School of Design
Department of Design
Course Structure

B. Des Communication Design

Semester III   **For the Batch: Ay 25-26 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
1	PC	YCD301	Design Methods and Processes	4	--	--	4	50	--	100	--	100
2	PC	YCD302	Economics and Management	2	--	--	2	50	--	100	--	100
3	PC	YCD303	Research Methodology and Craft Study	4	--	--	4	50	--	100	--	100
4	PC	YCD304	Problem Framing and Solution Design	2	--	--	2	50	--	100	--	100
5	PC	YCD305	Understanding Cinema	4	--	--	4	50	--	100	--	100
6	PC	YCD311	Design Methods and Processes Studio	--	--	2	1	--	50	--	50	100
7	PC	YCD312	Drawing as a Visual Language Studio	--	--	8	4	--	50	--	50	100
8	PC	YCD313	Research Methodology and Craft Study Studio	--	--	4	2	--	50	--	50	100
9	PC	YCD314	Understanding Cinema Studio	--	--	2	1	--	50	--	50	100
		TOTAL		16	--	16	24	250	200	500	200	900

CIA: Continuous Internal Assessment	UC: University Core	CIA	Weightage	Description
L: Theory Lecture	**PC**: Programme Core	CIA 1	10%	Home Assignment
		CIA 2	20%	Mid Term Exam (MTE)
T: Tutorial	**PE**: Programme Elective	CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
P: Practical	**OE:** Open Elective			
ESE: End Semester Exam		CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
		TOTAL	**50%**	
	Written Examination-End Semester Exam (ESE)		50%	
	Total		**100%**	

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School of Design
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Course Structure
B. Des Communication Design

Semester – IV   For the Batch: Ay 25-26 onwards

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	PC	YCD401	Communication Studies and Semiotics	4	--	--	4	50	--	100	--	100
2	PC	YCD402	Introduction to Infographics	2	--	--	2	50	--	100	--	100
3	PC	YCD411	Basics of Animation Studio	--	--	8	4	--	50	--	50	100
4	PC	YCD412	Conceptualization and Visualization Studio	--	--	6	3	--	50	--	50	100
5	PC	YCD413	Sound and Video Editing Studio	--	--	6	3	--	50	--	50	100
6	PC	YCD414	Visual Identity Design Studio	--	--	6	3	--	50	--	50	100
7	PC	YCD415	Typography Applications Studio	--	--	6	3	--	50	--	50	100
			TOTAL	6	--	32	22	100	250	200	250	700

CIA: Continuous Internal Assessment	UC: University Core	CIA	Weightage	Description
L: Theory Lecture	PC: Programme Core	CIA 1	10%	Home Assignment
		CIA 2	20%	Mid Term Exam (MTE)
T: Tutorial	PE: Programme Elective	CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
P: Practical	OE: Open Elective			
ESE: End Semester Exam		CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
		TOTAL	**50%**	
Written Examination-End Semester Exam (ESE)			50%	
Total			**100%**	

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Course Structure
B. Des Communication Design

Semester – V   **For the Batch: Ay 25-26 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
1	PC	YCD501	Advertising Design	2	--	--	2	50	--	100	--	100
2	PC	YCD502	Introduction to Interactive Media	2	--	--	2	50	--	100	--	100
3	PC	YCD511	Advertising Design Studio	--	--	6	3	--	50	--	50	100
4	PC	YCD512	Introduction to 3D Software Studio	--	--	8	4	--	50	--	50	100
5	PC	YCD513	Introduction to Interactive Media Studio	--	--	6	3	--	50	--	50	100
6	PC	YCD514	Pre-Production Studio	--	--	6	3	--	50	--	50	100
7	PC	YCD515	Visual Effects Studio	--	--	6	3					
8	PE	YCD516	Program Elective I	--	--	6	3	--	50	--	50	100
			TOTAL	4	--	38	23	100	250	200	250	700

		CIA	Weightage	Description
CIA: Continuous Internal Assessment	**UC**: University Core	CIA 1	10%	Home Assignment
L: Theory Lecture		CIA 2	20%	Mid Term Exam (MTE)
T: Tutorial	**PC**: Programme Core	CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
P: Practical	**PE**: Programme Elective			
ESE: End Semester Exam		CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
	OE: Open Elective	**TOTAL**	**50%**	
	Written Examination-End Semester Exam (ESE)		50%	
			100%	

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Course Structure
B. Des Communication Design

For the Batch: Ay 25-26 onwards

Semester – V

List of Programme Electives I

Sr. No.	Course Code	Course Name
1	YCD516-01	Animation Short Films Studio
2	YCD516-02	Graphic Design Studio
3	YCD516-03	Shorts Film Studio

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Course Structure
B. Des Communication Design

Semester – VI   **For the Batch: Ay 25-26 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	PC	YCD601	Publication Design	2	--	--	2	50	--	100	--	100
2	PC	YCD611	Publication Design Studio	--	--	4	2	--	50	--	50	100
3	PC	YCD611	Animation Techniques Studio	--	--	6	3	--	50	--	50	100
4	PC	YCD612	Guerilla Film Making Studio	--	--	4	2	--	50	--	50	100
5	PC	YCD613	Introduction to Web Design Studio	--	--	6	3	--	50	--	50	100
6	PC	YCD614	User Experience Design Studio	--	--	6	3	--	50	--	50	100
7	PC	YCD615	Program Elective II	--	--	6	3	--	50	--	50	100
8	OE	ODE601	Open Elective	3	--	--	3	50	--	100	--	100
			TOTAL	**5**	**--**	**32**	**21**	**100**	**300**	**200**	**300**	**800**

		CIA	Weightage	Description
CIA: Continuous Internal Assessment **L**: Theory Lecture **T**: Tutorial **P**: Practical **ESE**: End Semester Exam	**UC**: University Core **PC**: Programme Core **PE**: Programme Elective **OE:** Open Elective	CIA 1	10%	Home Assignment
		CIA 2	20%	Mid Term Exam (MTE)
		CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
		CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
		TOTAL	**50%**	
Written Examination-End Semester Exam (ESE)			50%	
Total			**100%**	

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Course Structure
B. Des Communication Design

Semester – VI   **For the Batch: Ay 25-26 onwards**

List of Programme Electives II

Sr. No.	Course Code	Course Name
1	YCD615-01	TV Commercials Studio
2	YCD615-02	Public Service Commercials Studio
3	YCD615-03	Short Documentary Studio

List of Open Electives

Sr. No.	Course Code	Course Name
1	ODE601-01	Case Studies in Sustainable Product Design
2	ODE601-02	Design Interventions for Social Goods in Space and Interior Design
3	ODE601-03	Application in Art and Design for Fashion and Lifestyle Design

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Course Structure
B. Des Communication Design

Semester – VII   **For the Batch: Ay 25-26 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Week)				Examination Scheme				Total Marks
								Formative Assessment CIA		Summative Assessment ESE		
				L	T	P	C	Course	Lab	Course	Lab	
1	PC	YCD701	Design Management	4	--	--	4	50	--	100	--	100
2	PC	YCD702	Science and Liberal Arts	2	--	--	2	50	--	100	--	100
3	PC	YCD703	Communication Design for Social Sector	2	--	--	2	50	--	100	--	100
4	PC	YCD711	Communication Design for Social Sector Studio	--	--	4	2	--	50	--	50	100
5	PE	YCD712	Program Elective III	--	--	6	3	--	50	--	50	100
6	PE	YCD713	Program Elective IV	--	--	6	3	--	50	--	50	100
7	PE	YCD714	Program Elective V	--	--	8	4	--	50	--	50	100
			TOTAL	**8**	**--**	**24**	**20**	**150**	**200**	**150**	**200**	**700**

CIA: Continuous Internal Assessment **L**: Theory Lecture **T**: Tutorial **P**: Practical **ESE**: End Semester Exam	**UC**: University Core **PC**: Programme Core **PE**: Programme Elective **OE:** Open Elective		

CIA	Weightage	Description
CIA 1	10%	Home Assignment
CIA 2	20%	Mid Term Exam (MTE)
CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
TOTAL	**50%**	
Written Examination-End Semester Exam (ESE)	50%	
Total	**100%**	

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Course Structure
B. Des Communication Design

Semester – VII   **For the Batch: Ay 25-26 onwards**

List of Programme Electives III, IV and V

List of Programme Electives III

Sr. No.	Course Code	Course Name
1	YCD712-01	Film Title Design Studio
2	YCD712-02	Sequential Narrative Studio
3	YCD712-03	Entrepreneurship For Designers Studio

List of Programme Electives IV

Sr. No.	Course Code	Course Name
1	YCD713-01	Innovation Workshop Studio
2	YCD713-02	GUI (CD) Studio
3	YCD713-03	Digital Storytelling Studio

List of Programme Electives V

Sr. No.	Course Code	Course Name
1	YCD714-01	Advance Typography Studio
2	YCD714-02	Branding and Identity Design Studio
3	YCD714-03	Packaging Design Studio

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Course Structure
B. Des Communication Design

Semester – VIII   **For the Batch: Ay 25-26 onwards**

Sr. No.	Core	Course Code	Course Name	Teaching Scheme (Hrs./Wek)				Examination Scheme				Total Marks
				L	T	P	C	Formative Assessment CIA		Summative Assessment ESE		
								Course	Lab	Course	Lab	
1	UC	YCD811	Internship	--	--	48	24	--	200	--	200	400
		TOTAL		**--**	**--**	**48**	**24**	**--**	**200**	**--**	**200**	**400**

			CIA	Weightage	Description
CIA: Continuous Internal Assessment **L**: Theory Lecture **T**: Tutorial **P**: Practical **ESE**: End Semester Exam	**UC**: University Core **PC**: Programme Core **PE**: Programme Elective **OE:** Open Elective		CIA 1	10%	Home Assignment
			CIA 2	20%	Mid Term Exam (MTE)
			CIA 3	10%	Activity/Project and Research Based learning along with seminar presentation
			CIA 4	10%	Behavior Attitude+ General Discipline Theory +Practical Attendance
			TOTAL	**50%**	
Written Examination-End Semester Exam (ESE)				50%	
			Total	**100%**	

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