1507.5]	Reflect the learning of narrative features in story boarding and importance of pre-production work.	1	1	2	2	1	2		2	3	1	1	3		2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts

Course Hand-out

Elective IV | AA 1550 | 4 Credits | 2 0 4 4

Session: Aug 21 – Nov 22 | Faculty: Uma Shankar Prabhakar | Class: Elective (V Sem)

A. INTRODUCTION: This course helps students to develop in them the step by step process of Visualization and implementing design principles in advertising as well as interaction design field. It also provides the introductory knowledge about the User Experience and User interface. Student can do a research over the pros and cons of various interactive medias and design better solutions for the same. As a professional career in the field they could enter in the field of interaction design, designing for various applications and social media channels.

B. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[1550.1]. Recognize the various pros and cons in an existing application though deep research, in-depth reviews and critical analysis.

[1550.2]. Effectively communicate and persuasively present ideas to an interdisciplinary audience.

[1550.3]. To promote and judge use of visuals, graphics and oral presentation skills of student by implementing them in their designs using typography, color, photography and participate effectively in design critiques, and be able to use this experience to be a more effective designer.

[1550.4]. Understand what interaction design is, the importance of user-centered design and methods of user information gathering that help in active interaction of consumers.

[1550.5]. Explore the comparative use of specialized course and their application in various practical design solution which helps to reach conclusions and can produce simple prototypes of interactive products which enables students to develop a professional career as entrepreneur or by getting employment.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **DESIGN / DEVELOPMENT OF SOLUTIONS:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **MODERN TOOL USAGE:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **SOCIAL INTERACTION:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design

practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In Class Assignment	30
	Jury	10
	Attendance	10
End Term Exam (Summative)	End Term Exam	100
	Total	150
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The	

	attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

USER EXPERIENCE AND USER INTERFACE – Introduction of User experience and user Interface. Relationship between UI and UX. Roles in UI/UX. **INTERFACE CONVENTIONS**- A brief overview of Interface Design, Interface Convention Theory, Interface Conventions: Application. **APPROACHES TO SCREEN BASED UI**- Template vs Content, Aesthetics & Functionality. **MATERIAL SYSTEM AND FOUNDATION** – Introduction Environment, Layout, Navigation, Color, Typography, Sound, Iconography, Shape, Motion, Interaction, Communication.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Carolyn Chandler and Russ Unger, A Project Guide to UX Design: For User Experience Designers in the Field Or in the Making, 2009.
 R2. Everett N. McKay, UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication, 2013.
 R3. Donald A. Norman, The Design of Everyday Thing, Basic Books, 2002.
 R4. Steve Krug ZHU, Don't Make Me Think: A Common Sense Approach to Web Usability, Machine Press

H. LECTURE PLAN

Lec No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2,3,4	User experience and user interface- - Introduction of User experience and user Interface. - Relationship between UI and UX. - Roles in UI/UX. Interface conventions - A brief overview of Interface Design - Interface Convention Theory - Interface Conventions: Application.	To introduce students with User Experience and User Interface, Relation & difference between UX/UI, related theories and its relevance in contemporary world.	Lecture	1650.1	Internal Assessment
5,6,7,8,9,10,11	Approaches to screen based UI- - Template vs Content, - Aesthetics & Functionality. Material system and foundation –	To acquaint students with various approaches and foundation elements in Material design.	Lecture	1650.3, 1650.4	Internal Assessment & End Term Exam (Summative)

	<ul style="list-style-type: none"> - Introduction Environment, - Layout, - Navigation, - Color, - Typography, - Sound, - Iconography, - Shape, Motion, - Interaction, - Communication. 				
12,13	<p>Icons</p> <ul style="list-style-type: none"> - Filled - Outlined - Rounded - Two-Tone - Sharp 				

I. COURSE ARTICULATION MATRIX: (MAPPING OF COS WITH POS AND PSOS)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1550.1	Recognize the various pros and cons in an existing application through deep research, in-depth reviews and critical analysis.	3	3	2		1		3							3		1
AA 1550.2	Effectively communicate and persuasively present ideas to an interdisciplinary audience.	2	2	3		1		3							2	2	2
AA 1550.3	To promote and judge use of visuals, graphics and oral presentation skills of student by implementing them in their designs using typography, color, photography and participate effectively in design critiques, and be able to use this experience to be a more effective designer.	3	2	2	1	2		2						3	2	2	2
AA 1550.4	Understand what interaction design is, the importance of user-centered design and methods of user information gathering that help in active interaction of consumers.	3	2	3	2	1		3						2	2	2	2
AA 1550.5	Explore the comparative use of specialized course and their application in various practical design solution which helps to reach conclusions and can produce simple prototypes of interactive products which enables students to develop a professional career as entrepreneur or by getting employment	3	2	2	1	1		3						2	2	2	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

Research Methods | AA 1701 | 3 Credits | 3 0 0 3 |

Session: July 2021 – Nov 2021 | Faculty: Ms Dechen Angmo

Class: BFA IV VII Semester

A. Introduction: This course enables students to study the relevance of Research Methodology and to search for knowledge, assimilation of data, and systematic investigation with an open mind to prove the idea and the hypothesis put forward.

B. Course Outcomes: At the end of the course, students will be able to:

[1701.1]. Apply a range of quantitative and qualitative research techniques to design.

[1701.2]. Recognise and apply research approaches, techniques and strategies in the appropriate manner for creative outcome.

[1701.3]. Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.

[1701.4]. Conceptualise the research process by using their skills in a proper manner to be helpful in their professional career.

J. Program Outcomes and Program Specific Outcomes:

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

K. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I (Closed Book)	20
	Sessional Exam II (Closed Book)	20
	In class Quizzes and Assignments, Activity feedbacks (Accumulated and Averaged)	10
End Term Exam (Summative)	End Term Exam (Closed Book) Total	50 100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this.	

The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home Assignment
(Formative)

NIL

L. SYLLABUS

DIFFERENT TYPES OF RESEARCH METHODS. THE STRUCTURAL PROCESS: Observations and Formation of the assigned topic based on the following: Hypothesis, Conceptual definitions, Operational definition, Gathering of data, Analysis of data, Test, revising of hypothesis, Conclusion, iteration if necessary

M. TEXT BOOKS

[No Text Books for this Course]

N. REFERENCE BOOKS

- R1. Noble, Ian & Bestley Russel. (2005). *Visual Research: An Introduction to Research Methodologies in Graphic Design*. Worthington UK. AVA Publishing
 R2. Ahuja, Ram. (2001). *Research Methods*. Dariyagunj, New Delhi. India. Rawat Publishing.
 R3. Kothari, C.R. (2013). *Research Methodology*. New Delhi. India. New Age International Pvt. Ltd.
 R4. Graziano, Anthony.M & Raulin, Michael. (2003) *Research Methods: A Process of Inquiry*. 5th edition. NJ USA. Pearson Education Publ.
 R5. Beins. Bernard. C. (2012). *Research Methods: A Tool for Life*. 3rd Edition. NJ USA. Pearson Education Publ.

C. LECTURE PLAN:

SESSION NO.	TOPICS	Session Outcome	Mode of Delivery	Corres-ponding CO	Mode of Assessing the Outcome
1	Introduction to Research.	To acquaint students with the basic knowledge of Research, its purpose and need in various fields of studies especially in context of Fine Arts (Applied Art).	Lecture & Group discussions	[1701.1]	In class Assignments. End Term examination.
2	Types of Research	To make students understand various research methods such as fundamental, applied, descriptive, exploratory and so on.	Lecture & Group discussions,	[1701.1] [1701.2]	In class Assignments. End Term examination.

3	Types of Research	To make students understand various research methods such as fundamental, applied, descriptive, exploratory and so on.	Lecture & Group discussions,	Group	[1701.1] [1701.2]	In class Assignments. End Term examination.
4	Introduction to Structural Process of Research.	To acquaint students with the step by step process of research from formation of topic to conclusion of the research.	Lecture & Group discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
5	Formulative the Research Problem	To understand how research ideas are formulated into research problems.	Lecture & Group discussions	Group	[1701.2] [1701.4]	In class Assignments. End Term examination.
6	Formulative the Research Problem	To understand how research ideas are formulated into research problems.	Lecture & Group discussions	Group	[1701.2] [1701.4]	In class Assignments. End Term examination.
7	Extensive Literature Survey	To acquaint students with the importance of literature survey in research methodology to analyze and research made in the field of their interest.	Lecture & Group discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
8	Developing the hypothesis	To understand how to develop research	Lecture & Group discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.

hypothesis and research questions.

9	Developing the hypothesis	To understand how to develop research hypothesis and research questions.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
10	Preparing the research design	To acquaint students with the process of research design as a means of obtaining the information.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
11	Preparing the research design	To acquaint students with the process of research design as a means of obtaining the information.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
12	Research Design Features	To acquaint students with the process and features of research design as a means of obtaining the information.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
13	Determining Sample Design	To understand students with the importance of determining sample design to decide the way as a definite plan.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.

14	What is Sample	To introduce students what is sample in research methodology.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
15	Selection of Sampling	To acquaint students with the process of selecting a sample and different types method.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
16	Data Collection	To understand students the collection of data from which the conclusion can be inferred.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
17	Source of Data Collection	To acquaint students the source of data to be collected in a scientific manner.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
18	Primary Data Types	To understand students the various source of data collection and introduce the primary data collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
19	Observation Method	To acquaint students with the different types of primary data and introduce what is observation method.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
20	Observation Method	To acquaint students with the different types	Lecture & discussions	Group	[1701.1] [1701.2]	In class Assignments.

		of primary data and introduce what is observation method and upper and downers of it.			[1701.4]	End Term examination.
21	Interview Method	To understand students with the different types of primary data and introduce what is interview method.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
22	Types Interview Method	of To acquaint students with the different types of primary data and introduce what is interview method and its pros and cons.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
23	Types Interview Method	of To acquaint students with the different types of primary data and introduce what is interview method and its pros and cons.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
24	Types Interview Method	of To acquaint students with the different types of primary data and introduce what is interview method and its pros and cons.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
25	What Schedule	is and To introduce students how to design a	Lecture & discussions	Group	[1701.1] [1701.2]	In class Assignments.

	Questionnaire	questionnaire and schedule used in primary data collection method.			[1701.4]	End Term examination.
26	Types of Questionnaires & Questions	To understand the different types of questionnaire and questions as a method of data collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
27	Secondary Data Collection	To understand students the various source of data collection and introduce the secondary data collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
28	Types of Secondary Data Collection	To acquaint students with the various types of secondary data collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
29	Types of Secondary Data Collection	To acquaint students with the various types of secondary data collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
30	Pros & Cons of Secondary Data	To understand students the different advantages and disadvantages of Secondary Data Collection.	Lecture & discussions	Group	[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
31	Pros & Cons of Secondary Data	To understand students the different advantages	Lecture & discussions	Group	[1701.1] [1701.2]	In class Assignments.

		and disadvantages of Secondary Data Collection.			[1701.4]	End Term examination.
32	Scales of Measurement	To acquaint students with the importance of scale of measurement use to refer to the process of measuring attitudes.	Lecture & Group discussions		[1701.1] [1701.2] [1701.4]	In class Assignments. End Term examination.
33	Analysis of Data	To acquaint students how to analyses the data finding to discover useful information and to inferred conclusion.	Lecture & Group discussions		[1701.1] [1701.3]	In class Assignments. End Term examination.
34	Analysis of Data	To acquaint students how to analyses the data finding to discover useful information and to inferred conclusion.	Lecture & Group discussions		[1701.3]	In class Assignments. End Term examination.
35	Analysis of Data	To acquaint students how to analyses the data finding to discover useful information and to inferred conclusion.	Lecture & Group discussions		[1701.3]	In class Assignments. End Term examination.
36	Interpretation and Report Writing	To make students known how to generalize and interpret collected and analytical data to drawing	Lecture & Group discussions		[1701.3]	In class Assignments. End Term examination.

inferences.

37	Interpretation and Report Writing	To make students known how to generalize and interpret collected and analytical data to drawing inferences.	Lecture & Group discussions	[1701.3]	In class Assignments. End Term examination.
38	Interpretation and Report Writing	To make students known how to generalize and interpret collected and analytical data to drawing inferences.	Lecture & Group discussions	[1701.3]	In class Assignments. End Term examination.
39	Interpretation and Report Writing	To make students known how to generalize and interpret collected and analytical data to drawing inferences.	Lecture & Group discussions	[1701.3]	In class Assignments. End Term examination.
40	Interpretation and Report Writing	To make students known how to generalize and interpret collected and analytical data to drawing inferences.	Lecture & Group discussions	[1701.3]	In class Assignments. End Term examination.

C. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	
1701.1	Apply a range of quantitative and qualitative research techniques to design.		1	3		1				1						1		
1701.2	Recognise and apply research approaches, techniques and strategies in the appropriate manner for creative outcome.		1	3		1		1	2	1			1			1		3
1701.3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.		1	1		3	1		1	1	1		2			2		1
1701.4	Conceptualise the research process by using their skills in a proper manner to be helpful in their professional career.		1	1		1		1	2	1	1		3			3		1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Design Project | AA 1702 | 2 Credits | 3 0 0 3 | 4 hrs

Session: July 2021 – Nov 2021 | Faculty: Dr Anantkumar Ozarkar, Mr. Deepak, Mr. Uma Shankar Prabhakar, Ms Vandana

Class: BFA VII Semester

A. INTRODUCTION: This Course personalize, optimize and accumulate quality resource relevant for efficient use of advertising, targeting and reproducing measured responses.

Design project is the art and practice of planning and projecting ideas and experiences with visual and textual content. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, such as a one-off or limited-edition book or exhibition design, or can be seen by millions, as with the interlinked digital and physical content of an international news organization.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1702.1]. Illustrate a creative campaign by identifying & analyzing all the elements & principles of design.

[1702.2]. Identify the consumer behavior and psychology looking towards the ideas and decisions of moral acceptability.

[1702.3]. Develop visual communication materials for advertising to satisfy brand objectives, create strategies and implement with range of design.

[1702.4]. Recognize the environmental issues before creating a sustainable communication design meeting all global standards of creative thinking.

[1702.5]. Demonstrate digital proficiency with core graphic and visualization skills over digital media for social interactions and effective communication.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

D. Program Outcomes and program specific outcomes

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class presentations	50
	Case Study Report	50
End Term Exam	End Term Jury	200

(Summative)		
	Total	300
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

F. SYLLABUS

Campaign Planning-

- Advertising Design
- Branding & Corporate Identity Program
- Publication design
- Education Design
- Environment design
- Web/Visual Interface Design

G. TEXT BOOKS

[No Text Books for this Course]

H. REFERENCE BOOKS

- Sano, Darrel. (1996). *Designing Large Scale Websites, A visual design methodology*. NJ, USA. John Wiley & Sons
- Evans, Poppy. (2005). *Exploring Publication Design*. Boston MA. USA. Delmar Cengage Learning.
- Olins, Wally. (1990). *Corporate Identity: Making Business Strategy Visible Through Design*. Boston MA, USA. Harvard Business School Press.
- Shireen, Stengel. (2013). *Corporate Identity*. Saarbrucken, Germany. AV Akademi kerverlag Publishing.
- Landa, Robin. (2004). *Advertising by Design. Creating Visual Communications with Graphic impact*. NJ USA. John Wiley & Sons.

I. SESSION PLAN: (Each Session is of 6hrs/ week; Total 48 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2-3	Advertising Design (Case Study)	Introduction of Campaign, topic finalization, concept development, analyzing strategies of advertising & marketing leading to final execution of the desired design layout.	Group Discussions	[1702.1]	Internal Assessment (Summative)
Week 4	Branding & Corporate Identity	To familiarize students with creating a subconsciously associated meaning with logos and connect ideas and opinions to its visual elements providing a visual representation.	Group Discussions	[1702.2]	Internal Assessment (Summative)
Week 5	Publication Design	To make students design print media for a compelling and persuasive approach in the market keeping in view the principles and approaches of publication.	Group Discussions	[1702.3]	Internal Assessment (Summative)
Week 6	Environmental Design	To acquaint with significance of Outdoor Media for an eco-friendly sustainable design.	Group Discussions	[1702.4]	Internal Assessment (Summative)
Week 7-8	Web/ Visual Interface design	To analyze the importance of a good website design for running a successful digital marketing campaign which enables display of the brand's motives into a single coherent visual message.	Group Discussions	[1702.5]	Internal Assessment (Summative)

J. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1702.1	Illustrate a creative campaign by identifying & analyzing all the elements & principles of design.	3	2		2				3	2	3		2	3			
AA 1702.2	Identify the consumer behavior and psychology on every stage of product-life . looking towards the ideas and decisions of moral acceptability.	2	2	3	1	3	1	3		3	1	2	3		2		
AA 1702.3	Develop visual communication materials for advertising to satisfy brand objectives, create strategies and implement with range of environmental design.	2	1	3	1	2	3		3	3	3	1				3	
AA 1702.4	Recognize the environmental issues before creating, & communicate sustainable complex design for meeting all global standards of creative thinking.	3	3	3	2	2	3	2	2	3	2	2	2				2
AA 1702.5	Demonstrate digital proficiency with core graphic and visualization skills over commercial level on digital media for social interactions and effective communication.		3	1	1	1		2	1	1		1				2	

EVEN SEMESTER
JANUARY-MAY 2021



MANIPAL UNIVERSITY JAIPUR

Department of Fine Arts (Applied Art)

Course Hand-out

Computer Application | AA1201 | 2 Credits | 1 0 2 2 |

Session: Jan 2021 – May 2021 | Faculty: MR. UMA SHANKAR PRABHAKAR

Class: BFA I (II Semester)

A. INTRODUCTION: To study and analyze the history and familiarizes students with fundamental applications of the computer in advertising and communication. To understand computer application as an art tool, Students will learn and enhance their skills and graphic software's like adobe Photoshop and coral Draw, To enable students in professional career ahead.

B. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[I201.1]. Get knowledge about Contemporary Modern and future advertising, with software intervention.

[I201.2]. Explore the core concepts of computer & its application in Graphic Design to convey the message to public.

[I201.3]. To acquiring the knowledge of an image editing using design principles in creative and efficient way by innovative computer graphics/design (Corel Draw, Photoshop).

[I201.4]. Enhance the skills using design Software and develop life-long learning whenever software gets updated and made more effective performance as an employee.

[I201.5]. Describe and explore the use of specialized course and their application in various practical design solution which helps to reach conclusions in the fields of advertising, animation, art direction, illustration and enabling students to develop a professional career as entrepreneur or by getting employment.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. DESIGN / DEVELOPMENT OF SOLUTIONS: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. MODERN TOOL USAGE: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. SOCIAL INTERACTION: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	In Class Assignment	40
End Term Exam (Summative)	End Term Exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Introduction to Graphic Software- Adobe Illustrator, Photoshop, CorelDraw. Introduction to Graphic Software's: Corel draw and Adobe Photoshop.

Adobe Photoshop –

Introduction to tools in Photoshop: Layers, Move & Selection Tools, Crop & Slice Tool, Navigation tools, Introduction to drawing and type tools, Introduction to retouching and painting tools, Introduction to text tool and blending options, Introduction to masking and filters.

Corel draw –

Introduction to basic of CorelDraw (functions & tools): Pick tool, Shape edit tool, Crop tool, Zoom tool, Curve tools , Artistic media Tool, Rectangle tool, Ellipse tool, Object tool, Text & table tool, Dimensions tool, Interactive tool, Transparency tool, Eyedropper tool, Interactive fill tool, Outline tool, Use of Powerclip tool and filters in Corel draw.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Brad Dayley and Da Nae Dayley, Adobe Photoshop CS6 Bible, John Wiley and Sons Inc, 2012.
- R2. Bauer Peter, Adobe Photoshop CS6 (for dummies), John Wiley and Sons Inc, 2015.
- R3. Bouton Gary David, Corel draw X7, Mc Graw Hill Publisher, 2012.
- R4. Kognet, Corel Draw X6 (simple steps), Dream Tech Press Publisher, 2014.
- R5. Gonnella Rose and Friedman Max, Design Fundamentals: Notes on Colour Theory, 2014.
- R6. Arthur Wesley Dow, *Composition Understanding Line, Notan and Color*, Dover Publications, INC Mineola, New York, 2015.

R7. Schwartz, Steve. (2004). Corel DRAW 11 for Windows: Visual Quick Start Guide, San Francisco Bay, USA. Peachpit Press Publication

H. LECTURE PLAN

Lec No	Topics	Session Outcome	Mode Delivery	of Corresponding CO	Mode of Assessing the Outcome
1	Introduction to tools in Photoshop: <ul style="list-style-type: none"> • Layers • Move & Selection Tools • Crop & Slice Tool • Navigation tools 	To understand Applications and tools -move tool and layer pallet, workspace introduction), working with photographs/images	Lecture	1201.1, 1201.2	Internal Assessment
2	Introduction to drawing and type tools	To acquaint knowledge to students with basic shapes & forms for applying them in a composition.	Lecture	1201.1, 1201.2	Internal Assessment & End Term Exam (Summative)
3-4	Introduction to retouching and painting tools	To understand image editing tools – Clone tool, doge tool, blur tool, brush tool using Adobe Photoshop	Lecture	1201.1, 1201.2	Internal Assessment & End Term Exam (Summative)
5	Introduction to text tool and blending options.	Text tool using Adobe Photoshop.	Presentations & Group Discussions	1201.3 1201.4	Internal Assessment & End Term Exam (Summative)
6	Introduction to masking and filters.	To get the knowledge of applying tools in any composition & artwork.	Presentations & Group Discussions	1201.4 1201.5	Internal Assessment & End Term Exam (Summative)

7	Introduction to basic of CorelDraw (functions & tools)	To learn CorelDraw use in basic requirement of any Design artwork.	Presentations Group Discussions	& 1201.3, 1201.4	Internal Assessment & End Term Exam (Summative)
	<ul style="list-style-type: none"> • Pick tool • Shape edit tool • Crop tool • Zoom tool • Curve tools • Artistic media Tool 				
8	<ul style="list-style-type: none"> • Rectangle tool • Ellipse tool • Object tool • Text & table tool • Dimention tool • Interactive tool 	To learn use of basic tools for any Design artwork.	Presentations Group Discussions	& 1201.3, 1201.4	Internal Assessment & End Term Exam (Summative)
	<ul style="list-style-type: none"> • Transparency tool • Eyedrop tool • Interactive fill tool • Outline tool 				
9	<ul style="list-style-type: none"> • Transparency tool • Eyedrop tool • Interactive fill tool • Outline tool 	To get the knowledge of basic colors, its properties to be useful in making attractive artworks	Presentations Group Discussions	& 1201.3, 1201.4	Internal Assessment & End Term Exam (Summative)

10	Use of Powerclip tool and filters in corel draw.	To understand and the software usefulness design Letterhead, Visiting Card and Envelop Designing.. And Use of power clip	Presentations & Group Discussions	1201.5	Internal Assessment & End Term Exam (Summative)
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I. COURSE ARTICULATION MATRIX: (MAPPING OF COS WITH POS AND PSOS)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA I201.1	Get knowledge about Contemporary Modern and future advertising, with software intervention	2	1	1	1		1	1	1	1	1		1	1	1	1	1
AA I201.2	Explore the core concepts of computer & its application in Graphic Design to convey the message to public.	2	2	2	2	1		1	2	1	1			1	1	1	1
AA I201.3	To acquiring the knowledge of an image editing using design principles in creative and efficient way by innovative computer graphics/design (Corel Draw, Photoshop).	2	2	2	3	1		1	1	2	1		1	1		2	1
AA I201.4	Enhance the skills using design Software and develop life-long learning whenever software gets updated and made more effective performance as an employee.	2	2	2	3	2		1	2	2	1	1	2	1	1	2	2
AA I201.5	Describe and explore the use of specialized course and their application in various practical design solution which helps to reach conclusions in the fields of advertising, animation, art direction, illustration and enabling students to develop a professional career as entrepreneur or by getting employment.	2	2	3	2	2	1	1	2	2	1	2	3	1	2	2	2

4- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

Department of Fine Arts (Applied Art)

Course Hand-out

Fundamentals of Design-II | AA 1202 | 4 Credits | 1 0 4 3 |

Session: Jan 2021 – May 2021 | Faculty: Dr. Anantkumar Ozarkar Dr. Kusum Kanwar

Class: BFA I (II Semester)

A. INTRODUCTION: To develop skills of visualization, communication and overall understanding of attributes of 2D/3D forms. Fundamentals of design gives the knowledge of overall designing elements and principles of design, which helps students to make appropriate design as per the market need.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[1202.1]. Validate the principles of aesthetic principles (Visual Order, Movement, Placement, Size, and Alignment and Orientation) & utilize them in creating 2D & 3D designs.

[1202.2]. Sketch & illustrate objects/products transforming into another.

[1202.3]. Visualize & illustrate symbol/logo (both in 2D & 3D) utilizing basic elements & principles of design.

[1202.4]. Handle variety of color medium and materials in pictorial representation & product illustration for the spectators, keeping in mind regional global and social point of view.

[1202.5]. Reflect the holistic approach in the design process through the learned skills with empathy.

C .Program Outcomes and Program Specific Outcomes:

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of ++complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment	In class Assignments	30
(Summative)	Jury	10
End Term Exam	Attendance	10
(Summative)	Practical Exam	50

	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	NIL	

E. SYLLABUS

- Aesthetic principles (Visual Order, Movement, Placement, Size, Alignment and Orientation)
- Tangible and Non Tangible aspects of Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements)
- Gestalt Theory

F. TEXT BOOKS

[No Text Books for this Course]



G. REFERENCE BOOKS

- Broomer, Gerald F., (1974), *Space: A Design Element*, Philadelphia PA USA Davis Publications Inc.
- Brown Tim, (2009), *Change by Design: How Design Thinking Transforms*
- Organizations and Inspires Innovation, Harper Collins.
- Porter Albert, W (1974). *Elements of Design-Space and Form*. Philadelphia, PA USA. Davis Publication INC US
- Rowland Kurt. (1964). *Looking & seeing Vol. 1-4*. London UK. Ginn& company Ltd.
- Kurty D. Bruce. (1987). *Visual imagination – An introduction of Art*, New Jersey,
- Prentice Hall, Hayashi Studio
- Gill Robert W, (1984). *Manual of Rendering in pen and ink*, Thames and Hudson, London.
- Wucius Wong, (1977). *Principles of three dimensional Designs*, NY NY USA. Van Nostrand Reinhold Publication and *Principles of two dimensional Designs*, NY.NY. USA. Van Nostrand Reinhold Publication.
- Sansmarg Maurice de. (1964) *Basic Design: the Dynamics of Visual Form*, UK, The Herbert press.
- Albert, Josef (1963) *Interaction of Colors*, U.S. Yale University Press.

H. SESSION PLAN: (Each session is of 6 hrs. /week)

Total 84 hours

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
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Week 1	Introduction of articulation of aesthetic principles through the use of creativity and visualization process. Demonstration on Tangram.	To familiarize students with articulation of aesthetic principles.	Lecture, Group discussions	[1202.1]	In class Assignments, End Term Jury, Practical Examination
Week 2 - 3	Utilization of space using Basic 2D designs, positive & negative space, through the process of expansion of visual order using Notan.	To make students understand role of dot through balance, emphasis and contrast.	Lecture, Group discussions, Presentation	[1202.1]	In class Assignments, End Term Jury, Practical Examination
					
Week 4 -5	Visual & Communication of 3D forms. Visualization of forms with application of colors.	Visual narratives through 3 dimensional forms.	Lecture, Group discussions	[1202.1]	In class Assignments, End Term Jury, Practical Examination
FIRST SESSIONAL EXAMINATION (21st -22nd FEB 2019)					
Week 6-8	Transformation of form by the use of creativity  and aesthetic sense	Able to create of geometric, organic form with respect to content.	Lecture, Group discussions	[1202.5]	In class Assignments, End Term Jury, Practical Examination
Week 9-11	Pictorial and Typographical Elements and their representation through the use of different color mediums.	Develop the sense to utilize the pictures and typography together along with the ability to use different color mediums.	Lecture, Group discussions	[1202.4]	In class Assignments, End Term Jury, Practical Examination
SECOND SESSIONAL EXAMINATION (8TH-10TH APRIL 2019)					
Week 12-14	Gestalts Principles and theory. This theory & its principles will relate to each and every assignment done by the students.	Develop the sense of aesthetics and the technical aspects of a layout. The rational factors to make a design appealing.	Lecture, Demonstrations	[1202.5]	In class Assignments, End Term Jury, Practical Examination
END SEMESTER EXAMINATION					

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PSO 3	PS O 4
AA I202.1	Validate the principles of aesthetic principles (Visual Order, Movement, Placement, Size, Alignment and Orientation) & utilize them in creating 2D & 3D designs.	2				2	1	1		1	1	1		2	2	2	1
AA I202.2	Sketch & illustrate objects/products transforming into another.	2	2	2		1		1				1		1	2	2	
AA I202.3	Visualize & illustrate symbol/logo (both in 2D & 3D) utilizing basic elements & principles of design.	2	2		1		2	2		1		1		2		2	2
AA I202.4	Handle variety of colour medium and materials in pictorial representation & product illustration for the spectators, keeping in mind regional global and social point of view.	1	1	3			1	1				1			2		2
AA I202.5	Reflect the holistic approach in the design process through the learned skills with empathy.	2	1	1			1	1		1		1				2	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
Department of Fine Arts (Applied Art)
Course Hand-out
History of Art & Culture-II | AA 1203 | 3 Credits |
Session: Jan 21 – May 21 | Faculty: Dr. Kusum Kanwar | Class: Theory

A. INTRODUCTION: This Course introduces the students to different art & culture globally making them more aware about Indian Contemporary Art, its roots and impact on the pictorial representation and iconography been developed in present day communication & design.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1203.1]. Recognize the Eastern art forms and its ideology in creating Indian commercial art with a modern blend.

[1203.2]. Identify major pre modern Chinese, Japanese & Korean art and architecture with its application in creative design.

[1203.3]. Analyse art and design with the changes in moral and cultural pattern against economic structure of India attaining a proficiency under artistic guidance

[1203.4]. Describe the contribution of Mughal art, courts, religion & literature differentiating it with styles and skills of Pahari and Rajasthani.

[1203.5]. Interpret contemporary and modern commercial art of 20th century with diverse styles of varied artists giving a meaning of art to the world by connecting them with their thoughts and ideas.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **DESIGN / DEVELOPMENT OF SOLUTIONS:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **MODERN TOOL USAGE:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **SOCIAL INTERACTION:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **ENVIRONMENT AND SUSTAINABILITY:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **ETHICS:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	In class discussion/ quiz	10
End Term	End Term Exam	50

Exam (Summative)		
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

F. SYLLABUS

- Art & Beauty
- Prehistoric Era
- Caves- Altamira, Lascaux, Ajanta, Ellora, Bhimbetka
- History of Greece
- History of Rome
- History of Egypt
- Babylon & Assyria
- Indus Valley Civilization

G. TEXT BOOKS

- Fred S.Kleiner & Christin J.Mamiya, 'Art through the Ages', Gardner's XII Edition.

H. REFERENCE BOOKS

- History of Art, Parragon Publishers (2011).
- Horst De La Croix, Richard G Tansey, Diane Kirkpatrick, "Art through the Ages", HBJ Publishers.
- Hugh Honour & John Fleming, "A World History of Art", Laurence King Publishing.
- Edith Tomory, "A History of Fine Arts in India and the West", Orient Black Swan Publication.

I. SESSION PLAN: (Each Session is of 3 hrs /week ; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2-3	Eastern art- China Japan	Introduction to Eastern art- its History, significance characteristics etc.	Lecture	[1203.1]	Internal Assessment & End Term Exam (Summative)
Week 4	Mughal Art	To acquaint students with Early Islamic Art Its Characteristics, Motifs, Arabesques Calligraphy and Later Islamic Art.	Lecture	[1203.4]	Internal Assessment & End Term Exam (Summative)
Week 5	Hindu Art	To familiarize students with Gupta art by Pallavas, Cholas and Hoysalas (South India).	Lecture	[1203.4]	Internal Assessment & End Term Exam (Summative)
Week 6	Buddhist Art	To acquaint students with Buddhist ideology, iconography, art and its application.	Lecture	[1203.4]	Internal Assessment & End Term Exam (Summative)
Week 7 - 8	Indian Schools of Painting - Pahari - Rajasthani	To familiarize students with Significance of Indian paintings- styles and pictorial representations	Lecture	[1203.3]	Internal Assessment & End Term Exam (Summative)

Week 9-10-11	Indian Painters	To acknowledge contribution of Indian Artists, their styles and important works.	Lecture	[1203.5]	Internal Assessment & End Term Exam (Summative)
Week 12-13	Oriental Art	To recognize peculiar features of Oriental art predominantly present in Korean, Balinese, Bhutanese art.	Lecture	[1203.2]	Internal Assessment & End Term Exam (Summative)

J. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1203.1	Recognize the Eastern art forms and its ideology in creating Indian commercial art with a modern blend.	1	1					1		1			1	1			
AA1203.2	Identify major premodern Chinese, Japanese & Korean art, and architecture with its application in creative design.	1			1		1	1		1			1	1		1	1
AA 1203.3	Analyse art and design with the changes in moral and cultural pattern against economic structure of India attaining a proficiency under artistic guidance	1		1		2		1	1				1	1	1		1
AA 1203.4	Describe the contribution of Mughal art, courts, religion & literature differentiating it with styles and skills of Pahari and Rajasthani.		1				1	1		1		1	1	1		1	
AA 1203.5	Interpret contemporary and modern commercial art of 20 th century with diverse styles of varied artists giving a meaning of art to the world by connecting them with their thoughts and ideas.	1	1	1				1	1	1		1	1	1	1	1	1

I- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

Department of Fine Arts (Applied Art)

Course Hand-out

DRAWING AND COLOR STUDY-II | AA 1204 | 4 CREDITS |

Session: Feb 21 – June 21 | Faculty: Ms. Vandana Sonkariya | AA1204 | Class: Theory/Practical

A. INTRODUCTION: This course develops the skill of sketching and drawing from natural and manmade objects. To introduce basic visual elements of 2D design with emphasis on its fundamentals and acquaint students with color theory and its use in practical & design work. To depict characteristic of different materials through drawing of simple and complex forms showing contours areas of light and dark with different color mediums such as opaque Transparent

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1204.1]. Demonstrate the artwork and design with the use of various drawing & Sketching with various medium like Pencil, Pen, Ink, Water colour, Poster colour, oil pastel colour, dry pastel, charcoal pencil, colour pencils etc.

[1204.2]. Analyzing the different characteristics of object drawing and nature drawing with skillful rendering with the use of numerous mediums and techniques.

[1204.3]. Exhibit drawing skills, develop understanding of colour psychology and use it judiciously in the creation of visual work with personal stylization as an agency employee in the industry

[1204.4]. Acquiring the knowledge of colour Theory – colour System (RGB, CMYK, and PANTONE), colour Wheel (primary, secondary and tertiary colours), and colour dimensions for effective visual appeal.

[1204.5]. Interpret Sketching and Drawing in two dimensional method and study of human anatomy.

[1204.6]. Analyzing among the application of various techniques into design for effective output.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
	In class Assignments	80
Internal	Jury	10
Assessment	Attendance	10

(Summative) End Term Exam(Summative)	Exam	-
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

F. SYLLABUS

- Sketching with various medium like Pencil, Pen, Ink, Water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Still Life - Object Drawing and Nature drawings.
- Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), and Color Dimensions.
- Two Dimensional Sketching & Drawing.

G. TEXT BOOKS

[No Text Books for this Course]

Anatomy an drawing By Victor Perard

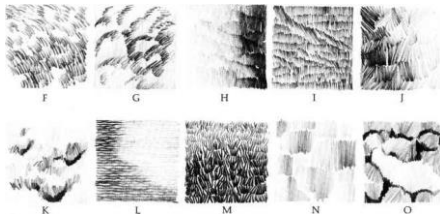
H. REFERENCE BOOKS

1. Tegan Sharard, *Painting Companion*, Quantum Publishing Ltd, 2006.
2. Betty Edwards, *Color* –Published in Canada, Library of Congress Cataloging in Publication data, 2004.
3. Rodwell Jenny, *Step By Step Art School Drawing*, Published by Chancellor Press – Octopus Publishing Group Ltd 2002.
4. Ormiston and Robinson Michael, *Color Source Book*, Publisher- Nick Well, 2007.
5. Merritt Harry, *Perspective Drawing*, Culicidae Architectural Press, 2008.
6. Milind Mulik, *Perspective*, Jyotsna Prakashan, 2006.
7. Barber Barrington, *The Fundamentals of Drawing*: Arcturus Publishing Ltd, 2002.
8. Malik Pratap, *Sketching & Drawing*, Jyotsna Prakashan, 2006.
9. Vaze Pundalik, *How to Use Colours*, Jyotsna Prakashan, 2010-2014.
10. Dunn Alphonso, *Pen & Ink Drawing Workbook (Vol-2)*, 2018.
11. Mulik Milind, *Watercolour Landscapes Step by Step*, Jyotsna Prakashan, 2015.
12. Loomis Andrew, *Figure Drawing For all its Worth*, Titan Books, 2011.

I. SESSION PLAN:

NOTE: Each hour is of 6 hour per week.

Total hours-102

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1	Draw random sketches of using pencil. Charcoal Pencil	To understand importance of sketching & to understand pencil stroke & line. Ass.No.01-a <ul style="list-style-type: none"> • Study of Charcoal pencil strokes. shading. • To get the kinds of application and line of contour drawing on a Natural/Manmade Human and Body part Ass.No.01-b <ul style="list-style-type: none"> • Application of stroke & Types of Hatching. Rendering composition keeping in mind the light source. 	Demonstrations, Lecture & Group Discussions	[1204.1]	In class assignment & end term jury.
Week 2	Natural drawings/ Create still life composition	 Ass.No.02-a <ul style="list-style-type: none"> • To Study in class/ rendering using light and shades in organic man made objects Ass.No.02-b	Demonstrations, Lecture & Group Discussions	[1204.2]	In class assignment & end term jury.

- understand pencil stroke & sketching render a Leaf/ willow / pebbles sea shells

Ass.No.02-c

- sketching and render fruits and vegetables like capsicum/ carrots/ beet root



10 rough sketch in sketch s book.

- Medium poster color

Lead pencil

1. Rendering in deferent shapes
2. Drawing – Free hand drawing

Weeks 3 Study of shapes in life and shadow

Gradation on deferent shapes

(Like photoshop

Gradation tool)

Deferent

Dimensions/ different model

figure/ shapes

becomes composite

logo. Color Study

Week 4



- To understand meaning- terminology

Complementary

- **Split-Complementary**

- **Double-Complementary**

Demonstrations,
Lecture & Group
Discussions

[1204.2]

In class assignment
& end term jury.

Introduction to Color & its properties. Revision of Color Wheel (primary, secondary and tertiary colors).



Ass.No.03-a

- Study of model silhouette out line figure
- I final sheet.

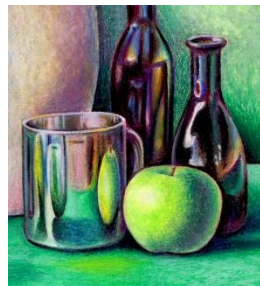
Weeks 5,6

Introduction of color experiment and Sketching Manmade objects (RGB, CMYK, and PANTONE)
 - Additive vs subtractive (RGB & CMYK
 - Color Harmony
 - Monochromatic
 - Analogous write Definitions In one sheet

To depict the nature, shapes & texture of inorganic materials.

Ass.No.04

- - **Triadic** color Composition of Manmade objects drawing. Made overlap objects.
- 10 Rough sketches in Sketch book.
- 01 final sheet.
- Medium **Oil Pastel/** water Color/ poster in one sheet



Sessional exam 21th – 23 Feb 2019

Demonstrations, Lecture & Group Discussions

[1204.2]

In class assignment & end term jury.

Week 9
 Week 10
 Isometric

Cross Counter line Introduction cross contour line figure drawing with

Sketching and render a small landscape To get acquaint with techniques & characteristics of pen & ink medium for making instant drawing works.

Demonstrations, Lecture & Group Discussions

[1204.1]

In class assignment & end term jury.

Crookwell Pen

Ass.No.09



Still life Composition /landscape/ nature study

Composition in
Out door

Pencil Drawing and shading

Week 10

Isometric drawing/

To get the knowledge of dimension & characteristic of manmade objects and different techniques of colors, & limitations for applying in any composition & artwork.

Demonstrations,
Lecture & Group
Discussions

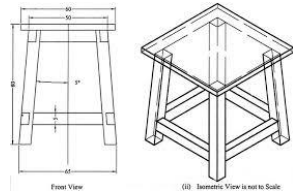
[1204.1]

In class assignment
& end term jury.

Watercolor and
poster application
with still life

Ass.No.07-a

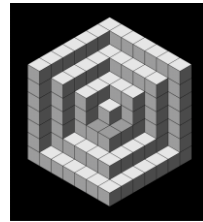
Isometric
Composition of manmade & natural object using



Week 11

Study of Isometric shapes in life and shadow Gradation on deferent shapes. Rendering and Drawing

Composition of deferent Gradation in Isometric shapes object using



Demonstrations, Lecture & Group Discussions

[1204.1]

In class assignment & end term jury.

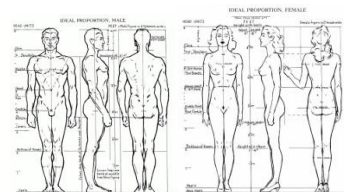
Week 12,13

Introduction to human anatomy & Study of body parts of human body.

To understand the formula of 8 heads for making human anatomy to be useful in drawings, sketches & illustrations. To study and draw skillfully different parts of human anatomy with proper proportions to be used in making drawings, sketches & illustrations.

Ass.No. I I

- Study of human figure proportions.(male & female)
- Pencil / charcoal.



Demonstrations, Lecture & Group Discussions

[1204.5]

In class assignment & end term jury.

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSO_s)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES	CORRELATION WITH PROGRAM SPECIFIC OUTCOMES
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		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PS04
1104.1	Demonstrate the artwork & design with the use of various drawing media. Sketching with various medium like Pencil, Pen, Ink, Water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.	2	2	1			1	1	3	3	1	1
1104.2	Depict the difference and characteristics of Object Drawing and Nature Drawing.	1				1	3	1	2	3	2	3
1104.3	Exhibit drawing skills, develop understanding of colour psychology and use it judiciously in the creation of visual work with personal stylization as an agency employee in the industry	1	1	2	1	2	3	1	3	3	3	2
1104.4	Acquiring the knowledge of Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), and Color Dimensions for effective visual appeals.	2	1	1		1	3	1	3	3	3	2
1104.5	Interpret Sketching and Drawing in two dimensional method and study of human anatomy.	1	1	1	1		3	1	3	3	2	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
Department of Fine Arts (Applied Art)
Course Hand-out
Material exploration-II | AA1205 | 2 Credits
Session: Jan 2021 –May 2021 | Faculty: Dr Kusum Kanwar

A. INTRODUCTION: This course helps to explore hard materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while remaining functional.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[I205.1]. Explore and interpret the materials (Boxboard, Wire, Mount board, Copper, Aluminum) with new ideas

[I205.2]. Analyze of basic thematic visual elements of 3d design.

[I205.3]. recognize materials in 3 dimensions (Volume, proportions, surface, quality, Characteristic of curve, plane, forms, and space).

[I205.4]. Modify and explore Recycled & found material with new idea.

[I205.5]. Reflect their learning in designing completely new product and the ultimate cost effectiveness of the final Product.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one’s own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society’s standard and economy enabling for a professional career ahead.

L. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In Class Assignments	60
End Term Jury (Summative)	End Term exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment	There are situations where a student may have to work at home. However, a student is expected to participate and perform these	

(Formative)

assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

M. SYLLABUS

- **Waste Materials**
- **MDF Board**
- **Plaster of paris**
- **Sheet metal**
- **Copper wire**
- **wood**


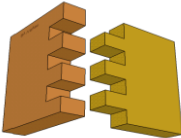



N. TEXT BOOKS



[No Text Books for this Course]

O. REFERENCE BOOKS

1. *Holly Harrison (2007) mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books*
2. *Rowe Ann Pollard, Stevens Rebecca A. T, (1992) Ed Rossbach: 40 years of Exploration & Innovation in Fiber Art, Lark Books, US*
3. *O'Brien Suzanne, (2010) Felt, Fiber & Stone: Creative Jewellery Design & Techniques, Pennsylvania, Schiffer Publishers L*

P. SESSION PLAN: Each hour is of 6 hour per week. Total hours- 84

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corres-ponding CO	Mode of Assessing the Outcome
Week 1	Waste Materials	Modify and explore Recycled & found material with new idea.	Demonstration of 3d sculpture/products	[1205.1] [1205.4]	 <p>A functional /Decorative product PRODUCT</p>
Week 2 & 3	MDF Board	basic techniqs like cutting & joining (riveting)	Demonstration of MDF as a material,	[1205.3]	 <p>Cut a LOGO in MDF board</p>
Week 4 & 5	MDF Board	recognize materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space)	Demonstration of MDF 3d product	[1205.3]	 <p>a product(Monogram/music notes/traffic signs)</p>
Week 6	Plaster of paris	recognize materials and creating artwork in 3 dimension	Demonstration of casting techniques with POP	[1205.2]	 <p>a Sculpture of hand in different poses</p>
Week 7	Plaster of paris	Explore and interpret the material	Demonstration of mosaic techniques with POP	[1205.2]	 <p>Make a tile with mosaic technique</p>

Week 8	Sheet metal (Aluminum)	Modify and explore material with new idea.	Demonstration on how to make Aluminum bowl	[1205.4]	an Aluminum Bowl with hammer
Week 9	Box Board	recognize materials and creating artwork in 3 dimension	Demonstration on how to handle box board paper	[1205.2]	 <p>Make alphabets in 3d forms</p>
Week 10	Metal wire	Modify and explore material with new idea.	Presentation on wire and different products made out of it.	[1205.1]	 <p>Make different sculpture</p>

COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSO)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	P O 6	P O 7	P O 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PSO 4
[I205.1]	Explore and interpret the materials (Boxboard, Wire, Mount board, Copper, Aluminum) with new ideas	3	2	2	2	1	1	1			2	3	2	3	3	2	
[I205.2]	Analyze of visual elements in the third dimension with a basic understanding and application of elements and principles of design.	2	2	1	2		1	1				2	2	1	2	2	
[I205.3]	Recognize materials in 3 dimensions (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).	2	1	1	2	1		2		1	2		1	2	1		
[I205.4]	Modify and explore Recycled & found material with new idea.	2	1	1	2	1		2		1	2		1	1	1	3	
[I205.5]	Reflect their learning in designing completely new product and the ultimate cost effectiveness of the final product.	2	1	2	2	1	2	2		2	1	3		1	3	3	

Correlation; 2- Moderate Correlation; 3- Substantial Correlation

I- Low



MANIPAL UNIVERSITY JAIPUR
Department of Fine Arts (Applied Art)
Course Hand-out
TYPOGRAPHY-II | AA 1207 | 2 CREDITS | 1 0 2 2 |
Session: Jan 21 – May 21 | Faculty: Ms. Dechen Angmo
Class: BFA II Semester

- A. INTRODUCTION:** This course develops a proficiency in typography & calligraphy letterform, identifying its distinctive features and construction of a letterform through geometric point of view and communicate with innovative typeface and words.
- B. COURSE OUTCOMES:** At the end of the course, students will be able to
- [1207.1]. Construct the basic calligraphy with the proper understanding of basics such as tools and proper angles.
 - [1207.2]. Interpret the structure and proportion of serif and sans serif in calligraphy & design.
 - [1207.3]. Communicate creatively through words by using and exercising with typefaces for effective design skills.
 - [1207.4]. Depict technicality of type using one-point perspective through different views and create logo, symbol, certificates, greetings, etc.
 - [1207.5]. Depict technicality of type using two point & three point perspective with different angles.
- C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**
- [PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.
 - [PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
 - [PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.
 - [PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.
 - [PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help

reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	40
	Time Problem-I	10
	Time Problem-II	10
End Term Exam (Summative)	Practical Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of	

(Formative)

absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home Assignment
(Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

Construction of letter forms: Basics of Calligraphy. Understanding the structure and proportion of calligraphic type (Serif and san-serif). Exercise with words (communication value of typeface and words). Perspective and geometry: One point, two point and three point etc. (Technical understanding).

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. Foster John, *Fuzion Collaborative: New Masters of Poster Design*, Rockport Publisher, 2006.
2. Maryanne Grebenstein, *Calligraphy Bible*, Watson Guptill /Quantum Publishing, 2012.
3. Noble Mary, *Calligraphy Techniques*, Anness Publishing, 2013.
4. Mehigan Janet, *The Practical Encyclopedia Of Calligraphy*, Anness Publishing, 2011.
5. Mehigan Janet, *Mastering the Art of Calligraphy*, Anness Publishing, 2014.
6. Pageone, *Infinite Pattern*, Sandu Publishing, 2012
7. Guitton Pedro, *A homage to typography*, Alexander Egger, 2012.
8. Jaspert , Berry , Johnson, *Encyclopaedia of typefaces*, Cassell, 2001.
9. Walde Claudia, *Graffiti alphabets from around the world*, Thames & Hudson, 1996.
10. Oriol Anja Llorella, *Free fronts the best of typographic freeware*, Prgeone, 2010.
11. Murray Katherine, *Modern typography*, Hyphen Press, 2004.
12. James Felici, *The complete manual of typography*, Adobe Press, 2003.
13. Bringhurst Robert, *The elements of typographic style*, Hartle Marks, 1997.
14. Rob Carter, *Typographic design*, Wiley Blackwell, 2015.
15. White A, *Advertising design and typography*, Allworth, 2007.

A. SESSION PLAN:

Session No.	Topics	Session Outcome	Mode of Delivery	Corresponding	Mode of Assessing
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				CO	the Outcome
1	Calligraphy letters.	To acquire the knowledge of Gothic Lettering (Also 'black letter', Old English calligraphy, etc.) to be useful in designing headlines, certificates, artworks etc.	Demonstrations, Lecture & Group Discussions	[1207.1]	In class assignment, end term jury & examination.
2, 3	Calligraphic elements	To get proficiency in designing calligraphy, its borders, decorative icons, motifs, etc. to be useful in artworks and designs.	Demonstrations, Lecture & Group Discussions	[1207.4]	In class assignment, end term jury & examination.
4, 5,6,7	Application of Calligraphy and its elements.	To acquire knowledge of Calligraphic elements such as borders, decorative icons & motifs and design creatively new kind of calligraphy letters by their own such as monogram.	Demonstrations, Lecture & Group Discussions	[1207.1]	In class assignment, end term jury & examination.
8, 9	3D typography	To get the knowledge of 3D typography using material such as Wooden board/ plywood, POP tiles, etc. to be useful in design such as set designs.	Demonstrations, Lecture & Group Discussions	[1207.3]	In class assignment, end term jury & examination.
10	Principle of Typography	To understand the font size typographical terms widows, orphans leading, kerning & tracking for proper legibility & readability of type in design	Demonstrations, Lecture & Group Discussions	[1207.2]	In class assignment, end term jury & examination.

11,12	Study of Perspective	One point, two point and three point etc. (Technical understanding). Understanding of Plan, elevation & view.	Demonstrations, Lecture & Group Discussions	[1207.4]	In class assignment, end term jury & examination.
13,14	Perspective and geometry	To acquire the understanding of perspective of objects & spaces to be useful in compositions & designs.	Demonstrations, Lecture & Group Discussions	[1207.4,5]	In class assignment, end term jury & examination.

A. COURSE ARTICULATION MATRIX: (Mapping with COs with POs & PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
1207.1	Construct the basic calligraphy with the proper understanding of basics such as tools and proper angles.				1					2			1	1			
1207.2	Interpret the structure and proportion of serif and sans serif in calligraphy & in design.									2			1	1			
1207.3	Communicate creatively through words by using and exercising with typefaces for effective design skills.	2	1	2						3	2		2		1	3	2
1207.4	Depict technicality of type using one-point perspective through different views.				1					1			1				
1207.5	Depict technicality of type using two-point perspective with different angles.				1					1			1				1

I-Low

Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

Department of Fine Arts (Applied Art)

Course Hand-out

WORKSHOP– II | AA1208 | 2 Credits |

Session: JAN 21 – MAY 21 | Faculty: Dr. Kusum Kanwar | Class: Practical

A. INTRODUCTION: Understanding of tools to using materials in making objects that should have a quality of usability and decorative aspect. This course helps to explore and develop the soft skill of aesthetic sense to use the soft materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while remaining functional.

Curriculum Development Project, as a contribution to their preliminary work.

Learning the method of building, modifying, or repairing things without the direct aid of experts or professionals.

Introduction of art and craft activities. There is a willingness to examine in depth the ways and means of improving educational attainment.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[I208.1] To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views according to the theme.

[I208.2] To develop and practice skills using digital photography tools. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design.

[I208.3]. Academic research describes DIY as behaviors where "individuals engage raw and semi-raw materials and parts to produce, transform, or reconstruct material possessions, including those drawn from the natural environment

[I208.4] To provide background on various script types and styles and the aesthetic criteria used to evaluate calligraphic works.

[I208.5] Team work and supportive co-ordination towards fragile classmate. Craftsmanship, empowerment, community seeking, uniqueness.

C. PROGRAM OUTCOMES

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	40
	Time problem	20
	Jury	40

Attendance
(Formative)
Make up Assignments
(Formative)

Total

100

A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

NIL

Homework/ Home Assignment
(Formative)

F. SYLLABUS

- Industry Visits
- Educational visits
- Collage making
- Mosaic Art
- Clay modelling
- Painting

G. TEXT BOOKS

[No Text Books for this Course]

H. REFERENCE BOOKS

1. Newman, Thelmar, (1972), *Plastic as an art form*, Clinton Book Co.
2. Budzik, Richards Publishing, (1981), *Sheet Metal Technology*, Boobs-Merrill Educational
3. Verhelst, Wilbert, (1973), *Sculpture: tools, materials and Techniques*, Prentice-hall.

I. SESSION PLAN

SESSION NO.

TOPICS

Session Objective

**Mode of
Delivery**

**Corres-ponding
CO**

**Mode of Assessing the
Outcome**

Week 1	Visit(Educational tour)	To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views.	Discussion & Demonstration	[1208.5]	Sketch/ Illustrations and Photographs with different medium and perspective.
Week 2	Photography	To develop and practice skills using digital photography tools.	Discussion & Demonstration	[1208.1]	Digital and Print Photograph according to the theme.
Week 3	Clay	Handling and modelling of basic shapes through clay	Discussion & Demonstration	[1208.3]	Clay models/ product
Week 4	Collage making	Handling different material for making collage	Discussion & Demonstration	[1208.4]	An art work
Week 5	Paper Mache	Generate new ideas to transform various 3D models.	Discussion & Demonstration	[1208.4]	A decorative/ functional utility product
Week 6	Creative writing/story telling	Interpret the importance and need of Creative and impressive writing.	Discussion & Demonstration		Creative art in form of story or jingles
Week 7	Mask making	Utilizing material such as POP for creation of different expressions and Masks	Discussion & Demonstration	[1208.5]	One or two mask according to theme
Week 8	Painting	Utilization of various mediums and techniques in presence of design elements	Discussion & Demonstration	[1208.1].	Creation of designs using Oil/water color/pencil shading on paper/canvas
Week 9	Industry Visit (packaging)	Industry visit to familiarize students with various packaging techniques	Discussion & Demonstration	[1208.5]	Report/Documentation
Week 10	Industry Visit(print)	Industry visit to familiarize students with various printing techniques	Discussion & Demonstration	[1208.5]	Report/Documentation

End Term Examination

J. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
I208.1	To acquaint the students with culture and tradition of a city and to capture the Artistic sites and views according to the theme	1	2	2	1	1	2	2	1	1	1	1	1	2		3	1
I208.2	To develop and practice skills using digital photography tools. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design	1	2	2	1	1	1	1	2	2	1	2	1	2	1	2	2
I208.3	Academic research describes DIY as behaviors where "individuals engage raw and semi-raw materials and parts to produce, transform, or reconstruct material possessions, including those drawn from the natural environment	2	2	1	1	1	1	2	2	2	1	1		3	1	2	
I208.4	To provide background on various script types and styles and the aesthetic criteria used to evaluate calligraphic works.	2	1	1	2	2	1	2	2	2	2	1	1	2	1	3	2
I208.5	Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.	2	2	1	1	1	2	2	2	2	1	1	1	1	2		2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fine Arts

Course Hand-out

Theory of Visual Communication-II | AA2201 | 3 Credits | 3 0 0 3

Session: Feb 21 – June 21 | Faculty: Uma Shankar Prabhakar | Class: Theory of Visual Communication (IV Sem)

A. Introduction: This Course introduces the use of visuals in different media with an advanced theory of advertising for effective communication.

B. Course Outcomes: At the end of the course, students will be able to

[2201.1]. Identify the origin, development and relevance of Exhibition and its characteristics in detail.

[2201.2]. Analyze Exhibition and Poster design display as an effective tool in visual communication connecting to a mass audience.

[2201.3]. Getting employment or developing as an entrepreneur by designing for advertising to convey ideas through different media.

[2201.4]. Understand origin and develop skills of poster and exhibition as an effective medium of visual communication.

[2201.5]. Describe the effects of exhibition and different types of poster on consumers in order to inform, persuade and solve problem.

C. Program Outcomes And Program Specific Outcomes

[PO.1]. DESIGN KNOWLEDGE: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. CRITICAL THINKING: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. DESIGN / DEVELOPMENT OF SOLUTIONS: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. MODERN TOOL USAGE: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. SOCIAL INTERACTION: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to

help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Attendance	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

Make up Assignments
(Formative)

Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home
Assignment (Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

EXHIBITIONS: Brief History, Infrastructure of Exhibition, Types of Exhibitions, Scope & Limitations. **POSTER:** Brief History, Elements of Poster, Kinds of Poster, Scope & Limitations.

F. TEXT BOOKS

T1. Ken Smith, Sandra Moriarty, Gretchen Barbatsis, Keith Kenney, 'Handbook of Visual Communication', Routledge Publication.

G. REFERENCE BOOKS

- R1. Hope, Diane S. & Barnes Susan B, Visual Communication: Perception, Rhetoric, and Technology. Hampton Press Publishing, NY USA, 2005.
R2. Williams, Rick & Newton, Julianne, Visual Communication: Integrating Media, Art & Science, Routledge Communication Publishing, London. UK, 2007.
R3. Hilligoss, Susan, Visual Communication: A writer's guide, Addison- Wesley Publishing, Boston MA. USA, 1999.
R4. Bergstrom, BO, Essentials of Visual Communication, Lawrence King Publishing London UK, 2009.
R5. Mandav, Pradeep, Visual Communication, Neha Publishers, New Delhi, India, 2005.
R6. Mathur, Pratish K, Visual Communication, Beyond Words, GNOSIS Editions, London UK, 2006.
R7. Kenneth. L. Smith, Sandra Moriarty, Keith Kenney & Gretchen Barbatsis, Handbook of Visual Communication: Theory, Methods & Media, London UK. Routledge Communication Publishers

H. Lecture Plan:

Lec No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1- 2	Exhibitions	Introduction to the detailed meaning of Exhibition.	Lecture	2201.1	Internal Assessment & End Term Exam (Summative)

3	Brief History of Exhibition	To make students understand the brief history of Exhibition and its origin.	Lecture	2201.1, 2201.2	Internal Assessment & End Term Exam (Summative)
5	Infrastructure of Exhibition	To introduce the exhibition design.	Lecture	2201.1, 2201.2	Internal Assessment & End Term Exam (Summative)
6	Types of Exhibitions, Scope & Limitations.	To introduce different types of Exhibition displays and aware students with the Scope and limitations of displays.	Lecture	2201.1, 2201.2, 2201.3	Internal Assessment & End Term Exam (Summative)
7	Poster Brief History	To acknowledge poster as an effective medium of Advertisement and introduce history of Poster	Lecture	2201.2, 2201.4, 2201.5	Internal Assessment & End Term Exam (Summative)
8,9	Elements of Poster	Introduce students with elements of poster and its relevance in poster.	Lecture	2201.1, 2201.2, 2201.4, 2201.5	Internal Assessment & End Term Exam (Summative)
10,11	Kinds of Poster	Make students aware with different types of poster so that they can differentiate and apply their knowledge accordingly.	Lecture	2201.1, 2201.3, 2201.5	Internal Assessment & End Term Exam (Summative)
12,13	Scope & Limitations	To aware students about the scope and various limitations in poster as a medium of communication.	Lecture	2201.3, 2201.5	Internal Assessment & End Term Exam (Summative)

I. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 2201.1	Identify the origin, development and relevance of Exhibition and its characteristics in detail	1	1	1	1	1	1	1		2	1	1	1	1	2	1	
AA 2201.2	Analyze Exhibition and Poster design display as an effective tool in visual communication connecting to a mass audience.	2	1	2	2	2		1		2	1	1	1	1	1	1	1
AA 2201.3	Getting employment or developing as an entrepreneur by designing for advertising to convey ideas through different media.	1		1	2	1		1	1			1	2	1	2	1	
AA 2201.4	Understand origin and develop skills of poster and exhibition as an effective medium of visual communication.	2	1	1	1	1	1	1		2	1	1	1	1	2	1	1
AA 2201.5	Describe the effects of exhibition and different types of poster on consumers in order to inform, persuade and solve problem.	2	1	2	1	2		1	1	2	2	1	2	1	2	1	1

5- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

Theory of Advertising-II | AA 2202 | 3 Credits | 3 0 0 3
Session: Jan 21 –May 21 | Faculty: Mrs. Aashita Judson | Class: BFA (IV Sem)

A. INTRODUCTION: This course introduces the study and analyzing the history of world advertising agency as a tool for publicity and mass communication. To understand advertising as an art, science, business and a profession and its impact on daily life style and to enable students to identify different elements of copy used in designing advertisements and understand their role in the same.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[2202.1]. Recall various types of advertising appeals and advertising copy and its broad sense of elements in the field of advertising

[2202.2]. Developing an understanding of advertising agency and its Evolution and its structure

[2202.3]. Creating an advertising and marketing plan according to the requirement of client to give expected result in allocated budget.

[2202.4]. To understand the relationship between integrated marketing communication, market orientation, and brand orientation which enhances employability.

[2202.5]. Mounting Application of various kinds of techniques and methods of marketing & consumer psychology.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with

innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment	Sessional Exam I	10
	Sessional Exam II	10

(Summative)	In class Assignments	40
End Term Exam	End Term Exam	40
(Summative)		
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

The Advertising agency, Type of agency, Work of the advertising agency and its different departments, Marketing-Nature and scope of marketing, Advertising and Marketing plan - Reproduction, Planning and prototype, Consumer Reaction

F. TEXT BOOKS

- R1. Shaw, Mark. (2012, 2009). Copy Writing: Successful Writing for Design, Advertising & Marketing London UK. Laurence King Publishing
- R2. Wells, William D & Burnett, John J. & Moriarty, Sandra. (1997). Advertising: Principles & Practices NJ. USA. Pearson Education Publishing
- R3. Jigenheimer. (1992). Advertising Media. USA. Brown (William C) Co. Publishing
- R4. Moriarty, Sandra E. (1990) Creative advertising: Theory & Practice. NJ USA. Prentice-Hall Publishing
- R5. Fletcher, A. D & Bowers, T.A. (1988). Fundamentals of Advertising Research. CA USA. Wadsworth Publishing co. inc
- R6. Sandage, Charles H, Fryburger, Vernon & Rotzoll, Kim. (1989). Advertising Theory & Practice UK. Longman Group Publishers
- R7. Schaum's Outline of Theory & Problems of Advertising by Herbert Holtje (1978). NY USA. Mc Graw Hill Publishing

G. REFERENCE BOOKS

[No Reference Books for this Course]

H. Lecture Plan:

LECTURE NO	TOPICS	SESSION OBJECTIVE	MODE OF DELIVERY	CORRESPONDING CO	MODE OF ASSESSING THE OUTCOME
1	Advertising Appeals	To acquaint students with Rational and Emotional Appeals in Advertising	Lecture, Group Discussions	[2202.1]	In class assignment, Sessional and end term examination.

2,3	Advertising Copy and Elements of an advertising copy	To acquaint students with different Advertising Copy and its various elements	Lecture, Group Discussions	[2202.2]	
4,5	Introduction -Advertising agency and Type of agency	To acquaint students with Advertising agency its nature & scope, as a medium of communication, Its importance, advantages	Lecture, Group Discussions	[2202.3]	In class assignment, Sessional and end term examination.
6,7	Organizational Structure of advertising agency & its different departments function	To acquire the knowledge of functions performed by the different departments of advertising agency such as accounts department, creative department, media department, traffic department	Lecture, Group Discussions	[2202.4]	In class assignment, Sessional and end term examination.
8,9	Selecting an advertising agency	To acquaint students with types of advertising agencies such as Full- service, specialized, media buying, creative boutique, etc.	Lecture, Group Discussions	[2202.3]	In class assignment, Sessional and end term examination.
10,11	Market and Advertising -Nature and scope - Types pf Market	To distinguish between marketing and advertisement and their interrelation. Types of Market Understanding consumer behavior. 4P's of Marketing communication	Lecture, Discussions	[2202.4]	In class assignment, Sessional and end term examination.
12	Printing Technique	To get the knowledge and implementation of various printing techniques	Lecture, Group Discussions	[2202.3]	In class assignment, Sessional and end term examination.
13	Advertising Market & Consumer Behavior	To get the knowledge of basic Consumer Reaction/Behavior on a new brand	Lecture, Group Discussions	[2202.5]	In class assignment, Sessional and end term examination.

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

S CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO1	PO 2	PO3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO 12	PSO 1	PSO 2	PS O 3	PSO 4
AA2202.1	Recall various types of advertising appeals and advertising copy and its broad sense of elements in the field of advertising	1	2	3	1			1	2	3	2	2	1	2	3	1	
AA2202.2	Developing an understanding of advertising agency and its Evolution and its structure	1	1	2		1		1	1		3	1	1	1	2		1
AA2202.3	Creating an advertising and marketing plan according to the requirement of client to give expected result in allocated budget.	3	2	1	1	1		2		2			3	2	1	1	1
AA2202.4	To understand the relationship between integrated marketing communication, market orientation, and brand orientation which enhances employability.		3	1	2			1		3	1	2		3	1	2	
AA2202.5	Mounting Application of various kinds of techniques and methods of marketing & consumer	1	2	3	2	2	1	3		3	3	2	1	2	3	2	2

psychology.

Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

Drawing-II | AA2203 | 3 Credits | 1 0 4 3 |

Session: Feb 2021 –June 2021 | Faculty: MR. Deepak Singh

Class: BFA II (IV Semester)

A. INTRODUCTION: This course introduces the students' free hand and technical drawing skills of Human figure and acquaint students with various technical two dimension and perspective drawing methods.

B. Course Outcomes: At the end of the course, students will be able to

[2103.1]. Demonstrate the skill of sketching in social groups and create human anatomy and its different parts individually. Daily sketching to study the freeze and moving actions from different perspective.

[2103.2]. Analyze critically various methods of creating perspective drawing skills in outdoor environment.

[2103.3]. Depict the space, proportions, structure to reinforcing the principles of traditional drawing skills.

[2103.4]. The ability to Interpret by illustrate the artwork independently on the given brief & with personal stylization in design studio or as an employee in the industry

[2103.5]. Progress toward entrepreneurship by consistent, personal direction in new ways of visualizing, thinking and drawing commercials ideas on the giving brief by any company.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design

practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	Class Assignments.	40
	End Term Exam	40

End Term Exam
(Summative)

Total

100

Description

Maximum Marks

Attendance
(Formative)

A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.

Make up Assignments
(Formative)

Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home Assignment
(Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

F. SYLLABUS

Anatomy

- Skull (Front, Side, Back)
- Torso (Front & Back)
- Full Skeleton (Front & Back)

Antique

- Head (Eyes, Nose & Lips)
- Hand Palm
- Foot
- Full Figure (Male)
- Full Figure (Female)

Perspective

- Perspective drawing of the objects from different eye levels. (Outdoor / try to Include technical)
- Furniture Drawing with room

G. TEXT BOOKS

[No Text Books for this Course]

H. REFERENCE BOOKS

- John Raynes (2007) by Batrford in UK, Complete Anatomy and Figure Drawing.
- Ian sideway and Sarah Hoggett (2005), mastering the Art of Drawing: Published by Hormes House, imprint of Anness Publishing Ltd.
- VIV Foster (2009) The Anatomy and Figure Drawing: Quantum Publishing Ltd.
- Scott Robertson (2013) How to Draw (Drawing and Sketching Objects): Design Studio Press.
- Hayashi Studio, (1994), Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
- B. Edwards, (2004), Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors, Penguin Group Inc, New York. ISBN: 1-58542-199-5.
- Feisner, E. (2006). Colour Studies, NY NY USA. Fairchild Publications
- Gerritsen Franz. (1983). Theory & Practise of color: A Color based theory based on the laws of perception. Subsequent Edition Van Nostrand Reinhold Publication.
- Fraser, Tom & Banks Adam. (2004). Designers color Manual: The complete guide to color theory & application, San Francisco,USA. Chronicle Books

I. Session Plan: (Each session is of 5 hrs. /week, Total 75 hrs.)

SESSION. NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Weeks 1,2,3,4	Antique- study <ul style="list-style-type: none"> • Torso • Hand palm • Foot • Full figure (male/female) 	To making detailed anatomy of human body parts and the difference between male and female structure in respect to height, proportion and scale.	Demonstrations & Discussions	[2103.1]	In class assignment, end term jury & examination
Weeks 5,6,7,8,9	Drawing Composition-Scene	To get proficiency You learn things like manual skill, pencil techniques, precision, perspective, gesture, anatomy, light and shadow.		[2103.1] [2103.2] [2103.3] [2103.4] [2103.5]	
Week 10,11	Drawing from life	To get proficiency in drawing life sketch of human	Demonstrations & Discussions	[2103.3] [2103.4]	In class assignment, end term jury & examination

Weeks 12,13,14,15	Perspective- drawing of the objects from different eye levels	<p>figure in different postures by properly applying the principles of anatomy. To expansion the familiarity of perspective</p> <ul style="list-style-type: none"> • One Point • Two Point • Three Point <p>And the drawing the object from different eye level such as below eye level, at eye level and above eye level.</p>	<p>Demonstrations [2103.1] & Discussions [2103.2] [2103.5]</p>	In class assignment, end term jury & examination
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J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	P O 6	P O 7	P O 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PSO 4
[2103.1]	Demonstrate the skill of sketching in social groups and create human anatomy and its different parts individually. Daily sketching to study the freeze and moving actions from different perspective.	1	1	2	2	1	2		2	2	2	3	3	2	3	3	2
[2103.2]	Analyze critically various methods of creating perspective drawing skills in outdoor environment.	1	1	1	1				1	1	1		2	2	2	2	2
[2103.3]	Depict the space, proportions, structure to reinforcing the principles of traditional drawing skills.	1	1	1	2				2	1	1		1		1	2	1
[2103.4]	The ability to Interpret by illustrate the artwork independently on the given brief & with personal stylization in design studio or as an employee in the industry.	1	1	1	2	1			2	2	2	2	3	1	2	2	3
[2103.5]	Progress toward entrepreneurship by consistent, personal direction in new ways of visualizing, thinking and drawing commercials ideas on the giving brief by any company.	1	1	2	2	1	2		2	2	1	1	3		2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

CORPORATE IDENTITY / BRANDING & POSTER DESIGN-I AA 2204 | 4 CREDITS |
Session: Feb 21– June 21 | Faculty: Ms. Vandana | Class: Theory/Practical

A. INTRODUCTION: This course introduces the understanding and creation of standardization program for a brand identity of any reputed organization & adaptation of the standardization program in stationary / literature design according to the trend in the market

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1404.1]. Utilize appropriate typography, color, tonal values and their effect on the logo type design and compare the basic difference among the terms such as monogram, trademark, logotype, symbol and logo symbol to create an effective brand identity for visual communication.

[1404.2]. Illustrate corporate identity/logo for corporation/company, product brand & public welfare organization utilizing the ideas/concepts extracted through case study/market research.

[1404.3]. Recall the characteristics of a service brand poster and can creatively conceptualize the message, communicating poster.

[1404.4]. Illustrate elements of Poster design by using their creative skills such as headline, illustration and logo, utilizing the principles of design

[1404.5]. Demonstrate by using step wise process from scribbles to final poster by understanding environmental & social issues.

[1404.6]. Recognize different kinds of materials which can be used in creative composition of designing a 3D poster.
to obtain an appealing visual communication effect.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	10
	Jury	10
	Attendance	30
End Term Exam (Summative)	Practical Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Analyzing the importance of type, color, tonal values and their effect on the logo type design. Understanding various terms like monogram, trademark, logotype, symbol and logo symbol. Creation of corporate identity program for a company. Creation of brand identity program for given product brand. Creation of a brand / corporate identity program for a given public welfare identity. Poster Design: Poster for a Service like Banking, Postal services, Internet etc. Poster for a Perishable Product like Milk. Poster addressing Environmental Issues.

Poster design

- Poster for a Service like Banking, Postal services, Internet etc.
- Poster for a Perishable Product like Milk.
- Poster addressing environmental issues.
- Poster design using creative techniques like 3D protrusion, cut-out etc

F. TEXT BOOKS

[No textbooks]

H. REFERENCE BOOKS

1. Carter, David. E. Branding: (2000). The Power of Market Identity. NY USA, Watson Guptill Publication.
2. Wasmuht, Barbara. (2008). Branding & Corporate Identity. Saarbrucken, Germany. VDM Verlag Publication.
3. Melewar, T. C. & Elifkaraosmanoqlu. (2008). Contemporary thoughts on corporate Branding & Corporate Identity Management. London UK. Palgrave Macmillan.
4. Olins, Wally. (1990). Corporate Identity: Making Business Strategy Visible Through Design. Boston MA, USA. Harvard Business School Press.
5. Shireen, Stengel. (2013). Corporate Identity. Saarbrucken, Germany. AV Akademikerverlag Publishing.
6. Vaid Helen. (2003). Branding: Brand Strategy Design& Implementation of Corporate & Product Identity. First Edition. NY USA. Watson Guptill Publication
7. Army Design. (2009). Letterhead & Logo Design I I. UK. Rockport Publication.
8. Wiedemann, Julius (2011). Logo Design vol 3 Mul Edition. Cologne, Germany. Taschem GmbH
9. He, Jason. (2011). Logo Talks. California, USA. Gingko Press INC.
10. Fischel, Catherine & Gardner Bill. (2012). Logo Lounge 6:2000 International Identities by Leading designers,UK. Rockport Publishers.

I. SESSION PLAN:

NOTE: Each hour is of 4 hour per week.Total hours- 52

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Weeks 1,2	Study about the elements of Logo Design. ASSIGNMENT-I Study file on 20 logos of 5 different marketing entities	To develop the ability to critically analyze the Identity Designs by using their aesthetic sense.	Lecture, Group Discussions& Demonstrations	[I404.2]	In class assignment, end term jury & examination.
Weeks 3,4	Corporate Identity	To develop a	Lecture, Group	[I404.1]	In class assignment, end term jury & examination.

	<p>Program ASSIGNMENT-2</p> <p>Select any product brand from the previous assignment. In-depth study of the brand especially its identity to Design a corporate identity program for selected corporation/company. Make the same stationary design in digital format.</p>	<p>corporate identity programme using principles and elements of design & the significance of simplification in forms, lines, color, weight & mass.</p>	<p>Discussions& Demonstrations.</p>		
Weeks 5,6	<p>Corporate Identity Program ASSIGNMENT-3</p> <p>Case study & collecting the background of the company, its values, products & present corporate identity in reference file. Design an identity & corporate identity program for selected service brand.</p>	<p>To develop a corporate identity programme creatively & significance of typography, relation of type, color, tonal values & their effect on the logo type design.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	[1404.2]	In class assignment, end term jury & examination.
Weeks 7,8	<p>Corporate Identity Program ASSIGNMENT-4</p> <p>Design an identity & corporate identity program for the selected public welfare issue/ organization. Design the other accessories related to brand to make its identity stronger.</p>	<p>To develop a strong corporate identity programme for public welfare issue / organization by conducting case study.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	[1404.2]	In class assignment, end term jury & examination.

Weeks 9, 10	<p>Key elements of Poster (Product) ASSIGNMENT-5</p> <p>Designing a poster for perishable product such as dairy products, eggs, meat, fruits & vegetables.</p>	<p>To create a product poster utilizing its basic elements as per the requirement of the client and characteristics of the product.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	<p>[1404.4]</p>	<p>In class assignment, end term jury & examination.</p>
Weeks 11,12	<p>Service Poster ASSIGNMENT-6</p> <p>Design a poster for any service like courier service, Travel, Hotels and Resorts.</p>	<p>To design creative & innovative poster of services such as banks, hospitals, airlines etc. by keeping in mind their USPs.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	<p>[1404.4]</p>	<p>In class assignment, end term jury & examination.</p>
Week 13, 14	<p>Environment Issue Poster ASSIGNMENT-7</p> <p>Design a poster on an environmental issue like Deforestation, Loss of Biodiversity, Endangered species, Waste management, Sanitation etc.</p>	<p>To design creatively an environmental issue poster by representing consequences and cures.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	<p>[1404.5]</p>	<p>In class assignment, end term jury & examination.</p>
Weeks 15,16	<p>3D/cutout poster ASSIGNMENT-4</p> <p>Design a 3D/ cutout poster for products like, Headphones, Camera, Sony Bravia, Fruitie etc.</p>	<p>To utilize creative knowledge through designing of 3D/cutout poster effectively using materials like thermocol, paper, wood, cardboard etc.</p>	<p>Lecture, Group Discussions& Demonstrations.</p>	<p>[1404.6]</p>	<p>In class assignment, end term jury & examination.</p>

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSOs)

I-	CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES									
			P	P	P	P	P	P	P	PO	PO	PO	PO	PO	PS	PS	PS	PS	
			O 1	O 2	O 3	O 4	O 5	O 6	O 7	8	9	10	11	12	O 1	O 2	O 3	O 4	
	AA I404.1	Utilize appropriate typography, color, tonal values and their effect on the logo type design and compare the basic difference among the terms such as monogram, trademark, logotype, symbol and logo symbol to create an effective brand identity for visual communication		2						1	1	1	1	1	1	2			3
	AAI404.2	Illustrate corporate identity/logo for corporation/company, product brand & public welfare organization utilizing the ideas/concepts extracted through case study/market research	3							1	1	1	1	1		2			
	AA I404.3	Recall the characteristics of a service brand poster and can creatively conceptualize the message communicating poster.		2						1					1				3
	AA I404.4	Illustrate elements of Poster design by using their creative skills such as headline, illustration and logo utilizing the principles of design.		2						1	1			1		2			
	AA I404.5	Demonstrate by using step wise process from scribbles to final poster having an understanding of environmental & social issues currently present			2			2							2		2		
	AA I404.6	Recognize different kinds of materials which can be used in creative composition of designing a 3D Poster to obtain an appealing visual communication effect.		2						1			1		1	3			2

Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Art

Course Hand-out

Packaging | AA2205 | 2 Credits |

Session: Jan– Apr | Faculty: Dr. Kusum Kanwar | Class: Practical (IV Sem)

A. INTRODUCTION: In this student learn the elements of packaging design while covering a wide variety of packaging methods and material. The focus of the course is to use the design process to create innovatively and user-friendly packaging designs according to demand of current marketing scenario.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[2205.1]. Acquire knowledge of Packaging with Various elements which are included in label design and validate it.

[2205.2]. Exploration the terminology & processes used in packaging design and ideate to form the useable packaging.

[2205.3]. Exploration of different materials used in packaging design and suitability of the package design for the target audience

[2205.4]. Understanding the economical and physical limitations of a packaging

[2205.5]. Experiment with box construction and demonstrate creativity, critical thinking & innovation while designing a packaging.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. DESIGN KNOWLEDGE: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. CRITICAL THINKING: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. DESIGN / DEVELOPMENT OF SOLUTIONS: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. MODERN TOOL USAGE: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. SOCIAL INTERACTION: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
	In class Assignments	30
Internal Assessment	Jury	10
(Summative)	Attendance	10
End Term Exam	Practical Exam	50
(Summative)		
	Total	100
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking	

(Formative)	up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework/ Home Assignment (Formative)	NIL

E. SYLLABUS: Introduction to Packaging, History of Packaging, Types of Packaging, Packaging Construction, Material Used in Packaging, Packaging Design & Brand Identity, Packaging & Labelling, Market Research & Case Study n Designing And Construction of Packaging Range

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Gordon L. Robertson. (2013). *Food Packaging: Principles and Practice, Third Edition. Florida.USA. CRC Press*
- R2. Wilson, Charles. L (2007). *Intelligent and Active Packaging for Fruits and Vegetables, 1st Edition Florida. USA. CRC Press*
- R3. Ambrose, Gavin & Harris, Paul. (2011). *Packaging the Brand: Exploring the Relationship between Packaging Design Worthington UK. Ava Publishing*
- R4. Cliff, Stafford. (1999). *50 Trade Secrets of Great Design Packaging. UK. Rockport Publishers*

H. Lecture Plan

Lecture NO.	Topics	Session Outcome	Mode of Delivery	Correspondin g CO	Mode of Assessing the Outcome
1,2	Introducti on to Packaging	Definition, nature & scope, as a tool of communication. Need of packaging / Threefold role of packaging.	Discussion, demonstration & presentation. Consideration for packaging: Prevention Minimization Reuse, Recycling Disposal, eco-friendly.	[2205.1]	In class assignment, end term jury & examination.

3,4	History of Packaging	Understand the evolution of packaging	Discussion, demonstration & presentation	[2205.1]	In class assignment, end term jury & examination.
5,6	Types of Packaging	Exploration of different materials used in packaging design	Discussion, demonstration & presentation Types of packaging. The classification of packaging on the basis of level of packaging done on the product. Problem faced while packaging. Functions of packaging.	[2205.2]	In class assignment, end term jury & examination.
7&8	Packaging Construction	Exploring packaging through market research.	Discussion, demonstration & presentation Construction of packaging for objects of various shapes, size, weight, material, etc.	[2205.3]	In class assignment, end term jury & examination.
9	Material Used in Packaging	Introduction & exploration with various packaging materials. Materials: constraints and benefits Paper	Discussion, demonstration & presentation	[2205.3]	In class assignment, end term jury & examination.
10	Packaging Design & Brand Identity	Exploration of different materials used in packaging design and suitability of the package design for the target audience	Discussion, Demonstration & Presentation Role of Design In Packaging. Role of Packaging in Branding. Introduction to Labeling.	[2205.4].	In class assignment, end term jury & examination.

11	Packaging & Labelling	Objectives of labeling or Role of labeling: communication, information, content, etc.	Discussion, Demonstration & Presentation	[2205.5]	In class assignment, end term jury & examination.
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I. Course Articulation Matrix: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA2205.1	Acquire knowledge of Packaging with Various elements which are included in label design.	2	1	3	2	1	1	2	1	1	1	1	1	1	2	1	1
AA2205.2	Understanding the terminology & processes used in packaging design.	3	1	2			2	1	2	1	1	2	1	1	1	2	1
AA2205.3	Exploration of different materials used in packaging design.	2	1	2	2	1	1	1	1	1	1	1	1	1	1	1	2
AA2205.4	Understanding the economical and physical limitations of a packaging	2	1	2	1	1	2	1	2	1	1	1	1	1	1	1	1



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

Publication Design II | AA 2206 | 3 Credits | 3 0 0 3

Session: Jan 21 – May 21 | Faculty: Mrs. Aashita Judson | Class: BFA (II Sem) Practical/Theory

A. INTRODUCTION: This course introduced the students how to apply elements and principles of design for advertising and publishing purpose and to understand various alignments in practice to make good press layout design. This course has scope in Publishing houses, News channels, Newspaper, Advertisement industry, Print Industry, Web designing industry etc.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[2206.1]. Implement the fundamentals of the publication design process which involves thinking, perceiving, analyzing, symbolizing, synthesizing and then organizing for the intended purpose.

[2206.2]. Analyze and develop the skills that will be utilized for preparing design-oriented layouts.

[2206.3]. Develop Skills and understand the fundamental elements of layout and their practical applications in different print media.

[2206.4]. Describe the importance of print advertisements and the key factors of its creation.

[2206.5]. Apply their learning of grid system, technical aspects of printing methods and printing technology in layouts and designs.

C. PROGRAM OUTCOMES:

[[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments Time Problem-I Time Problem-II	40 10 10
End Term Exam (Summative)	End Term Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this.	

The attendance for that day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home Assignment
(Formative)

NIL

E. SYLLABUS

Introduction to Magazines and its different types (Magazine Cover Design etc), Introduction of Newspaper and its different types


F. TEXT BOOKS

[No Reference Books for this Course]

G. REFERENCE BOOKS

- R1. Moen, Daryl. (2000). Newspaper Layout & Design: A Team Approach. 4th Edition. NJ USA. Wiley-Blackwell Publishing.
- R2. Kloos, Gerhard. (2007). Matrix Methods for Optical Layout. Bellingham WA, USA. SPIE Press
- R3. Book. Albert C. (1997). Fundamentals of Copy & Layout-, NY USA. McGraw Hill Professional
- R4. Evans, Poppy. (2005). Exploring Publication Design. Boston MA. USA. Delmar Cengage Learning
- R5. Kroner, Alexander. (2001). Adaptive Layout of Dynamic Web Pages. Amsterdam, the Netherlands. IOS Press, US
- R6. Wills, Franz Herman. (1972). Fundamentals of Layout for Newspaper & Magazine Advertising. New Edition. NY USA. Dover Publication INC.
- R8. Hodgson, F. W. & Giles, VIC (1996). Creative Newspaper Design. 2nd edition. Oxford UK. Focal Press

H. SESSION PLAN:

LECTURE NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2,3,4	 <p>Introduction about construction of Books/ Magazines following the Grid structure. Introduction to different types of Brochures Fold. Assignment I: Construction of a Brochure on any (Service related topic).</p>	Basic knowledge to the meaning of Publication, Magazines following the Grid structure.	Lecture, Group discussions, presentations.	[2206.1] [2206.5]	In class Assignments, End Term Jury, Practical Examination
5,6,7,8	Understanding the necessary elements of a Book construction and its implementation.	Understanding of terms such as	Lecture, Group	[2206.3]	In class Assignments, End Term Jury,

Assignment 2: Illustrate a **Recipe Booklet/ Food Booklet** on any cuisine inspired by your own choice with all details and text needed.

indenting paragraphs, leading, kerning & tracking.

discussions, Market visits

Practical Examination



9,10,11

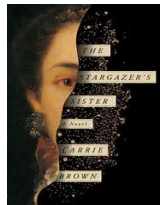
Understanding the brand image of a company, using basic design principles.
Understanding the basic elements of design required for a **Story Book** or a **Novel**.

Brand image of a company, using basic design principles.

Lecture, Group discussions

[2206.2]

In class Assignments, End Term Jury, Practical Examination



Assignments 4: Construct a **front cover for E-Book** on any topic you want to. It could be Novel, Art Book anything.

12,13,14

Introduction to Magazine Cover design implementing the subject matter and the basic design principles.

Assignment 5: Create an original **Front Page of any travel Magazine** focusing on Indian States.



Understanding of terms such as indenting paragraphs, bleed area, gutter space, leading, kerning & tracking.

Lecture, Group discussions

[2206.4]

In class Assignments, End Term Jury, Practical Examination

15, 16

Newspaper advertisement for consumer durables like mobiles, **watches**, Automobiles etc.

Assignments 6: Create an original **newspaper advertising strip** for any durable products you admire.



Role of Newspaper advertisements based on durable products with visual reference.

Lecture, Group discussions

[2206.3]

[2206.4]

In class Assignments, End Term Jury, Practical Examination



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out

Typography-IV | AA 2207 | 2 Credits | 1 0 2 2

Session: Jan 21 – May 21 | Faculty: Ms Dechen Angmo

Class: BFA IV Semester

A. INTRODUCTION: This Course introduces significance of Typography for advance communication in different mediums. It explores more into expressive aspects of typography, emphasizing on letterforms, layout & color choices that can create an impact on the reader in present advertising scenario.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[2207.1]. Demonstrate designs of Typefaces and its construction by thinking character of the brand while creating strong Brand Identity as per society's standard.

[2207.2]. Describe how Typography facilitates the communication between the producer and consumer with its various characters.

[2207.3]. Develop skills for creating typographical layouts for Print Media with the use of letters & words as visual element for social interaction.

[2207.4]. Analyse advertising signages achieve high level of design quality maintaining its relationship to the architectural needs of society along with environmental & technical changes.

[2207.5]. Interpret embedded meaning in Logos and illustrate ideas from different perspectives denoting moral values of organisation while creating brand image in society.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
	In class Assignments	40
Internal Assessment (Summative)	Time Problem-I	10
	Time Problem-II	10
End Term Exam (Summative)	End Term Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework/ Home
Assignment (Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS:

Exploring the embedded meaning in the logos we see every day, analyze how and why they communicate so powerfully.

F. TEXT BOOKS:

[No Text Books for this Course]

G. REFERENCE BOOKS:

1. Foster John, *Fuzion Collaborative: New Masters of Poster Design*, Rockport Publisher, 2006.
2. Maryanne Grebenstein, *Calligraphy Bible*, Watson Guptill /Quantum Publishing, 2012.
3. Noble Mary, *Calligraphy Techniques*, Anness Publishing, 2013.
4. Mehigan Janet, *The Practical Encyclopedia Of Calligraphy*, Anness Publishing, 2011.
5. Mehigan Janet, *Mastering the Art of Calligraphy*, Anness Publishing, 2014.
6. Pageone, *Infinite Pattern*, Sandu Publishing, 2012
7. Guitton Pedro, *A homage to typography*, Alexander Egger, 2012.
8. Jaspert , Berry , Johnson, *Encyclopaedia of typefaces*, Cassell, 2001.
9. Walde Claudia, *Graffiti alphabets from around the world*, Thames & Hudson, 1996.
10. Oriol Anja Llorella, *Free fronts the best of typographic freeware*, Prgeone, 2010.
11. Murray Katherine, *Modern typography*, Hyphen Press, 2004.
12. James Felici, *The complete manual of typography*, Adobe Press, 2003.
13. Bringhurst Robert, *The elements of typographic style*, Hartle Marks, 1997.
14. Rob Carter, *Typographic design*, Wiley Blackwell, 2015.
15. White A, *Advertising design and typography*, Allworth, 2007.

H. SESSION PLAN:

Session No.	Topics	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2	Typography in Logos	To enable students explore the embedded meaning in the logos we see every day, analyze how and why they communicate so powerfully.	Live Studio based Demonstrations/ PowerPoint Presentations	[2107.2]	Internal Assessment & Jury

3, 4	Poster Design (Event)	To acknowledge impact of typography in Poster in order to promote a product which in turn enhance the perception and sales.	Live based Demonstrations/ PowerPoint Presentations	Studio	[2107.3]	Internal Assessment & Jury
5,6,7	Poster Design (Competition)	To acknowledge impact of typography in Poster targeting a social concern having the ability to connect masses with an informed awareness to act upon.	Live based Demonstrations/ PowerPoint Presentations	Studio	[2107.3]	Internal Assessment & Jury
8,9,10	Collateral Design	To acknowledge impact of typography in Poster keeping in view its key elements and principles of design involved.	Live based Demonstrations/ PowerPoint Presentations	Studio	[2107.3]	Internal Assessment & Jury
11, 12, 13	3-D Typography - Construction - Signages	To familiarize students with analytical construction of 3D types and its application in Signages/ Symbols	Live based Demonstrations/ PowerPoint Presentations	Studio	[2107.4] [2107.5]	Internal Assessment & Jury

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO1	PO 2	PO3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4		
2207.1	Demonstrate designs of Typefaces and its construction by thinking character of the brand while creating strong Brand Identity as per society's standard.		1														1		1
2207.2	Describe how Typography facilitates the communication between the producer and consumer with its various characters.									2							1		1
2207.3	Develop skills for creating typographical layouts for Print Media with the use of letters & words as visual element for social interaction.					2													3
2207.4	Analyze advertising signages achieve high level of design quality maintaining its relationship to the architectural needs of society along with environmental & technical changes.								1					1			1		
2207.5	Interpret embedded meaning in Logos and illustrate ideas from different perspectives denoting moral values of organisation while creating brand image in society.		1								1								2



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Illustration-II | AA2250 | 2 Credits | 1 0 2 2 |
Session: Feb 2021 –June 2021 | Faculty: MR. Deepak Singh
Class: BFA II (IV Semester)

B. Introduction: This course enables students to create a story through a composition of visual elements and principles through sequential illustrations and develops the ability to communicate through creative control of words, visuals. This course has enough scope in the film industry, ad films, documentary films, animated films and comic book illustration.

B. Course Outcomes: At the end of the course, students will be able to:

[2250.1]. Identifying the importance and exploring the skills of illustration in advertising medias.

[2250.2]. Interpret the concept through illustration and organize the ideas in relation to the project which also contributes in enhancing skills required for employability.

[2250.3]. Demonstrate an understanding of the principles of Illustration: Visual Hierarchy, Repetition, Unity, Contrast, Dynamics, Emphasis.

[2250.4]. Developing the ideas and concept for Animation.

[2250.5]. Reflect the learning of narrative features in Illustration and importance of pre-production work.

C. PROGRAM OUTCOMES:

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal	Time Problem	20
(Summative)	Assessment In Class Assignments	40
End Term Jury	End Term Jury	40
(Summative)	Total	100
Attendance	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
(Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Make up Assignments		
(Formative)		
Homework/ Home	Assignment	NIL
(Formative)		

E. SYLLABUS

Character Design- Study of Lines, its strength and forces. Creating of a Scene/ Frame/ Background.
Study the skill of rendering, Color Sense, Situation wise, Create atmosphere, and symbolic elements.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

8. Wigan Mark, *Basic Illustration Text and Image*, Ava Academia, 2008.
9. Pattanaik Devdutt, Jaya, *Illustrated retelling of the Mahabhart*, Ava Academia, 2009.
10. Pranjape Ravi, *The World of My Illustrations*, Jyotsna Prakashans, 2013.
11. Gray Peter, *The Essentials of Drawing*, Laurence Publishing, 2009.
12. Hall Andrew, *Illustration*, Laurence Publishing, 2011.
13. Dawber Martin, *Big Book of Contemporary Illustrations*, Pankaj International, 2009.
14. Wang Shaoqiang, *Infinite Illustration*, Prgeone, 2014.

H. SESSION PLAN Each hour is of 3 hour per week. Total hours- 45

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week I,	Introduction of Various topics and its relevance in elective.	Make students familiar with Illustration, typography, Digital publication, Visualization, photography and exhibition design as the elaborative art form.	Lecture, Group discussions, presentations, Demonstrations.	[2250.2] [2250.3] [2250.4]	In class Assignments, End Term Jury

Week 2, 3, 4, 5, 6,	Introducing Character Development and its application in advertising medias.	To familiarize students with step by step practice of Character Design with different Camera angles, Gestures, nature, expressions etc.	Lecture, Group discussions, Demonstrations	[2250.1] [2250.2] [2250.3] [2250.4]	In class Assignments, End Term Jury Ass.No.01a Illustration with Rendering of Magazine Layout for any Product.
Week 7, 8, 9	Character Design.	character design is a process where an original, new character is created for the purpose of book, film, television, animation, video game, comic book or other media. Stories are perceived through the characters as they act as a window for the audience to experience countless worlds and events.	Lecture, Group discussions, Demonstrations	[2250.2] [2250.3] [2250.4]	In class Assignments, End Term Jury Ass.No.03 Illustration for children story books, animation.
Week 10, 11, 12	Introducing fashion illustration with typography in advertising.	Fashion Illustration is the art of communicating fashion ideas in a visual form that originates with illustration, drawing and painting and also known as Fashion sketching and students understand how fashion illustration came into existence and how far is it influential in publication design	Lecture, Group discussions, Demonstrations	[2250.1] [2250.4] [2250.5]	In class Assignments, End Term Jury Ass.No.04 Illustration for Double Spread Fashion Magazine.

Week 13,
14, 15

Political
Cartoon
Illustration

Political cartoon,
a drawing (often
including caricature) made for
the purpose of
conveying editorial commentary
on politics, politicians, and
current events

Lecture,
Group
discussions,
Demonstrations

[2250.1]
[2250.2]
[2250.4]
[2250.5]

In class Assignments,
End Term Jury
Ass.No.04

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
[2250.1]	Identifying the importance and exploring the skills of illustration in advertising medias.	1	1	1	2	1	2		2	3	2	3	3	2	3	3	2
[2250.2]	Interpret the concept through illustration and organize the ideas in relation to the project which also contributes in enhancing skills required for employability.	1	1	1	1				1	1	1		2	2	2	2	2
[2250.3]	Demonstrate an understanding of the principles of Illustration: Visual Hierarchy, Repetition, Unity, Contrast, Dynamics, Emphasis.	1	1	1	2		1	2	1	1		1		1	2	1	
[2250.4]	Developing the ideas and concept for Animation.		1	1	2	1	2	2	3	2	2	3		1	2	2	3
[2250.5]	Reflect the learning of narrative features in Illustration and importance of pre-production work.	1	1	2	2	1	2	2	3	1	1	3		2	2	3	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Design & Photography -II | AA2251 | 3 Credits | 1 0 2 2 |
Session: Jan 2021 – May 2021 | Faculty: MR. UMA SHANKAR PRABHAKAR
Class: BFA II (IV Semester)

Q. INTRODUCTION: This course helps students to understand the step by step process in photography. It also provides the introductory knowledge about the different lighting techniques, use in different applications like table photography, relationship in advertising, lighting and set designing in Photography, architectural lighting and experimenting with various accessories used in micro photography. Student can make photography as a professional career in the field of advertising, direction. Photography helps students to enhance the research in various campaigns used for designing in advertising agencies.

R. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[2251.1]. Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography skills for campaign design.

[2251.2]. Practice the handling of the camera for framing of actions and ideas of nature and basic concepts of art and design.

[2251.3]. Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long leaning.

[2251.4]. Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.

[2251.5]. Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.

S. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **DESIGN / DEVELOPMENT OF SOLUTIONS:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **MODERN TOOL USAGE:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **SOCIAL INTERACTION:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design

practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

T. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	In Class Assignment	40
	End Term Exam (Summative)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

Make up Assignments
(Formative)

Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.

Homework/ Home
Assignment (Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

U. SYLLABUS

MINI CAMPAIGN DESIGN Campaign design based on Photography, minimum three media (Indoor/ Outdoor) and Product or Social Issue/Responsibility category. **PHOTOGRAPHY PORTFOLIO** Creating a photography portfolio based on particular aspect such as Portrait, Nature, Industrial, Table top etc.

V. TEXT BOOKS

[No Text Books for this Course]

W. REFERENCE BOOKS

- Freeman John, *The photographer's manual*, Hermes House, 1993.
- Tomang, *Digital photography*, D K pub, 2012.
- Tomang, *Digital photography step by step*, D K pub, 2011.
- Cortaville Saraya, *Portrait photography*, Crowood Press, 2013.
- Clements John, *A comprehensive guide to digital landscape photography*, AVA, 2000.
- Doug Harman, *The digital photography handbook*, Quarry Books, 2014.

X. SESSION PLAN: (Each Session is of 3 hrs./ week; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2	Campaign Planning	Introduction to campaign planning	Presentations & Group Discussions	[2251.1]	Internal Assessment & End Term Exam (Summative)

Week 3	Campaign Design	Introduction to campaign design.	Presentations & Group Discussions	[2251.1] & [2151.2]	Internal Assessment & End Term Exam (Summative)
Week 4	Relevance of photography in campaign	To introduce them with the importance of photography in Campaign planning	Presentations & Group Discussions	[2151.3] & [2151.4]	Internal Assessment & End Term Exam (Summative)
Week 5,6,7	Introduction to types of Campaign	To introduce students with different types of Campaign related to product, social issue.	Presentations & Group Discussions	[2151.2]	Internal Assessment & End Term Exam (Summative)
Week 8,9,10	Product or Social issue campaign design.	To aware students about the implementation of photography in campaign.	Presentations & Group Discussions	[2151.3]	Internal Assessment & End Term Exam (Summative)
Week 11,12,13	Photography portfolio	To implement the knowledge of photography and design in their photography portfolio	Presentations & Group Discussions	[2151.4] & [2151.5]	Internal Assessment & End Term Exam (Summative)

Y. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA225I.1	Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography.	1	1		1	1							1		1		
AA225I.2	Practice the handling of the camera and its functions such as aperture, shutter speed and ISO for framing of actions and ideas of nature and basic concepts of art and design.	1	1	1	2	1						1	1			1	1
AA225I.3	Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long learning..	1		1	1	1						1	1	1	1	1	
AA225I.4	Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.	1	2	1	1	1		1	1	1	1	1	1	1	1	1	1
AA225I.5	Describe and explore the use of photographic concepts which helps to	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1

reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out

Material: Techniques & design– I | AA2290 | 3 Credits | 3HRS
Session: Jan 20 – APR 20 | Faculty: Dr. Kusum Kanwar | Class: Theory/ Practical

Practical

A. INTRODUCTION: Understanding the creation of an artwork in various medium with proper techniques, processes, methods incorporated in its fabrication. Understanding of tools to manipulate materials. This course helps to explore soft and hard materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while remaining functional.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[2290.1]. The course will provide students the opportunity to reinforce the information and ideas of all types of materials.

[2290.2]. Enable the student to use this knowledge to expand it conceptually and execute it in various design forms like packaging design, product design etc.

[2290.3]. Enable the student to acquire the level of technical skill required to reach professional career goals.

[2290.4]. Develop design thinking and improvise portfolio through creative design enriched with perspective, 3 dimensional designs, type, color, and compositions.

[2290.5]. Choose relevant material as per the requirement of intended product and its cost effectiveness.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. DESIGN KNOWLEDGE: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. CRITICAL THINKING: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. DESIGN / DEVELOPMENT OF SOLUTIONS: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. MODERN TOOL USAGE: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. SOCIAL INTERACTION: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. ENVIRONMENT AND SUSTAINABILITY: Understand the issues of environmental contexts and sustainable development.

[PO.7]. ETHICS: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. INDIVIDUAL AND TEAM WORK: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional I	10
	Sessional II	10
	Class Assignments/ Presentation/ quiz/	40
	End Term	40
End Term Exam (Summative)	Total	100
	A minimum of 75% Attendance is required to be maintained by a student to be qualified for	

	taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Attendance (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Make up Assignments (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	
Homework/ Home Assignment (Formative)		

F. SYLLABUS

Exploration of materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, Papier Mache, Leather etc. Introduction to visual elements in 3D with a basic understanding and application of elements and principles of design.

G. TEXT BOOKS

[No Text Books for this Course]

H. REFERENCES:

1. Exploring Material (2010), Princeton architectural press.
2. 100 percent fun packaging, Miquel Abellan, Graphic-sha publishing.
3. Eco Design:Lamps/Lampes/Lampras/Illuminaco, Promopress
4. Book art, creative ideas to transform your books-decorations, stationary, display scenes, and more Clare young
5. The complete photo guide to paper crafts, Trice boerens.
6. Packaging design, successful product branding from concept to Shelf, Marianne Rosner Klimchuk And Sandra A. Krasovec
7. Dean, A. (n.d.). Natural creativity.
8. Dutcher, J. and Marangoni, A. Soft materials. New York: Marcel Dekker, 2005
9. Harrison, H. Mixed-media collage. Beverly: Quarry Books, 2007.
10. Leland, N. The creative artist. Cincinnati, Ohio: North Light Books, 1990.
11. Leveté, S. (n.d.). Maker projects for kids who love exploring the outdoors.
12. Mornu, N. A bounty of bead & wire necklaces. New York: Lark Crafts, 2012.
13. Newman, T. Plastics as an art form. Radnor, Penn: Chilton, 1979.
14. Newmann, D. Native Americans resource library. West Nyack, N.Y.: Center for Applied Research in Education, 1995.

15. Newmann, D. Ready-to-use activities and materials on Coastal Indians. West Nyack, N.Y.: Center for Applied Research in Education, 1997.
16. Sutton, S. (n.d.). Craftwork techniques of the Native Americans.
17. Wilbur, C. Indian handcrafts. Guilford, CT: Globe Pequot Press, 2001

I. SESSION PLAN:

NOTE: Each hour is of 3 hour per week.

Total hour-39 hours

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corres-ponding CO	Mode of Assessing the Outcome
Week 1,2	Paper Scoring	Explore geometric basic forms in 3 dimensions	Lecture, Group Discussions Presentation on paper guidelines for Paper Scoring. Demonstration of 3d shapes	[2290.1] [2290.2]	Assignments & Submission details Guidance on project, hands on experience and design considerations. Ass. No. 1 <ul style="list-style-type: none"> • Make a cube of 6X6X6 cm. • Make a Pyramid of any size. • Make a cuboid • Make a tetrahedron • Make a hexagonal prism Ass. No. 2 Make a 3d geometric form (group assignment) In class assignment, Sessional and end term examination.
Week 3,4	Waste Materials	Modify and explore Recycled & found material with new idea	Lecture, Group Discussions Demonstration of 3d sculpture/products	[2290.1] [2290.4]	Ass. No. 3 <ul style="list-style-type: none"> • make any 1 product In class assignment, Sessional and end term examination.
Week 5	Paper Origami	Make them understand how to fold paper to get different forms.	Lecture, Group Discussions Presentation on Origami Demonstration of origami products	[2290.1] [2290.2] [2290.4]	Ass. No. 4 <ul style="list-style-type: none"> • Make 4 different origami products. In class assignment, Sessional and end term examination
Week 6,7	Box board	To recognize materials and	Lecture, Group Discussions	[2290.3]	Ass. No. 5

		creating artwork in 3 dimensions	Demonstration on box board		<ul style="list-style-type: none"> Alphabet and Numbers
Week 8,9	Mosaic art	To Explore and interpret the material	Lecture, Group Discussions Presentation on mosaic art Demonstration of	[2290.1] [2290.4]	<p>In class assignment, Sessional and end term examination</p> <p>Ass. 6</p> <ul style="list-style-type: none"> make any 1 product <p>In class assignment, Sessional and end term examination</p>
Week 10,11	Felt/ Fibre	Understanding and Presentation on fiber (Exploring Felt)	Lecture, Group Discussions Guidance on project, hands on experience and design considerations. Presentation on felt Demonstration of Felt products	[2290.1]	<p>Ass. No. 7</p> <p>Make 2 different products</p> <ul style="list-style-type: none"> Make explorations with felt like stitching, riveting, surface embellishment, gluing etc. Make a concept using principles of Design (harmony & rhythm) Approval of the design. <p>In class assignment, Sessional and end term examination</p>
Week 12,13	Macramé	Understanding the usage of threads and yarn and Creating artifacts	Lecture, Group Discussions Presentation and demonstration on macramé	[2290.1]	<p>Ass. No. 8</p> <ul style="list-style-type: none"> Make a household product <p>In class assignment, Sessional and end term examination</p>

CO	STATEMENT													CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO3	PO 4	PO5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
2290.1	The course will provide students the opportunity to reinforce the information and ideas of all types of materials.	1	1	2	1	1	2	2	1	1	1	1	1	2	1	3	1
2290.2	Enable the student to use this knowledge to expand it conceptually and execute it in various design forms like packaging design, product design etc.	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1
2290.3	Enable the student to acquire the level of technical skill required to reach professional career goals.	2	1	1	1	1	1	2		1	1	1		3	1	2	1
2290.4	Develop design thinking and improvise portfolio through creative design enriched with perspective, 3 dimensional designs, type, color, and compositions.	2	1	1	1	2	1	1	1	1	1	1	1	2	1	3	2
2290.5	Choose relevant material as per the requirement of intended product and its cost effectiveness.	3	1	1	1	1	1	2	1	1	1	1	1	1	2	1	2



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out

THEORY OF VISUAL COMMUNICATION & DESIGN-IV | AA 1601 | 3 CREDITS | 3 0 0 3 |
Session: Jan 21 – May 21 | Faculty: Ms. Dechen Angmo
Class: BFA VI Semester

A. INTRODUCTION: This Course introduces the significance of visual elements in Electronic & Broadcast Media as an effective tool for communication to attain mass perception and retention.

B. COURSE OUTCOMES: At the end of the course, students will be able to

- [1601.1]. Develop skills of communication necessary for expression and storytelling in a media, organizational, interpersonal and social context.
- [1601.2]. Interpret and illustrate knowledge of designing & production techniques for Films and other digital platform as independent lifelong learning.
- [1601.3]. Demonstrate an understanding of the evolution of TV as artistic media and ability to act upon an informed awareness of issues.
- [1601.4]. Analyze the advent of Telephone in electronic media as an important tool of effective communication and social interaction.
- [1601.5]. Recognize emergent trends on mobile resulting in a revolution of a socially responsible advertising.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Attendance	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Films and Television: History, Elements, Film Production (Animated Cartoons and its production methods), Television as an advertising media, Television as a means of Visual Communication. **Telephone and Mobiles:** History, Telephone as an advertising media, The Mobile Revolution.

F. TEXT BOOKS

1. Timothy A.Borchers, 'Persuasion in the Media Age', Waveland Press INC.

G. REFERENCE BOOKS

1. Charles Warner, 'Media Selling', Wiley Blackwell Publication.
2. Handbook Ken Smith, Sandra Moriarty, Gretchen Barbatsis, Keith Kenney, 'Handbook of Visual Communication', Routledge Publication.
3. Jack Z. Sissors & Roger. B.Baron, 'Advertising Media Planning', McGraw Hill Publication.
4. Pradeep Mandav, 'Visual Media Communication', Authors Press.

H. SESSION PLAN:

Session No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1- 2	Films - Origin - Elements	Introduction to Films as an effective Electronic Media in visual communication and its important elements laying a pivotal role in brand marketing.	Lecture	[1601.1]	Internal Assessment & End Term Exam (Summative)
3	Film Production techniques	To acquaint students with different types of films along with their production methods.	Lecture	[1601.1] [1601.2]	Internal Assessment & End Term Exam (Summative)
4-5-6	Television - Origin - Characteristics - Pros & Cons	To make students aware about Television being the ultimate influencer which has proven itself as a major asset to advertising & marketing.	Lecture	[1601.3]	Internal Assessment & End Term Exam (Summative)
7-8	Telephone - Origin - Role - Pros & Cons	To introduce Telephone as an important mode of communication not just through inbound calls but also for its professional approach towards informed awareness about products & services.	Lecture	[1601.4]	Internal Assessment & End Term Exam (Summative)
9-10	The Mobile Revolution - Origin - Types of applications	To acknowledge Mobiles for visual communication that aims to achieve wide response from all age groups specifically lower income category empowering brand awareness.	Lecture	[1601.5]	Internal Assessment & End Term Exam (Summative)

I. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO3	PO4	PO 5	PO6	PO 7	PO8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
1601.1	Develop skills of communication necessary for expression and storytelling in a media, organizational, interpersonal and social context.		1							1						1	
1601.2	Interpret and illustrate knowledge of designing & production techniques for Films and other digital platform as independent lifelong learning.											1				3	
1601.3	Demonstrate an understanding of the evolution of TV as artistic media and ability to act upon an informed awareness of issues.											1				3	
1601.4	Analyze the advent of Telephone in electronic media as an important tool of effective communication and social interaction.					2				3		1				3	
1601.5	Recognize emergent trends on mobile resulting in a revolution of a socially responsible advertising.							2								2	

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fine Arts (Applied Art)

Course Hand-out

THEORY OF ADVERTISING-IV | AA 1602 | 3 CREDITS | 3 0 0 3 |

Session: Jan 21 – May 21 | Faculty: Ms. Aashita Judson

Class: BFA VI Semester

A. INTRODUCTION: This course introduces the understanding of creative advertising as a whole and print and digital revolution in advertising industry from the beginning to current scenario.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1602.1]. Recall the basics of creative advertising designing along with thinking critically its importance from planning to execution keeping in mind Maslow's hierarchy of need and consumer's wants and demands.

[1602.2]. Analyze the difference between visual and verbal communication. Also get the knowledge of pros and cons of hard sell and soft sell.

[1602.3]. Acquire the knowledge of digital publication and industries commercially involved in book and graphic design along with the knowledge of pagination.

[1602.4]. Analyze and use different kinds of printing media processes, its history and their uses till the contemporary time.

[1602.5]. Acquire the knowledge of modern technologies and skills for effective communication used in printing process today for advertisement/production.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Attendance	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Advertising Art and Ideas

- Creative Advertising: Planning and Execution, Product analysis, Human Motives – Desire and Hope, Copy Platform, Visualization – Invention of Advertising Ideas, Picture vs. Words Communication, The Hard-Sell - The Soft-sell.
- Digital Publishing: Knowledge of three big Industries majorly involved in Book Design/making, Graphic Design, Pagination
- Reproduction Methods: History of Printing Photo-Gravures (Intaglio)
- Current Print Technology: Entire process of 'layout to artwork to CTP' (Computer to Plate)

F. TEXT BOOKS

1. Avery, Jim. (1997). *Advertising Campaign Planning. Developing an Advertising Based Market Plan.* 2nd edition. Copy Workshop Publ.
2. Shaw, Mark. (2012, 2009). *Copy Writing: Successful Writing for Design, Advertising & Marketing* London UK. Laurence King Publishing
3. Wells, William D & Burnett, John J. & Moriarty, Sandra. (1997). *Advertising: Principles & Practices* NJ. USA. Pearson Education Publishing
4. Jigenheimer. (1992). *Advertising Media.* USA. Brown (William C) Co. Publishing
5. Moriarty, Sandra E. (1990). *Creative advertising: Theory & Practice.* NJ USA. Prentice-Hall Publishing
6. Fletcher, A. D & Bowers, T.A. (1988). *Fundamentals of Advertising Research.* CA USA. Wadsworth Publishing co. inc
7. Sandage, Charles H, Fryburger, Vernon & Rotzoll, Kim. (1989). *Advertising Theory & Practice* UK. Longman Group Publishers
8. *Schaum's Outline of Theory & Problems of Advertising* by Herbert Holtje (1978). NY USA. Mc Graw Hill Publishing
9. Stead, William. (2010). *The Art of Advertising: Its Theory & Practice Fully Described* Charleston USA. Nabu Press Publication

G. REFERENCE BOOKS

[No Reference Books for this Course]

H. SESSION PLAN:

NOTE: Each hour is of 3 hour per week. Total hours- 36

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1	Creative Advertising-Basics and need.	To acquire the basic knowledge of creative advertising, how it works and its strong need.	Lecture, Group Discussions	[1602.1]	In class assignment, Sessional and end term examination
Week 2	Creative Advertising-Planning and Execution	To know the process of planning and execution using a proper strategy of creative advertising.	Lecture, Group Discussions	[1602.1]	In class assignment, Sessional and end term examination

Week 3	Product Analysis	To understand the product analysis and its importance.	Lecture, Group Discussions	[1602.2]	In class assignment, Sessional and end term examination
Week 4	Human Motives	To understand the human psychology and motives ,desire and hope through Maslow's Hierarchy of Needs	Lecture, Group Discussions	[1602.1]	In class assignment, Sessional and end term examination
Week 5	Creative advertising – Hard Sell & Soft Sell	To understand push and pull advertising Pros and Cons Difference Between Hard and Soft Sell	Lecture, Group Discussions	[1602.2]	In class assignment, Sessional and end term examination
Week 6	Creative advertising -Copy Platform, Visualization	To develop creative skills involved in designing a creative copy and visualization Invention of Advertising Ideas, Picture vs. Words Communication	Lecture, Group Discussions	[1602.2]	In class assignment, Sessional and end term examination
Week 7	Digital Publication and its various aspects	To understand digital publication involved in Book Design/making, Graphic Design, Pagnation	Lecture, Group Discussions	[1602.3]	In class assignment, Sessional and end term examination
Weeks 8,9	History of printing	To get the knowledge of reproduction method, printing and its history such as photo-Gravures (Intaglio)	Lecture, Group Discussions	[1602.4]	In class assignment, Sessional and end term examination
Weeks 10,11,12	Current Printing Technology	To acquire the knowledge of contemporary printing techniques p Entire process of 'layout to artwork to CTP' (Computer to Plate) -Different Steps involved in printing popular in the market.	Lecture, Group Discussions	[1602.5]	In class assignment, Sessional and end term examination

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs with POs& PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
1602.1	Recall the basics of creative advertising designing along with thinking critically its importance from planning to execution keeping in mind Maslow's hierarchy of need and consumer's wants and demands	2		1			2	1	3	3			2				2
1602.2	Analyze the difference between visual and verbal communication. Also get the knowledge of pros and cons of hard sell and soft sell.		3			1		2			3	1		3		2	
1602.3	Acquire the knowledge of digital publication and industries commercially involved in book and graphic design along with the knowledge of pagination.			1					2						1		
1602.4	Analyze and use different kinds of printing media processes, its history and their uses till the contemporary time.	2 2			1						1		1		2		1
1602.5	Acquire the knowledge	1					2	1			2			1		3	

	of modern technologies for effective communication used in printing process today for advertisement/production.																															
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1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Drawing-IV | AA1603 | 5 Credits | 2065 |
Session: Feb 2021 –June 2021 | Faculty: MR. Deepak Singh
Class: BFA III (VI Semester)

A. INTRODUCTION: This Course introduces the students to develop an expertise in drawing skills of Human anatomy and solve time problems in sketching and design for achieving expected set outcomes.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1503.1]. Demonstrate the anatomical structure of the human body in detail from different perspectives.

[1503.2]. Analyze the formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.

[1503.3]. Develop the skills in drawing utilizing the figure as the primary subject.

[1503.4]. Demonstrate linear and tonal techniques to depict light and shadow.

[1503.5]. Demonstrate sketching, design, color theory & psychology, concept visualization, perspective drawing and basic rendering techniques.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & illustrate assignments to get the knowledge of visual communication in advertising design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In Class Assignments	50
	End Term exam	100
End Term Jury (Summative)		
	Total	150
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework/ Home Assignment
(Formative)

There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

Foot drawing: Making 20 sketches of foot in different angles with understanding of anatomical study. Media: color pencils, water color, poster color (any one). Full Figure (Male) Media: Water color or Poster color, Study of Proportions of human body. Drawing, Shade & lights, study of drapery. Full Figure (Female) Media: Water color or Poster color, Study of Proportions of human body. Drawing, Shade & lights, study of drapery.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

16. John Raynes, *Complete Anatomy and Figure Drawing*, Batrford in UK, 2007.
17. Ian sideway and Sarah Hoggett, *Mastering the Art of Drawing*, Hormes House Publishing, imprint of Anness Publishing Ltd, 2005.
18. VIV Foster, *The Anatomy and Figure Drawing*, Quantum Publishing Ltd, 2009.
19. Scott Robertson, *How to Draw (Drawing and Sketching Objects)*, Design Studio Press, 2013.
20. Hayashi Studio, *Water Colour Rendering*, Graphic-Sha Publishing Co., Ltd, 1994.
21. B. Edwards, *Color by Betty Edwards, A Course in Mastering the Art of Mixing Colors*, Penguin Group Inc, New York. ISBN: 1-58542-199-5, 2004.
22. Feisner, E., *Colour Studies*, Fairchild Publications, NY USA, 2006.
23. Gerritsen Franz, *Theory & Practise of color: A color based theory based on the laws of perception*, Subsequent Edition Van Nostrand Reinhold Publication, 1983.
24. Fraser, Tom & Banks Adam, *Designers color Manual: The complete guide to color theory & application*, San Francisco, USA. Chronicle Books, 2004.
25. Barber Barrington, *The Fundamentals of Drawing*, Arcturus Publishing Ltd, 2002.
26. Malik Pratap, *Sketching & Drawing*, Jyotsna Prakashan, 2006.
27. Vaze Pundalik, *How to Use Colours*, Jyotsna Prakashan, 2010-2014.
28. Dunn Alphonso, *Pen & Ink Drawing Workbook, (Vol-2)*, 2018.
29. Mulik Milind, *Watercolour Landscapes Step by Step*, Jyotsna Prakashan, 2015.
30. Loomis Andrew, *Figure Drawing For all its Worth*, Titan Books, 2011.

H. SESSION PLAN: Each hour is of 6 hour per week. Total hours- 84

SESSION NO	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1,	Time Sketch (Male and Female)	To demonstrate human sketch in a given time frame to increase student's sketching speed with proper depiction of proportionate body & its parts.	Demonstrations & Discussions	[1603.1] [1603.2] [1603.3] [1603.4] [1603.5]	In class assignment, end term jury & examination
Week 2, 3, 4, 5	Antique- study <ul style="list-style-type: none"> • Torso • Hand palm • Foot 			[1603.1] [1603.3]	
Week 6, 7,	Human Body Study and their Muscles (Male & Female)	To acquire the skills of drawing proportionally human body (male) with formal components mass & volume	Demonstrations & Discussions	[1603.1] [1603.3] [1603.2]	In class assignment, end term jury & examination
Week 8, 9 10	Drawing Composition- Theme based Drawing	To acquire the skills of drawing proportionally human body, learn things like manual skill, pencil techniques, precision, perspective, gesture, anatomy, light and shadow.	Demonstrations & Discussions	[1603.1] [1603.3] [1603.4] [1603.5]	In class assignment, end term jury & examination
Week 11, 12, 13, 14,	Study the Technique of Light and Shadow	To demonstrate the tonal techniques to depict light and shadow along with the knowledge of color theory & psychology, concept visualization & basic rendering techniques.	Demonstrations & Discussions	[1603.4] [1603.5]	In class assignment, end term jury & examination

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES											CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO2	PO3													
[1603.1]	Demonstrate the anatomical structure of the human body in detail from different perspectives.	1	2	2	2	1	1		1	2		2	3	2	3	3	2
[1603.2]	Analyze the formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion.		1	1	2		1		1	1			2	2	2	2	2
[1603.3]	Develop the skills in drawing utilizing the figure as the primary subject.	1	1	1	2	1			2	1	1		2		1	2	1
[1603.4]	Demonstrate linear and tonal techniques to depict light and shadow.	1	1	1	2	1			2	2	1		2	1	2	2	3
[1503.5]	Demonstrate sketching, design, color theory & psychology, concept visualization, perspective drawing and basic rendering techniques.	1	1	2	2	1	2		2	3	1	1	3		2	2	3



Course Hand-out
Communication Design-II | AA1605 | 3 Credits | 2 0 6 5 |
Session: Jan 2021 –July 2021 | Faculty: Mrs. Aashita Judson
Class: BFA III (VI Semester)

A. INTRODUCTION: This Course creates Brand Awareness and carry out Market Research related to various types of Posters and Hoarding designs for social concerns and service providers meeting the challenges of the current market scenario.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1605.1]. Develop the skills of identification, research and information gathering from market & society, analysis of text collected and generation of creative ideas.

[1605.2]. Analyze and execute the creative concepts for advertising design related to the use of existing and emerging communicative materials with ideas and decisions from different perspectives and views of others.

[1605.3]. Demonstrate thoughts and ideas to be applied for effective communication for mass media.

[1605.4]. Develop knowledge and critical comprehension of key concepts, methodologies and current trends in Outdoor Media of Commercial Design.

[1605.5]. Describe an aesthetic and visual style of global standards that persuades and differentiates your work from the peers making it an independent lifelong learning for entrepreneurship also.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	30
	Jury	10
	Attendance	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment	There are situations where a student may have to work at home. However, a student is expected to participate and perform these	

(Formative)

assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.

E. SYLLABUS

- Creating Corporate Identity for an Ngo/ Social Welfare Initiative.
- Sticker Design with a social purpose.
- Brochure Design
- Signages Designs

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- Frascara, Jorge. (2004). *Communication Design: Principles, Methods & Practice*. NY USA. Allworth Press.
- Rodriguez, Amardo. (2005). *Communication, Space & Design*. The integral Relation between Communication & Design. Hamilton Books.
- Capelin, Joan. (2004) *Communication by Design. Marketing Professional Services*. Greenway Communications.
- Silverstone, Roger & Mansell, Robin. (1998). *Communication by Design. The Politics of Information & Communication Technologies*. Oxford UK. Oxford University Press.

H. SESSION PLAN: (Each Session is of 4 hrs /week; Total 44 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2-3-4	Social Welfare Based	1. Research file on NGO 2. Identity Design on any one for an effective communication with Indian citizen. 3. Sticker Design	Presentations & Group Discussions	[1605.1] [1605.2] [1605.5]	Internal Assessment & End Term Exam (Summative)
Week 5-6-7-8	Brochure Design	Design a brochure on any product, service	Presentations &	[1605.3]	Internal Assessment & End

		brand to communicate advertiser's message in more creative way.	Group Discussions	[1605.5]	Term Exam (Summative)
Week 9-10-11	Signage Design	Design series of signage's to be used and displayed through a proper communicative way in any public place.	Presentations & Group Discussions	[1605.4] [1605.5]	Internal Assessment & End Term Exam (Summative)

I. Course Articulation Matrix: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4

AA 1605.1	Develop the skills of identification, research and information gathering from market & society, analysis of text collected and generation of creative ideas.		1			1				2				2			
AA 1605.2	Analyse and execute the creative concepts for advertising design related to the use of existing and emerging communicative materials with ideas and decisions from different perspectives and views of others.	1		2			1				2		1		1	1	
AA 1605.3	Demonstrate thoughts and ideas to be applied for effective communication for mass media.	1	2								1		1	1		2	1
AA 1605.4	Develop knowledge and critical comprehension of key concepts, methodologies and current trends in Outdoor Media of Commercial Design.	1							3		3		1		2	1	3
AA 1605.5	Describe an aesthetic and visual style of global standards that persuades and differentiates your work from the peers making it an independent lifelong learning for entrepreneurship also.		2		1	1		3	2			2		1			2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlat



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Media Studies-II | AA1606 | 3 Credits | 2 0 6 5 |
Session: Jan 2021 –July 2021 | Faculty: Mrs. Aashita Judson
Class: BFA III (VI Semester)

A. INTRODUCTION: This Course personalize, optimize and accumulate quality resource relevant for efficient use of advertising, targeting and reproducing measured responses.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1606.1]. Develop advanced critical thinking in analyzing skills and experiences towards different media in society.

[1606.2]. Interpret the process of bringing ideas from concept to production following a military strategy to promote a product or deliver a message by connecting masses with technology.

[1606.3]. Develop effective marketing communication strategies and programs by understanding consumer psychology, behavioral traits, moral values and societal needs.

[1606.4]. Interpret the influence of Direct Marketing with effective media in Advertising to help reach conclusion in group settings.

[1606.5]. Demonstrate specific research techniques effective in presenting the campaign in an industry professional manner. It's best to be expose self to as many different types of media as possible.

C. Program Outcomes And Program Specific Outcomes

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	50
	Jury	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Campaign Design- Public Welfare (Campaign Planning: Social Based, Print Media (Indoor & Outdoor), Electronic Broadcast Media, Digital Media.)

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- Fourie, Pieter, J. Media Studies: Vol 1. *Media Studies: Media History, Media & Society*. 2nd revised edition. South Africa. Juta Legal & Academic Publishers
- Fourie, Pieter, J. (2008). *Media Studies: Vol 2, Policy, Management & Media Representation*. 2nd revised edition. South Africa. Juta Legal & Academic Publishers
- Fourie, Pieter, J. (2009). *Media Studies: Media Content & Media Audiences*. Vol 3, 3rd revised edition. South Africa. Juta Legal & Academic Publishers
- Durham, Meenakshi Gigi & Kellener, Douglas M. (2012). *Media and Cultural Studies. Key works*. 2nd edition. NJ USA. Wiley-Blackwell.

H. SESSION PLAN: (Each Session is of 3hrs/ week; Total 39 hrs)

SESSION NO.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2-	Campaign Planning	Introduction of Campaign, Media Planning (Public Welfare based), topic finalization, concept development, analyzing strategies of advertising & marketing leading to final execution of the desired design layout.	Presentations & Group Discussions	[1606.1] [1606.2]	Internal Assessment & End Term Exam (Summative)
Week 3-5	Brand Identity - Logo - Stationary	To familiarize students with creating a subconsciously associated meaning with logos and connect ideas and opinions to its visual elements providing a visual representation to a socially active organization (NGO).	Presentations & Group Discussions	[1606.3]	Internal Assessment & End Term Exam (Summative)
Week 6-7	Magazine/ Press Advertisement	To make students design print media for a compelling and persuasive approach in the market.	Presentations & Group Discussions	[1606.3]	Internal Assessment & End Term Exam (Summative)
Week 8-9	POP/POS Display	To acquaint with significance of POS & Direct Mail for an active approach towards personal action.	Presentations & Group Discussions	[1606.4]	Internal Assessment & End Term Exam (Summative)
Week 10-11-12	Digital Media-Storyboard frame for TVC	To create a framework of actions put together for a visually appealing motion picture delivering an idea for effective mass communication.	Presentations & Group Discussions (story Boarding)	[1606.5]	Internal Assessment & End Term Exam (Summative)

Week 13-14	Web page template & banners Design	To analyze the importance of a good website design for running a successful digital marketing campaign which enables display of the organization's motives towards society into a single coherent visual message.	Presentations & Group Discussions	[1606.5]	Internal Assessment & End Term Exam (Summative)
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I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	
AA 1606.1	Develop advanced critical thinking in analyzing skills and experiences towards different media in society.	3	2	3													2	
AA 1606.2	Interpret the process of bringing ideas from concept to production following a military strategy to promote a product or deliver a message by connecting masses with technology.	2	2	2										1				
AA 1606.3	Develop effective marketing communication strategies and programs by understanding consumer psychology, behavioral traits, moral values and societal needs.	3	3	3	2	3									2			
AA 1606.4	Interpret the influence of Direct Marketing with effective media in Advertising to help reach conclusion in group settings.	2	2	3	1	2											2	
AA 1606.5	Demonstrate specific research techniques effective in presenting the campaign in an industry professional manner.	2	2	3	1													1

6- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning & Design
Department of Fine Arts (Applied Art)
Course Hand-out
Story Board-II | AA1607 | 3 Credits 2023 |

A. INTRODUCTION: This course enables students to create a story through a composition of visual elements and principles through sequential illustrations and develops the ability to communicate through creative control of words, visuals and sounds. This course has enough scope in the film industry, ad films, documentary films, animated films and comic book illustration.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[1507.1]. Comprehend the significance of a storyboard in Advertising.

[1507.2]. Interpret the construction of a storyboard and organize the ideas in relation to the project through Storyboard.

[1507.3]. Demonstrate an understanding of the elements of storytelling: idea, structure, conflict, character, and imagery.

[1507.4]. Comprehend the relevance of a storyboard in conceptualizing a TV commercial, Film making, Animation, etc.

[1507.5]. Reflect the learning of narrative features in story boarding and importance of pre-production work.

C. PROGRAM OUTCOMES:

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **Social Interaction:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. **Individual and teamwork:** Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make

meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one’s own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society’s standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)		
	In Class Assignments	50
End Term jury (Summative)	Total	50
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	NIL	

E. SYLLABUS

Story Board for Television Commercial (TVC) to promote – FMCG Product, Lifestyle Product, Beverage

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- R1. Hart John, *The Art of the Storyboard- story boarding for TV and Animation*, Oxford. UK. Focal Press., 1999.
 R2. Hart John, *The Art of the storyboard, a filmmaker’s introduction*, (2e), Oxford. UK. Focal Press, 2007.
 R3. Mark. A Simon, *Storyboards: Motion in Art*, (2e), Oxford. UK. Focal Press,2002.
 R4. Pardew Les, *Beginning Illustration and story boarding for games*, Portland, OH. USA. Premier Press, Pap/Cdr edition, 2004.
 R5. Paez, Sergio, Jew, Anson, *Professional story boarding: Rules of Thumb*, Oxford UK. Focal Press, 2013.

H. LECTURE PLAN Each hour is of 3 hour per week. Total hours- 45

Lec. No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2,3	Writing a theme-based Script for developing storyboard.	To familiarize students with step wise process of script writing to convey a message or idea to public.	Group discussions.	[1607.2]	In class Assignments, End Term Jury
4, 5, 6,	Developing characters based on script.	To familiarize students with step wise process of Character Development according to theme.	Group discussions, Demonstrations	[1607.3]	In class Assignments, End Term Jury
7, 8, 9, 10	Developing turnarounds with perspective animation. for	To familiarize students with step wise process of Character Design based on its minute details about body, nature, expressions, perspective etc.	Group discussions, Demonstrations	[1607.3]	In class Assignments, End Term Jury

11, 12	Using Visualization to create a proper layout for storyboard.	To acquaint students with a creative perception of frame wise illustration in sync with the script & camera angles.	Group discussions, Demonstrations	[1607.2] [1607.3]	In class Assignments, End Term Jury
13, 14, 15	Execution of the importance of a creative Story board in advertising Post Processing & Editing.	Make students interpret the significance of storyboard in advertising and effective mass communication through visual appeal. To deliver students a hands on experience of Animation/ Film Making with all steps involved from the rough layout to the final output.	Group discussions, Demonstrations	[1607.1] [1607.4] [1607.5]	In class Assignments, End Term Jury

J. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs AND PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O 1	PS O 2	PS O 3	PS O 4
1607.1	Comprehend the significance of a storyboard in Advertising.	1	2	2	2	2	3	1	2	3	2	2	2	2	3	3	2
1607.2	Interpret the construction of a storyboard and organize the ideas in relation to the project through Storyboard.	2	2	2	2	1	2	2	2	2			2	2	2	2	2
1607.3	Demonstrate an understanding of the elements of storytelling: idea, structure, conflict, character, and imagery.	1	1	1	1				2	1	1		1		1	2	1
1607.4	Comprehend the relevance of a storyboard in conceptualizing a TV commercial, Film making, Animation, etc.	1	1	1	2	1			2	3	2	2	3	1	2	2	3
1607.5	Reflect the learning of narrative features in story boarding and importance of pre-production work.	1	1	2	2	1	2		2	3	1	1	3		2	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

GRAPHIC DESIGN | AA3290| 3 CREDITS | 3 Hr

Session: Feb 21 – Jun 21 | Faculty: Ms. Vandana Sonkariya | Class: Theory/ Practical

A. INTRODUCTION: Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form it takes can be physical or virtual and can include images, words, or graphics. The experience can take place in an instant or over a long period of time. The work can happen at any scale, from the design of a single postage stamp to a national postal signage system. It can be intended for a small number of people, such as a one-off or limited-edition book or exhibition design, or can be seen by millions, as with the interlinked digital and physical content of an international news organization. It can also be for any purpose, whether commercial, educational, cultural, or political.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[AA3290.1] Acquire knowledge of historical, current, and innovative events and ideas, and interpret those viewpoints through the framework of communication design.

[AA3290.2] Ability to make simplify graphical presentations, by getting knowledge of element and principal and good command over converting the raw subject matter into designing the newsletters, journals, advertisements, promotional articles and sales.

[AA3290.3] Interpret and create the User experiences for upcoming original and creative promotional materials as a Graphic Visualizer in any field. The position requires confident artistic knowledge and ability as well as artistic vocabulary skills, which are required for working with clients to determine their needs.

[AA3290.4] The ability to make visual language not only appealing to eye but also logically fit for the client. Design a creative and professional portfolio in order to present it in the competitive industry.

[AA3290.5] Obtain knowledge combination of Graphic Designing, Computers graphic design and visual art are benefit of any firm. Demonstrate original and creative project branding.

C. PROGRAM OUTCOMES and PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice

to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

I. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional I	15
	Sessional II	15
	Class Assignments/ Presentation/ quiz/	10
	End Term	60
End Term Exam (Summative)	Total	100
	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Attendance (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Make up Assignments (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.
Homework/ Home Assignment (Formative)	

J. SYLLABUS COURSE & CONTENT:

Introduction of Graphic design in context of History and its Future: Logo, collaterals, stationary, press ad and poster. Introduction of basic design elements in 2-dimensional design with dot, line, shape, form, color, texture and pattern. Design an effective corporate Identity and branding with use of principles (Balance, Contrast Emphasis/ Dominance, Emphasis/ Dominance, Harmony Rhythm/ Movement, Proportion, Repetition/ pattern, variety, Unity) and Typography (Anatomy of a letter, Type, Typeface, Typographic Measurement. Introduction of basic design software such as Corel Draw, Photoshop, Illustrator InDesign for making Symbol & Logo, collaterals (stationary and merchandize, accessory design etc.

G. TEXT BOOKS

1[No text Books for this Course]

REFERENCE BOOKS


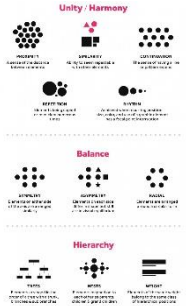
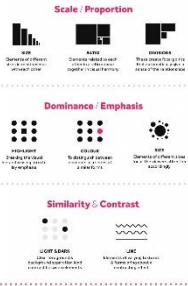
1. Ellen Lupton, Design Writing Research Paperback, 1999.
2. Dopress Books, Amazing Layout Design Paperback, 2014.
3. Jens Muller, R. Roger Remington, Logo Modernism Design, 2015.
4. Stephen Coles, The Anatomy of Type, A Graphic Guide to 100 Typefaces, 2012.
5. Per Moller up, Marks of Excellence, The Development and Taxonomy of Trademarks Revised and Expanded edition.
6. Book by Art Chantry, Art Chantry Speaks, A Heretic's History of 20th Century Graphic Design.
7. Meredith Davis, Jamer Hunt, Visual Communication Design, An Introduction to Design Concepts in Everyday Experience.
8. Robin Williams, The Non-Designer's Design Book.
9. Jim Krause, Visual Design, Ninety-five things you need to know, Told in Helvetica and Dingbats, Creative Core Book I.
10. Timothy Samara, Making and Breaking the Grid, Second Edition, Updated and Expanded.
11. Ellen Lupton, Jennifer Cole Phillips, Graphic Design, The New Basics, Second Edition, Revised and Expanded.




26. SESSION PLAN:



NOTE: Each hour is of 3 hour per week.


Total hours- 39 hours

SESSIO N NO	TOPICS	Session Objective	Mode of Delivery	Correspon ding CO	Mode of Assessing the Outcome
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<p>Week 1</p>	<p>Introduction of graphic design history and its usage in visual communication.</p> 	<p>To familiarize students with Graphic design and its nature in History & scope in future, as a tool of communication, Its importance in communication</p>	<p>Lecture, Group Discussions Presentation no.- 1 Define Graphic design Historical connection in cave art. detailed description on nature, scope of Graphic design.</p>	<p>[AA3290.1]</p>	<p>In class assignment, Sessional and end term examination. Each class has one assignment,</p>
<p>Week 2</p>	<p>Introduction of elements' with Principles</p> 	<p>To creating Logo by using any one element OR with simple forms and basic shapes. following with principles to acquire the knowledge of GD as an art, a science, a business & a profession,</p>	<p>Lecture, Group Discussions. Presentation no.- 2</p> 	<p>[AA3290.2] [AA3290.3]</p>	<p>In class assignment, Sessional and end term examination.</p>
<p>Week 3</p>	<p>Make poster by using Any one or multiple element.</p>	<p>To get the comparative knowledge of advertising and other tools of marketing such as personal selling,</p>	<p>Lecture, Group Discussions. Presentation no.- 3</p>	<p>[AA3290.4] [AA3290.3]</p>	<p>In class assignment, Sessional and end term examination.</p>

		sales promotion, publicity & public relation.	<ul style="list-style-type: none"> • Impact of GD in society. GD as a profession. 		
Week 4	Make connection History of signages pictogram and create graphic forms with organic shapes to make signage.	To acquaint students with organic shapes, influence role of visual manipulation 	Lecture, Group Discussions. Presentation no.- 4 Role of visual Manipulation. Morphing, signages	[AA3290.3] [AA3290.5]	In class assignment, Sessional and end term examination. The role of typography in GD to communicate Visual.
Weeks 5	Creation of Symbol & Logo. (use pictogram and make web Buttons)	To get the knowledge about the evolution of advertisement. 	Lecture, Group Discussion Presentation no.- 5 Importance of typography in logo design.	[AA3290]	In class assignment, Sessional and end term examination.
I SESSIONAL EXAM (14th 17 – 18 Feb 2020)					

<p>Weeks 6,7</p>	<p>Creating corporate identity with new logo and Visiting Card designing.</p>	<p>To get the knowledge about the evolution of advertisement and material they can Create for spread message</p> 	<p>Lecture, Group Discussions. Presentation no.- 6 • Impact of advertising design revolution.</p>	<p>[AA3290.4]</p>	<p>In class assignment, Sessional and end term examination.</p>
<p>Weeks 8,9</p>	<p>Knowledge of New design as a part of Corporate Identity, and press Advertisement</p>	<p>To get the knowledge about business aspects & societal importance of advertisement.</p> 	<p>Lecture, Group Discussions. Presentation no 7 On Morphing is a special effect in motion pictures and animations that changes one image or shape into another through a seamless transition. Traditionally such a depiction would be achieved through dissolving techniques on film.</p>	<p>[AA3290.5]</p>	<p>In class assignment, Sessional and end term examination.</p>

Weeks 10, 11	Lecture on about commercial Creating an poster characteristic, in own Graphic Design agency.	To get acquaint with types of media involved in advertising industry such as Print, Broadcast, Outdoor, interactive, Online & Specialty media. 	Lecture, Group Discussions. Presentation no.- 8 Description on various type of advertising media Describe in detail the elements/ things need to be kept in mind while making a poster as an advertising media.	[AA3290.5] [AA3290.3]	In class assignment, Sessional and end term examination.
II SESSIONAL EXAM (3rd, 6th & 7th Mar 2020)					
Weeks 12,13	Pick any social Issue/ purpose. Make event poster and Invite	To get the knowledge of basic element copy like headline, subhead line, baseline, slogan, captions. Body copy etc & its purpose.	Lecture, Group Discussions. Presentation no.- 9 • Role of headline in an advertisement with example.	[AA3290]	In class assignment, Sessional and end term examination.

I. COURSE ARTICULATION MATRIX: (MAPPING OF COs WITH POs & PSO_s)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4
AA 3290.1	Acquire knowledge of historical, current, and innovative events and ideas, and interpret those viewpoints through the visual communication design.	1	1		1	1		2	3	2	3	2
AA3290.2	Ability to make simplify graphical presentations, by getting knowledge of element and principal and good command over converting the raw subject matter into designing the newsletters, journals, advertisements, promotional articles and sales.		2		1			3	1	1	2	
AA3290.3	Interpret and create the User experiences for upcoming original and creative promotional materials as a Graphic Visualizer in any social environments. The position requires confident artistic knowledge and ability as well as artistic vocabulary skills, which are required globally equal with clients to determine their needs.	2	2	1	1	1	3	2	3	2	2	3
AA3290.4	The ability to make visual language not only appealing to eye but also logically fit for the client, ethically suitable. Design a creative and professional portfolio in order to present it in the competitive industry.	2	2		1		3	2		2		3
AA3290.5	Obtain knowledge combination of Graphic Designing, Computers graphic design and visual art are benefit of firms. Demonstrate original and creative project branding.	1	2			1		3			3	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial

Correlation



MANIPAL UNIVERSITY JAIPUR
School of Planning and Design
Department of Fine Arts (Applied Art)
Course Hand-out
Final Design Project | AA 1802 | 8 Credits |
Session: Jan 19 – May 19 | Faculty: Prof (Dr) Anantkumar Ozarkar | Class: Practical

A. INTRODUCTION: To enable student gain market confidence with creative, experimental, innovative and research oriented approach in order to undertake live projects at the progressive stage of professional growth through improved and advanced methodology in communication and advertising design.

B. COURSE OUTCOMES: At the end of the course, students will be able to

[1802.1]. Illustrate a creative campaign by identifying & analyzing all the elements & principles of design.

[1802.2]. Identify the consumer behavior and psychology looking towards the ideas and decisions of moral acceptability.

[1802.3]. Develop visual communication materials for advertising to satisfy brand objectives, create strategies and implement with range of design.

[1802.4]. Recognize the environmental issues before creating a sustainable communication design meeting all global standards of creative thinking.

[1802.5]. Demonstrate digital proficiency with core graphic and visualization skills over digital media for social interactions and effective communication.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Design Knowledge:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **Design / development of solutions:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **Modern tool usage:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with

innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and teamwork: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES:

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class presentations	50
	Case Study Report	50
End Term Exam	End Term Jury	200

(Summative)		
	Total	300
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Campaign Planning, Advertising Design, Branding & Corporate Identity Program, Publication design, Education Design, Environment design, Web/Visual Interface Design

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

1. Sano, Darrel. (1996). *Designing Large Scale Websites, A visual design methodology*. NJ, USA. John Wiley & Sons
2. Evans, Poppy. (2005). *Exploring Publication Design*. Boston MA. USA. Delmar Cengage Learning.
3. Olins, Wally. (1990). *Corporate Identity: Making Business Strategy Visible Through Design*. Boston MA, USA. Harvard Business School Press.
4. Shireen, Stengel. (2013). *Corporate Identity*. Saarbrücken, Germany. AV Akademi kerverlag Publishing.
5. Landa, Robin. (2004). *Advertising by Design. Creating Visual Communications with Graphic impact*. NJ USA. John Wiley & Sons.

H. LECTURE PLAN:

Lecture No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome

1,2,3	Advertising Design (Case Study)	Introduction of Campaign, topic finalization, concept development, analyzing strategies of advertising & marketing leading to final execution of the desired design layout.	Group Discussions	[1802.1]	Internal Assessment (Summative)
4	Branding & Corporate Identity	To familiarize students with creating a subconsciously associated meaning with logos and connect ideas and opinions to its visual elements providing a visual representation.	Group Discussions	[1802.2]	Internal Assessment (Summative)
5	Publication Design	To make students design print media for a compelling and persuasive approach in the market keeping in view the principles and approaches of publication.	Group Discussions	[1802.3]	Internal Assessment (Summative)
6	Environmental Design	To acquaint with significance of Outdoor Media for an eco-friendly sustainable design.	Group Discussions	[1802.4]	Internal Assessment (Summative)
7,8	Web/ Visual Interface design	To analyze the importance of a good website design for running a successful digital marketing campaign which	Group Discussions	[1802.5]	Internal Assessment (Summative)

		enables display of the brand's motives into a single coherent visual message.			
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B. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
AA 1802.1	Illustrate a creative campaign by identifying & analyzing all the elements & principles of design.							1		1		1	1	3			
AA 1802.2	Identify the consumer behavior and psychology looking towards the ideas and decisions of moral acceptability.		1			1					1		1		2		
AA1802.3	Develop visual communication materials for advertising to satisfy brand objectives, create strategies and implement with range of design.		1								1		1			3	
AA1802.4	Recognize the environmental issues before creating a sustainable communication design meeting all global standards of creative thinking.	1					3			1			1				2
AA 1802.5	Demonstrate digital proficiency with core graphic and visualization skills over digital media for social interactions and effective communication.		1	1					1			1	1			2	

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

