Programme Specifications

B. Des. Programme

Programme: Visual Communication	Department: Product Design

Faculty of Art & Design

M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

Programme Specifications – Visual Communication

Faculty	Art and Design (FAD)
Department	Industrial Design
Programme	Visual Communication
Dean of Faculty	Dr. Anil Kumar K. H.
Head of Department	Mr. H. S. Lohit

1	**Title of The Award** **B. Des. in Visual Communication**
2	**Modes of Study** Full Time
3	**Awarding Institution /Body** M.S. Ramaiah University of Applied Sciences
4	**Joint Award** Not Applicable
5	**Teaching Institution** Faculty of Art and Design M.S. Ramaiah University of Applied Sciences
6	**Date of Programme Specifications** February 2014
7	**Date of Programme Approval by the Academic Council of MSRUAS** April 2014
8	**Next Review Date:** March 2018
9	**Programme Approving Regulating Body and Date of Approval** --
10.	**Programme Accredited Body and Date of Accreditation** --
11	**Grade Awarded by the Accreditation Body** --
12.	**Programme Accreditation Validity** --
13.	**Programme Benchmark** --
14.	**Rationale for the Programme** As cited by the CII- Confederation of Indian Industries in the INDIA DESIGN REPORT majority of design activities in India are focused in major metropolitan cities. Design activities are urban in character and Bangalore is the metro city which represents Southern India. Bangalore brings in the much deeper possibilities and experiences of exploring design opportunities in fields like education, advertising, creative business, health care, hospitality, entertainment, manufacturing industries, transportation, retail, and commerce and leisure activities. With its rich visual culture and heritage, diverse historical background Karnataka provides ample opportunity for education,

research and application in the field of visual communication. With residents from most of the states in India, it is already proven as Bangalore being one of the most successful educational Hubs of India. With many organizations increasing their capacity and newer organization sprouting resulting in the growing demand for professional visual designers with creative, aesthetic and innovative abilities. As a fact more than half of the top 25 earners on Elance.com are from India and most of them specialize in web design which is a specialization in Visual Design (Source – e27.co). In addition to this, Bangalore is the I.T. capital of India giving the edge for research and development in I.T. Integrated design.

The B. Des. Programme in Visual Communication is aimed at developing graduates with the ability to create newer avenues for application of visual ideas with the strategic nature of design. It explores opportunities in solving visual communication problems in ways that are functionally and aesthetically pleasing and make economic sense. Majorly it helps to improve quality and differentiation, offer world class products and services, improve business efficiencies with accelerated growth. The emphasis is to enable the students to become successful communicators by means of learning new skills and advancing their level of understanding. They can also specialize in one of the many areas of visual communication like graphic design, typography, exhibition design, photography, video making, information visualization, web and IT-integrated design and animation.

All Universities and academic courses are mostly composed of living beings, who have developed not only through academic programs and the dynamics of their programmes, but particularly through their experiences. We at M.S.R.U.A.S., Faculty of Art and Design believe in this via emotions and exercise Quality education, right exposure, appropriate skill building and Futuristic thinking as the outcomes of this programme. The Faculty of Art and Design engages a faculty group who have education and experience from diverse fields of Literature, Visual Arts, Sculpture, Applied Arts, Design, Architecture, Engineering and Management for an interdisciplinary outcome. The programme contents are delivered through face-to-face lectures using Audio-visuals, Workshops demonstrations, Guest lectures and Industry visits. To meet the demands of the creative industry sector in India as well as globally, we at F.A.D. strive to create professionals equipped with creative skills combined with the knowledge and application aspects of the visual communication.

| 15. | **Programme Mission** |
| | The purpose of the programme is creation of innovative problem solvers in multi-disciplinary settings, entrepreneurs and leaders applying the knowledge, understanding, cognitive abilities, practical skills and transferable skills gained through systematic, flexible and rigorous learning in the chosen academic domain. |

16.	**Graduate Attributes**
	1. Ability to apply knowledge of mathematics, science, and Design fundamentals to solve complex problems in product development
	2. Ability to analyse design problems, interpret data and arrive at meaningful conclusions involving design inferences
	3. Ability to design an artefact considering public health and safety, and the cultural, societal, and environmental considerations
	4. Ability to understand and solve complex design problems by interacting with the end users
	5. Ability to apply appropriate tools and techniques and understand utilization of resources appropriately to complex design activities
	6. Ability to understand the effect of design solutions on legal, cultural, social and public health and safety aspects
	7. Ability to develop sustainable solutions and understand their effect on society and environment
	8. Ability to apply ethical principles to design practices and professional responsibilities
	9. Ability to work as a member of a team, to plan and to integrate knowledge of various design and engineering disciplines and to lead teams in multidisciplinary settings
	10. Ability to make effective oral presentations and communicate design ideas to a broad audience using written and oral means
	11. Ability to lead and manage multidisciplinary teams by applying design and management principles
	12. Ability to adapt to the changes and advancements in technology and engage in independent and life-long learning
17.	**Programme Goal** The programme goal is to produce creative, innovative and skilled graduates with an ability to think independently and pursue a career in Visual Communication.
18.	**Programme Objectives** The programme prepares the students for developing their careers in design and development of Visual Communication and Graphic Design. The programme will impart knowledge and underlying principles of basic graphic design, methodologies and development processes.

The students will be trained to use manual and digital tools to generate innovative visual communication concepts and ideas. The educational experience enables the students to achieve an integrated understanding of communication design and development methodology, visualization, aesthetics, presentation and documentation.

Objectives of the programme are to enable the students to:

1. Relate Art, Culture and its application on creating graphic and visual design ideas for effective communication
2. Describe the design process involved in the creation of visual communication and graphic solutions
3. Develop new design concepts and incorporating improvements for existing designs
4. Acquire the knowledge to effectively use visual and graphic media to embody ideas and to communicate to the user
5. Apply manual techniques and digital tools to accurately visualize, model and present multiple alternative solutions to satisfy user requirements
6. Relate the importance of professional ethics, history, economics, social sciences relevant to professional practice
7. Evaluate the options and opportunities for pursuing a career in Visual Communication industry or embark on an independent enterprise, business or service in related areas

19.	**Programme Intended Learning Outcomes**

The intended learning outcomes are listed under four headings -
1. Knowledge and Understanding
2. Cognitive skills
3. Practical skills
4. Capability/Transferable skills

Knowledge and Understanding
After undergoing this programme, a student will be able to
KU1. Explain the basic elements and principles of communication design to convey ideas in graphical 2-dimensional and 3-diemnsional forms that can be viewed
KU2. Paraphrase visual communication design problems and demonstrate graphic design methodologies
KU3. Describe in a nutshell the techniques of developing and presenting graphic design solutions
KU4. Define the importance of history, economics and social sciences relevant to professional practice in the creative industry

Cognitive Skills
After undergoing this programme, a student will be able to
CS1. Apply design principles to visualize two dimensional and three dimensional forms and visual entities
CS2. Formulate visual ideas and solutions for effective communication

CS3.   Conceptualize visual and graphic design ideas for aesthetic appeal
CS4.   Analyze existing visual and graphic designs to meet revised requirements

Practical Skills

After undergoing this programme, a student will be able to
PS1.   Illustrate ideas with sketches and doodles using manual hand procedure
PS2.   Generate solutions to visual and graphic communication problems applying knowledge of principles of design for visual form creation and graphic entities
PS3.   Create graphic and visual communication concepts and realize them using manual and latest digital tools and techniques
PS4.   Develop digital renderings, animation, graphic, print media and audio visual presentations

Capability/Transferrable Skills

After undergoing the programme, a student will be able to-
TS1:   Manage information, develop technical reports and make presentations
TS2:   Build, Manage and Lead a team to successfully complete a project and communicate across teams and organizations to achieve professional objectives
TS3:   Work under various constraints to meet project targets
TS4:   Adopt to the chosen profession by continuously upgrading his/her knowledge and understanding through Life-long Learning philosophy

20. **Programme Structure**
Semester 1:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	LSC101A	English for Design Communication	2	2		3	100
2	LSC102A	Technical Writing	2	2		3	100
3	DFC101A	Elements of Design-1	3		2	4	100
4	AFC101A	Foundation Drawing	3		4	5	100
5	LSC103A	Literary Arts and Studies	2	2		3	100
6	DFC102A	Print Making	2		2	3	100
7	DFC103A	Workshop Practice-1		2		1	50
8	HSS101A	Sociology and Elements of Indian History for Designers	2			2	50
		Total	**16**	**8**	**8**	**24**	**700**
	Total number of contact hours per week		**32 hours**				
	Number of credits can be registered		**Minimum**	**19**	**Maximum**	**24**	

Semester 2:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	DFC104A	Design Drawing-1	2		2	3	100
2	DFC105A	Creativity Techniques	2	2		3	100
3	LSC104A	Creative Writing	2	2		3	100
4	AFC102A	Foundation Painting	3		2	4	100
5	AFC103A	History of Art and Visual Culture	2			2	50
6	AFC104A	Handicraft	1		2	2	50
7	AFC105A	Sculpture	1	2	2	3	100
8	DFC106A	Workshop Practice-2			2	1	50
9	HSS102A	Economics for Designers	2			2	50
		Total	**15**	**6**	**10**	**23**	**700**
	Total number of contact hours per week		**31 hours**				
	Number of credits can be registered		**Minimum**	**18**	**Maximum**	**23**	

Semester 3:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	DFC201A	Elements of Design-2	3		2	4	100
2	VCC201A	Visual Design	3		2	4	100
3	PDC201A	Digital Illustration Techniques	2		4	4	100
4	VCC202A	Graphic Representation Techniques	1		4	3	100
5	DFC203A	Workshop Practice-3		2	2	2	50
6	VCC203A	Photography Techniques	1		4	3	100
7	MSC201A	Environmental Studies	2			2	50
8	HSS201A	Law for Designers	2			2	50
		Total	**14**	**2**	**18**	**24**	**650**
	Total number of contact hours per week		**34 hours**				
	Number of credits can be registered		**Minimum**	**19**	**Maximum**	**24**	

Semester 4:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	DFC204A	Design Drawing-2	2		4	4	100
2	AFC201A	Fundamentals of Animation	2		4	4	100
3	VCC204A	Typography	3		2	4	100
4	VCC205A	Information Graphics	2		4	4	100
5	VCC206A	Soft Prototyping Techniques	1		4	3	100
6	DFC205A	Workshop Practice-4		2	2	2	50
7	MSC202A	Human Rights and Legislative Procedures	2			2	50
			12	**2**	**20**	**23**	**600**
	Total number of contact hours per week		**34 hours**				
	Number of credits can be registered		**Minimum**	**18**	**Maximum**	**23**	

Semester 5:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	VCC301A	New Media Studies	3		2	4	100
2	VCC302A	Human Computer Interaction	2	2		3	100
3	VCC303A	Visual Ergonomics	3	2		4	100
4	VCC304A	Photo and Video Communication	3		4	5	100
5	VCCP31A	Visual Communication Project-1	0		14	7	100
6	HSS301A	Business Communication and Presentation skills	2			2	50
		Total	13	4	20	25	550
	Total number of contact hours per week		37 hours				
	Number of credits can be registered		Minimum	20	Maximum	25	

Semester 6:

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	VCC305A	Multimedia Design	2		2	3	100
2	VCC306A	Semantics & Communication	3		2	4	100
3	VCC307A	Photography Editing Techniques	1		4	3	100
4	VCC308A	Creative Advertising	3		2	4	100
5	VCCP32A	Interdisciplinary Design Project			12	6	100
6	VCCP33A	Visual Communication Project-2			14	7	100
		Total	09		36	27	600
	Total number of contact hours per week		45 hours				
	Number of credits can be registered		Minimum	22	Maximum	27	

Semester 7

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total credits	Max. Marks
1	VCC401A	Script and Copywriting for Media	3	2		4	100
2	VCC402A	Audio Video Production	3		4	5	100
3	LSC401A	Indian Media, Culture and Society	3			3	100
4	OVC401A	Open Elective-1	3			3	100
5	OVC402A	Open Elective-2	3			3	100
6	OVC403A	Open Elective-3	3			3	100
7	VCCP41A	Visual Communication Project-3			14	7	100
		Total	**18**	**2**	**18**	**28**	**700**
	Total number of contact hours per week		**38 hours**				
	Number of credits can be registered		**Minimum**	**23**	**Maximum**	**28**	

Semester 8

S. No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total credits	Max. Marks
	PDC404A	Design Management and Professional Practice	3			3	100
	OVC404A	Open Elective-4	3			3	100
	OVC405A	Open Elective-5	3			3	100
	VCCP42A	Final Project			34	17	100
		Total	**9**		**34**	**26**	**400**
	Total number of contact hours per week		**43 hours**				
	Number of credits can be registered		**Minimum**	**21**	**Maximum**	**26**	

Open Electives:

A number of electives from Faculty of Engineering, Management and Commerce, Art and Design, Hospitality Management and Catering Technology, Pharmacy, Dental Sciences will be announced before the commencement of the semester

21	**Programme Delivery**
	As per the time table

22	**Teaching and Learning Methods**
	1. Face to face lectures using audio-visuals

	2. Workshops-group discussions, debates, presentations 3. Demonstrations 4. Guest lectures 5. Laboratory-work/field work/workshop 6. Industry visit 7. Seminars 8. Group exercises 9. Project work 10. Project exhibitions 11. Technical festivals
23	**Assessment and Grading** 1. Every course will be assessed for a weight of 100 2. There are two components-Component-1 and Component-2 3. Component-1 carries a weight of 50% and Component-2 carries a weight of 50% 4. Component-1 (CE) is subdivided into Term Tests and Assignments, tests carry 25% weight and assignment carry 25% weight. Component-2 (SEE) is subdivided into Written Examination and Practical Examination carrying either 25% and 25% or 20% and 30% weight as applicable to specific course. 5. Laboratory Examination will have two components Component-1(CE): Conduction of Laboratory Exercises and Submission of Report: 50% weight 6. Component-2: SEE (Semester End Laboratory Examination): 50% weight 7. A minimum of overall 40% is required for a pass with 40% in each of the Components 8. The marks distribution for each course is given in the programme structure-section 20 9. Other flexibilities (Exceptions) as per the programme regulations
24	**Attendance** A minimum of 85% attendance compulsory to sit for semester end examinations. Any condoning is as per the programme regulations.
25	**Award of Class** As per the programme regulations
26	**Student Support for Learning** 1. Course notes 2. Reference books in the library 3. Magazines and journals 4. Internet facility 5. Computing facility 6. Laboratory facility 7. Workshop facility 8. Staff support 9. Lounges for discussions 10. Any other support that enhances their learning
27	**Quality Control Measures** 1. Review of course notes 2. Review of question papers and assignment questions 3. Student feedback

4. Moderation of assessed work
5. Opportunities for students to see their assessed work
6. Review by external examiners and external examiners reports
7. Staff Student consultative committee meetings
8. Student exit feedback
9. Subject Assessment Board(SAB)
10. Programme Assessment Board(PAB)

28 **Curriculum Map**

Course Code							Intended Learning Outcomes											
							Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving)				Practical skills			
HSS a	LSC b	AFC c	DFC d	VCC e	MSC f	OVC g	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
101	101	101	101	201	201	401	ade	de	de	ae	ade	de	de	e	ade	de	de	e
102	102	102	102	PDC 201	202	402	cde	de	de	ae	cde	de	de	e	cde	de	de	e
201	103	103	103	202		403	e	e	e	ae	e	e	e	e	e	e	e	e
301	104	104	104	203		404		e	e	ae		e	e	e		e	e	e
	401	105	105	204		405		de	e	e		de	be	e		de	be	e
		201	106	205			ce	ce	ce	ce	ce	ce	ce	ce	ce	ce	ce	ce
			201	206			d	d	d	e	d	d	d	e	d	d	d	e
			203	301			e	e		e	e	e		e	e	e		e
			204	302					e	e			e	e			e	e
			205	303			e	e	e	e	e	e	e	e	e	e	e	e
				304					e	e			e	e			e	e
				305			e	e	e	e	e	e	e	e	e	e	e	e
				306			e	e	e	e	e	e	e	e	e	e	e	e
				307					e	e			e	e			e	e
				308					e	e			e	e			e	e
				401					e	e			e	e			e	e
				402					e	e			e	e			e	e
				PDC 404					e	e			e	e			e	e
				P31					e	e	e	e	e	e	e	e	e	e
				P32					e	e	e	e	e	e	e	e	e	e
				P33					e	e	e	e	e	e	e	e	e	e
				P41					e	e	e	e	e	e	e	e	e	e
				P42					e	e	e	e	e	e	e	e	e	e

| 29 | **Capability / Transferable Skills Map** |

Course Code							Skills								
HSS	LSC	AFC	DFC	VCC	MSC	OVC	GK	SL	WC	OC	p	B	IM	PM	L
a	b	c	d	e	f	g									
101	101	101	101	201	201	401	ced	abcdefg	abcdefg	abcdefg	edf	abcdefg	abcdefg	abcdefg	ced
102	102	102	102	PDC201	202	402	e	abcdefg	abcdefg	abcdefg	ed	abcdefg	abcdefg	abcdefg	e
201	103	103	103	202		403	e	acdeg	acdeg	acdeg	f	acdeg	acdeg	acdeg	e
301	104	104	104	203		404	e	acdeg	acdeg	acdeg	de	acdeg	acdeg	acdeg	e
		105	105	204		405	f	cde	cde	cde	c	cde	cde	cde	e
		201	106	205			e	cde	cde	cde	c	cde	cde	cde	d
			201	206			e	de	de	de		de	de	de	d
			203	301				de	de	de		de	de	de	
			204	302			e	de	de	de	de	de	de	de	d
			205	303			e	de	de	de	e	de	de	de	d
				304			e	e	e	e	e	e	e	e	e
				305			e	e	e	e	e	e	e	e	e
				306			e	e	e	e	e	e	e	e	e
				307				e	e	e		e	e	e	
				308			e	e	e	e	e	e	e	e	e
				401				e	e	e		e	e	e	
				402				e	e	e	e	e	e	e	
				PDC404				e	e	e	e	e	e	e	
				P31			e	e	e	e	e	e	e	e	e
				P32				e	e	e	e	e	e	e	
				P33				e	e	e	e	e	e	e	
				P41				e	e	e	e	e	e	e	
				P42				e	e	e	e	e	e	e	

GK: Group Work; SL: Self Learning; WC: Written Communication; OC: Oral Communication

P: Presentation; B: Behavioural; IM: Information Management; PM: Personal Management

L: Leadership

| 30 | **Co curricular Activities** |

Student are encourage to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

31	**Cultural and Literary Activities**
	To remind and ignite the creative endeavors annual cultural festivals are held and the students are made to plan and organise the activities
32	**Sports and Athletics**
	Students are encouraged to develop a habit of playing games on daily basis and also take part in annual sports and athletic events.

ഔ◎ന