



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.) Graphic Design

W.e.f. 2026-2027



Kalinga University, Naya Raipur, Chhattisgarh

B.VOC IN GRAPHIC DESIGN

Semester-01								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD101	Communication Skills	3	3	0	0	30	70	100
BVGD102	Fundamentals of Information Technology	3	3	0	0	30	70	100
BVGD103	Introduction to Graphic Design	3	3	0	0	30	70	100
BVGD104	Principles and Terminology of Graphic Design	3	3	0	0	30	70	100
BVGD105P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-02								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD201	Fundamentals of Color Theory	3	3	0	0	30	70	100
BVGD202	Environmental Studies	3	3	0	0	30	70	100
BVGD203	Graphic Design Essentials and Applications	3	3	0	0	30	70	100
BVGD204	Logo Design and Typography	3	3	0	0	30	70	100
BVGD205P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-03								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD301	Design Concepts, Raster and Vector Graphics	3	3	0	0	30	70	100
BVGD302	Adobe Photoshop and Adobe Illustrator	3	3	0	0	30	70	100
BVGD303	Basic Drawing, Lines and Shapes	3	3	0	0	30	70	100
BVGD304	Shading, Views and Graphic Elements	3	3	0	0	30	70	100
BVGD305P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-04								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD401	Digital Layout and Publication Design	3	3	0	0	30	70	100
BVGD402	Print Media Design	3	3	0	0	30	70	100
BVGD403	Packaging Design Fundamentals	3	3	0	0	30	70	100
BVGD404	Print Design and Publication	3	3	0	0	30	70	100
BVGD405P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-05								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD501	Entrepreneurship Development	3	3	0	0	30	70	100
BVGD502	Packaging, Labels & Codes, Symbols and Applications	3	3	0	0	30	70	100
BVGD503	Promotional Graphic Design	3	3	0	0	30	70	100
BVGD504	Marketing and Graphic Communication	3	3	0	0	30	70	100
BVGD505P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

Semester-06								
Course Code	Course Title	Credits	L	T	P	Internal Marks	End Semester Exam Marks	Total Marks
BVGD601	Integrated Graphic Design	3	3	0	0	30	70	100
BVGD602	Brand and Promotional Design	3	3	0	0	30	70	100
BVGD603	Packaging and Publication Design	3	3	0	0	30	70	100
BVGD604	Advanced Graphic Design Applications	3	3	0	0	30	70	100
BVGD605P	On Job Training/Internship/Workshop	18	0	0	36	50	150	200
Total		30	12	0	36	170	430	600

SEMESTER-01

BVGD101

COMMUNICATION SKILLS

Course Outcomes:

After successful completion of this course, learners will be able to:

- Explain the fundamentals of communication, including its types, modes, channels, barriers, and the role of English as a global language in personal, academic, and professional contexts.
- Demonstrate effective verbal and non-verbal communication skills by applying appropriate strategies for interpersonal, group, social, and business communication while recognizing language variations, accents, and dialects.
- Develop effective speaking skills by participating confidently in interviews, group discussions, public speaking, dialogues, and other professional communication situations.
- Analyze and interpret written texts through effective reading, comprehension, translation, and critical evaluation of content, audience, purpose, tone, and stylistic features.
- Produce clear, coherent, and professional written communication by preparing reports, letters, notes, essays, articles, newsletters, diary entries, and other forms of written documents for academic and workplace applications.

Course Content:

Unit - 1: **06**

Introduction:

- Theory of communication, types and modes of communication, mediums and channels of communication, barriers to communication, English as a global language, the lingua franca, social influences on English

Unit - 2: **06**

Language of Communication:

- Verbal and non-verbal (spoken and written) personal, social and business barriers and strategies intra-personal, inter-personal and group communication, varieties of English, language, accent, dialect, colloquialism, historical influences on English

Unit - 3:

06

Speaking Skills:

- Monologue dialogue group discussion effective communication/ mis-communication interview public speech, regional influences on English, convergence and divergence, linguistic imperialism

Unit - 4:

06

Reading and Understanding:

- Close reading, reading analysis of a text - audience and purpose, content and theme, tone and mood, stylistic devices, structure comprehension- analysis and interpretation translation (from Indian language to English and vice-versa) literary/knowledge texts

Unit - 5:

06

Writing Skills:

- Documenting report writing making notes letter writing, writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters it will enhance language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. while, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. it is hoped that after studying this course, students will find a difference in their personal and professional interactions.

References:

- K. K. Sinha – Business Communication, Galgotia Publishing Company, New Delhi.
- Raman Sharma – Technical Communication: Principles and Practice, Oxford University Press India.
- Sanjay Kumar & Pushp Lata – Communication Skills, Oxford University Press India.
- Meenakshi Raman & Sangeeta Sharma – Technical Communication: Principles and Practice, Oxford University Press India.
- Krishna Mohan & Meera Banerji – Developing Communication Skills, Macmillan Education India.

BVGD102

FUNDAMENTALS OF INFORMATION TECHNOLOGY

Course Outcomes:

After successful completion of this course, learners will be able to:

- Explain the fundamentals of computer systems, including their characteristics, classification, historical development, hardware, software, and the von Neumann architecture.
- Identify and describe the functions of computer hardware components, memory devices, storage media, input/output devices, and peripheral equipment used in modern computing systems.
- Demonstrate an understanding of system software, application software, operating systems, programming languages, databases, utilities, and computer security concepts, including virus protection and open-source software.
- Explain the concepts of computer networks and the Internet, including networking components, Internet services, web technologies, e-mail communication, and methods of Internet connectivity.
- Apply the principles of information technology and basic programming concepts by explaining IT applications in various sectors, interpreting algorithms, pseudocode and flowcharts, and describing the stages of program development, testing, debugging, and documentation.

Course Content:

Unit - 1:

06

Computer characteristics:

- Speed, storage, accuracy, diligence; digital signals, binary system, ASCII; historic evolution of computers;
- **Classification of computers:** microcomputer, minicomputer, mainframes, supercomputers;
- **Personal computers:** desktop, laptops, palmtop, tablet; hardware & software; von Neumann model.

Unit - 2:

06

Hardware:

- CPU, memory, input devices, output devices.
- **Memory units:** RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory;
- **Auxiliary storage:** Magnetic devices, optical devices; floppy, hard disk, memory stick, CD, DVD, CD/DVD-Writer;
- **Input devices:** keyboard, mouse, scanner, speech input devices, digital camera, touch screen voice input, joystick, optical readers, bar code reader;
- **Output devices:** Display device, size and resolution; CRT, LCD, LED;
- **Printers:** Dot-matrix, inkjet, laser; plotters, sound cards & speaker.

Unit - 3:

06

Software:

- System software, application software; concepts of files and folders, introduction to operating systems, different types of operating systems: single user, multitasking, time-sharing multi-user; booting, POST;
- **Basic features of two GUI operating systems:** Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases;
- **Application software:** Generic features of word processors, spread sheets and presentation software; generic introduction to latex for scientific typesetting; utilities and their use; computer viruses & protection, free software, open source.

Unit - 4:

06

Computer Networks and Internet:

- Connecting computers, requirements for a network: server, workstation, switch, router, network operating systems; internet: brief history, world wide web, websites, URL, browsers, search engines, search tips; internet connections: isp, dial-up, cable modem, well, dsl, leased line wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, web pages, web programming languages.

Information Technology and Society:

- Indian IT Act, intellectual property rights, issues. application of information technology in railways, airlines, banking, insurance, inventory control, financial systems, hotel management, education, video games, telephone exchanges, mobile phones, information kiosks, special effects in movies.
- **Programming Concepts & Techniques:** Program concept, characteristics of programme, stages in program development, tips for program designing, programming aids, algorithms, pseudo code, notations, design, flowcharts, symbols, rules, compiler & interpreter. introduction to programming techniques, top-down & bottom-up approach, unstructured, & modular programming, cohesion, coupling, debugging, syntax & logical errors, linking and loading, testing and debugging, documentation.

References:

- V. Rajaraman – Fundamentals of Computers, PHI Learning Pvt. Ltd., New Delhi.
- Reema Thareja – Computer Fundamentals and Programming in C, Oxford University Press India.
- E. Balagurusamy – Fundamentals of Computers, McGraw Hill Education (India) Pvt. Ltd., New Delhi.
- Ramesh Bangia – Computer Fundamentals and Information Technology, Firewall Media (Laxmi Publications), New Delhi.
- Alexis Leon & Mathews Leon – Fundamentals of Information Technology, Vikas Publishing House Pvt. Ltd., New Delhi.

BVGD103

INTRODUCTION TO GRAPHIC DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the meaning, concept, importance and role of graphic design in visual communication.
- Describe the applications of graphic design in print, digital media and entertainment industries.
- Identify the basic elements and principles used in effective graphic design and visual communication.
- Identify career opportunities and professional roles available in the graphic design industry.
- Recognize and explain the basic functions and applications of commonly used graphic design tools and software.

Course Content:

Unit - 1: 06

Introduction to Graphic Design:

- Meaning, concept, evolution, role and objectives of graphic design; graphic design as a form of visual communication; basic elements and principles including line, shape, colour, texture, space, balance, alignment, contrast and hierarchy.
- Role of a graphic designer in communicating ideas and information; relationship between creativity, visual communication, target audience and design objectives.

Unit - 2: 06

Importance and Need for Graphic Design:

- Importance and need of graphic design in communication, branding, advertising, marketing, information presentation and audience engagement.
- Role of graphic design in creating visual identity, improving readability, presenting information effectively and developing consistent communication across different media.

Unit - 3:

06

Applications of Graphic Design in Print Media:

- Applications of graphic design in posters, brochures, flyers, business cards, newspapers, magazines, books, advertisements, packaging and other print materials.
- Basic concepts of page layout, typography, image quality, resolution, colour modes, file formats and preparation of designs for print production.

Unit - 4:

06

Digital Media, Entertainment and Career Opportunities:

- Applications of graphic design in websites, social media, digital advertising, mobile applications, film, television, gaming, animation, multimedia and entertainment.
- Career opportunities in graphic design including Graphic Designer, Visual Designer, Brand Designer, Digital Designer, Publication Designer, Social Media Designer, Illustrator and freelance/entrepreneurial opportunities.

Unit - 5:

06

Introduction to Graphic Design Tools:

- Introduction to raster, vector and page-layout tools such as Adobe Photoshop, Adobe Illustrator, CorelDRAW, Adobe InDesign and other contemporary design platforms.
- Basic functions and selection of appropriate tools according to design requirements; understanding raster and vector graphics, file formats and basic graphic design workflow.

References:

- Ambrose, G. & Harris, P. **The Fundamentals of Graphic Design**. Bloomsbury Publishing.
- Lauer, D. A. & Pentak, S. **Design Basics**. Cengage Learning.
- Samara, T. **Design Elements: A Graphic Style Manual**. Rockport Publishers.
- Lupton, E. **Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students**. Princeton Architectural Press.
- Wong, W. **Principles of Form and Design**. John Wiley & Sons.

BVGD104

PRINCIPLES AND TERMINOLOGY OF GRAPHIC DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamental principles of design and their importance in creating effective graphic compositions.
- Apply basic design principles through graphic compositions, exercises and sheet work.
- Explain the basic concepts of clothes patterns and apply pattern-related concepts through simple graphic exercises.
- Identify and correctly use commonly used terminology associated with graphic design and visual communication.
- Apply graphic elements, patterns, design principles and terminology to develop effective communication-oriented designs.

Course Content:

Unit - 1:

06

Design Principles:

- Introduction to fundamental design principles including balance, proportion, rhythm, contrast, emphasis, harmony, unity, alignment and hierarchy; importance of design principles in graphic design.
- Relationship between design elements and principles; role of composition, visual order and organization in creating aesthetically effective and meaningful designs.

Unit - 2:

06

Application of Design Principles:

- Application of design principles through basic graphic compositions, layout exercises and sheet work involving balance, contrast, rhythm, emphasis, proportion and visual hierarchy.
- Practical exercises for developing compositions using lines, shapes, forms, spaces, patterns and other visual elements; evaluation and improvement of compositions based on design principles.

Unit - 3:

06

Clothes Pattern:

- Introduction to clothes patterns, their purpose and basic terminology; understanding simple pattern structures, shapes, measurements and repetition.
- Basic pattern-related graphic exercises involving geometric forms, motifs, repetition, symmetry, arrangement and surface pattern development.

Unit - 4:

06

Graphic Design Terminology:

- Introduction to commonly used graphic design terminology related to composition, typography, colour, images, layout, printing and digital graphics.
- Understanding and appropriate use of basic terms such as alignment, grid, margin, hierarchy, resolution, raster, vector, typography, layout, contrast, texture and visual identity.

Unit - 5:

06

Fundamentals of Graphic Communication:

- Use of graphic elements, design principles, patterns and terminology to communicate ideas, information and messages effectively through visual compositions.
- Development of simple communication-oriented designs by combining visual elements, composition, patterns and appropriate graphic terminology for a defined audience and purpose.

References:

- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Wong, W.** *Principles of Form and Design*. John Wiley & Sons.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.
- **Lupton, E.** *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*. Princeton Architectural Press.

BVGD105P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER - 02

BVGD201

FUNDAMENTALS OF COLOR THEORY

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals of colour theory and the importance of colour in graphic design and visual communication.
- Identify primary, secondary and tertiary colours and explain the relationships between colours using the colour wheel.
- Differentiate between monochromatic and achromatic colour schemes and apply them through basic colour exercises.
- Explain and apply the concepts of tint, tone and shade to create different colour variations.
- Apply appropriate colour combinations and colour proportions, including the 60:30:10 concept, in graphic design compositions.

Course Content:

Unit - 1:

06

Importance of Colour Theory:

- Introduction to colour theory; primary, secondary and tertiary colours; warm and cool colours; importance and role of colour in graphic design and visual communication.
- Colour characteristics and their role in creating visual interest, emphasis, mood and effective communication in graphic compositions.

Unit - 2:

06

Colour Wheel:

- Concept and structure of the colour wheel; arrangement of primary, secondary and tertiary colours and understanding basic colour relationships.
- Application of colour wheel concepts to identify complementary, analogous and other basic colour relationships and create simple colour compositions.

Unit - 3:

06

Monochromatic and Achromatic Colour:

- Meaning and characteristics of monochromatic and achromatic colours; comparison of monochromatic and achromatic approaches in graphic design.
- Practical colour exercises using different values and combinations of a single colour and neutral colours to create visually balanced compositions.

Unit - 4:

06

Tint, Tone and Shade:

- Concept of tint, tone and shade; understanding how variations in colour affect lightness, darkness, intensity and visual appearance.
- Creation and application of different tints, tones and shades through colour exercises and graphic compositions.

Unit - 5:

06

Colour Application:

- Principles of colour application; selection and combination of colours according to purpose, visual hierarchy, contrast and communication requirements.
- Understanding and application of the **60:30:10 colour concept** to create balanced colour combinations in graphic design compositions.

References:

- **Itten, J.** *The Art of Color: The Subjective Experience and Objective Rationale of Color*. Wiley.
- **Albers, J.** *Interaction of Color*. Yale University Press.
- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- **Wong, W.** *Principles of Color*. Design Press.

BVGD202

ENVIRONMENTAL STUDIES

Course Outcomes:

After successful completion of this course, learners will be able to:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

Course Content:

Unit - 1:

06

Introduction to Environmental Studies:

- Multidisciplinary nature of environmental studies, Scope and importance; concept of sustainability and sustainable development.

Ecosystems:

- What is an ecosystem? Structure and function of the ecosystem;
- **Energy flow in an ecosystem:** food chains, food webs and ecological succession.
- **Case studies of the following ecosystems:** Forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit - 2:

06

Natural Resources:

- **Renewable and 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 energy sources, growing energy needs, case studies.

Unit - 3:

06

Biodiversity and Conservation:

- **Levels of biological diversity:** genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India
- **Threats to biodiversity:** Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- **Conservation of biodiversity:** In-situ and Ex-situ conservation of biodiversity.
- **Ecosystem and biodiversity services:** Ecological, economic, social, ethical, aesthetic and Informational value.

Unit - 4:

06

Environmental Pollution:

- Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks
- **Solid waste management:** Control measures of urban and industrial waste. Pollution case studies.

Environmental Policies & Practices:

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- **Environment Laws:** Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit - 5:**Human Communities and the Environment:**

- **Human population growth:** Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies.
- **Disaster management:** floods, earthquake, cyclones and landslides.
- **Environmental movements:** Chipko, Silent valley, Bishnois of Rajasthan.
- **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).

References:

- Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
- Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36--37.
- Rao, M.N. & Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
- Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8th edition. John Wiley & Sons.
- Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.

BVGD203

GRAPHIC DESIGN ESSENTIALS AND APPLICATIONS

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals of graphic design and apply basic graphic elements such as lines, shapes, space and form in visual communication.
- Apply typography, logos and colour concepts appropriately in graphic design compositions.
- Apply fundamental design principles to organize and develop effective graphic compositions.
- Integrate graphic elements, colour, typography, logos and design principles in practical graphic design work.
- Develop and present basic graphic compositions through structured sheet-based and integrated design exercises.

Course Content:

Unit - 1: 06

Basic Graphics and Graphic Elements:

- Fundamentals of graphic design; basic graphic elements including lines, shapes, forms, space and texture; role of graphic elements in visual communication.
- Application of basic graphic elements through simple compositions and exercises to communicate ideas and create visual interest.

Unit - 2: 06

Lines, Shapes, Typography and Logos:

- Application of different types of lines and shapes as fundamental graphic components; use of geometric and organic forms in graphic compositions.
- Introduction and application of typography and logos; selection and arrangement of type and logo elements to support visual identity and communication.

Unit - 3:

06

Colour Application:

- Application of colour theory in graphic design, including colour relationships, colour schemes, contrast, harmony and visual emphasis.
- Application of appropriate colour combinations in graphic compositions along with other visual elements to enhance communication and aesthetic quality.

Unit - 4:

06

Design Principles:

- Application of fundamental design principles including balance, proportion, contrast, emphasis, rhythm, unity, alignment and visual hierarchy in graphic work.
- Development of organized compositions by combining design principles with lines, shapes, colour, typography and logos according to the intended message and audience.

Unit - 5:

06

Integrated Graphic Exercises:

- Integration of colour, lines, shapes, typography, logos, graphic elements and design principles to develop complete graphic compositions.
- Practical sheet-based exercises involving concept development, composition, refinement and presentation of integrated graphic design work.

References:

- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- **Lupton, E.** *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*. Princeton Architectural Press.
- **Landa, R.** *Graphic Design Solutions*. Cengage Learning.

BVGD204

LOGO DESIGN AND TYPOGRAPHY

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the meaning, purpose and role of logos in graphic design and visual communication.
- Identify different categories and types of logos and describe their basic characteristics.
- Apply a systematic process for developing basic logo concepts and graphic ideas.
- Explain the fundamentals of typography and its importance in effective graphic communication.
- Integrate logos and typography to create basic graphic compositions through practical sheet-based exercises.

Course Content:

Unit - 1: 06

Introduction to Logos:

- Meaning, definition and purpose of logos; role of logos in branding, identity and graphic communication.
- Characteristics of an effective logo including simplicity, recognition, relevance, originality, scalability and visual clarity.

Unit - 2: 06

Types of Logos:

- Introduction to different categories of logos such as wordmarks, lettermarks, symbols, pictorial marks, abstract marks, combination marks and emblems.
- Characteristics, applications and selection of different logo categories according to the identity, purpose and communication requirements of a brand or organization.

Unit - 3:

06

Logo Development:

- Basic logo-development process including understanding the brief, research, concept generation, sketching, refinement and preparation of the final design.
- Development of basic graphic concepts using shapes, symbols, typography and colour while considering simplicity, balance, originality and visual communication.

Unit - 4:

06

Typography:

- Introduction to typography; typefaces, fonts, classifications of type, anatomy of letters, spacing and basic typographic terminology.
- Importance of typography in graphic design; selection and arrangement of type to achieve readability, hierarchy, emphasis and effective visual communication.

Unit - 5:

06

Logo and Typography Applications:

- Combining logos and typography to develop basic brand identities and communication-oriented graphic compositions.
- Practical sheet-based exercises involving logo concepts, typographic arrangements, logo-type combinations and presentation of final compositions.

References:

- **Lupton, E.** *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students.* Princeton Architectural Press.
- **Wheeler, A.** *Designing Brand Identity: An Essential Guide for the Whole Branding Team.* Wiley.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Typography.* Bloomsbury Publishing.
- **Samara, T.** *Typography Workbook: A Real-World Guide to Using Type in Graphic Design.* Rockport Publishers.
- **Landa, R.** *Graphic Design Solutions.* Cengage Learning.

BVGD205P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-03

BVGD301

DESIGN CONCEPTS, RASTER AND VECTOR GRAPHICS

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the concept of design thinking and develop basic ideas for graphic design projects.
- Create and use thumbnail sketches for exploring concepts, compositions and preliminary layouts.
- Develop moodboards using appropriate visual references to establish the visual direction of a design project.
- Apply graphic elements, colour, typography and shapes to create effective visual compositions.
- Develop a graphic design concept from an initial idea through concept refinement to a basic final layout.

Course Content:

Unit - 1: 06

Design Concept:

- Introduction to design concepts; understanding the purpose, message, target audience and visual requirements of a graphic design project.
- Development of creative ideas through observation, research, brainstorming and visual exploration for graphic design work.

Unit - 2: 06

Thumbnails:

- Meaning, purpose and importance of thumbnail sketches; use of thumbnails for exploring multiple concepts, compositions and layout possibilities.
- Preparation of quick thumbnail sketches to establish placement of images, text, shapes and other visual elements before developing the final design.

Unit - 3:

06

Moodboards:

- Purpose and structure of moodboards; collection and organization of visual references such as images, colours, typography, textures, patterns and graphic styles.
- Development of a visual direction using moodboards to communicate the intended mood, style, theme and creative direction of a design project.

Unit - 4:

06

Visual Composition:

- Combining graphic elements, colour, typography, shapes, images and space to create organized and meaningful visual compositions.
- Application of balance, contrast, alignment, hierarchy, proportion and emphasis to improve visual clarity, aesthetics and communication.

Unit - 5:

06

Concept Development:

- Development of a graphic concept from the initial idea through research, thumbnails, moodboard development, selection and refinement of visual elements.
- Transformation of the selected concept into a structured design layout while maintaining consistency between the design objective, visual elements and intended audience.

References:

- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- **Landa, R.** *Graphic Design Solutions*. Cengage Learning.
- **Lupton, E.** *Graphic Design Thinking: Beyond Brainstorming*. Princeton Architectural Press.

BVGD302

ADOBE PHOTOSHOP AND ADOBE ILLUSTRATOR

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the purpose, features and role of Adobe Photoshop in image-based graphic design and digital visual communication.
- Apply basic image editing, graphic editing and colour concepts using Adobe Photoshop.
- Explain the fundamentals of Adobe Illustrator and vector-based graphic design.
- Create basic vector graphics, digital illustrations and logo concepts using Adobe Illustrator.
- Apply Photoshop and Illustrator appropriately to develop image-based and vector-based graphic design projects.

Course Content:

Part A – Adobe Photoshop:

Unit - 1:

06

Introduction to Photoshop:

- Introduction to Adobe Photoshop, its interface, workspace and basic tools; role of Photoshop in image editing, digital graphics and visual communication.
- Understanding basic concepts of raster graphics, pixels, image resolution, canvas, layers and commonly used image file formats.

Graphic Editing:

- Basic concepts of graphic and image editing; selection, cropping, resizing, transforming and arranging image elements.
- Introduction to layers, layer properties, masks, basic retouching and adjustment techniques for editing and organizing digital images.

Unit - 2:

06

Image-Based Design:

- Use of photographs, digital images and graphic elements in image-based graphic design; combining and arranging visual elements to create compositions.
- Development of basic image-based designs such as posters, banners, promotional graphics and digital compositions.

Colour Application:

- Application of colour concepts in digital image-based design; understanding colour modes, colour selection, contrast, harmony and visual emphasis.
- Application of colour adjustments and combinations to improve the appearance, mood and communication effectiveness of digital images.

Unit - 3:

06

Photoshop Applications:

- Application of Photoshop tools and techniques for graphic editing, image manipulation, retouching and image-based design.
- Development and presentation of basic Photoshop projects integrating images, layers, typography, colour and graphic elements.

Part B – Adobe Illustrator:

Unit - 4:

06

Introduction to Illustrator:

- Introduction to Adobe Illustrator, its interface, workspace and basic tools; role of Illustrator in vector-based graphic design.
- Understanding vector graphics, paths, anchor points, shapes and scalability, along with commonly used vector file formats.

Vector Graphics:

- Understanding and creating vector-based graphic elements using shapes, lines, paths, curves and geometric objects.
- Application of selection, transformation, alignment, grouping, layering and path-editing techniques to develop vector compositions.

Illustration:

- Introduction to digital illustration; basic concepts of creating and arranging illustrations using vector shapes, paths, colours and gradients.
- Development of simple digital illustrations by combining geometric and organic forms with appropriate colour and composition.

Unit - 5:

06

Logo Design:

- Application of Adobe Illustrator in logo development; concept creation, sketching, vectorization and refinement of basic logo designs.
- Development of scalable logo concepts using shapes, paths, typography and colour while maintaining simplicity, balance and visual clarity.

Graphic Applications:

- Application of Illustrator for vector-based graphic design, illustration, icons, logos, patterns, posters and other communication materials.
- Development and presentation of integrated Illustrator projects using vector graphics, typography, colour, shapes and design principles.

References:

- **Faulkner, A. & Chavez, C.** *Adobe Photoshop Classroom in a Book*. Adobe Press.
- **Wood, B.** *Adobe Illustrator Classroom in a Book*. Adobe Press.
- **Landa, R.** *Graphic Design Solutions*. Cengage Learning.
- **Shaw, A.** *Graphic Design: The New Basics*. Princeton Architectural Press.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.

BVGD303

BASIC DRAWING, LINES AND SHAPES

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals of basic drawing and sheet work and demonstrate accuracy in basic graphic exercises.
- Identify different types and characteristics of lines and apply them appropriately in graphic work.
- Identify, classify and apply different types of basic shapes in graphic compositions.
- Combine and arrange lines and shapes to create balanced and meaningful graphic designs.
- Develop and present basic graphic compositions through structured sheet-based exercises using lines and shapes.

Course Content:

Unit - 1:

06

Basic Sheet Work:

- Introduction to basic drawing and sheet work; preparation and organization of drawing sheets; practice of vertical lines, horizontal lines and basic strokes.
- Development of basic graphic exercises to improve hand control, accuracy, consistency, spacing and visual coordination.

Unit - 2:

06

Types of Lines:

- Introduction to different types of lines including straight, curved, horizontal, vertical, diagonal, zigzag, wavy and broken lines; characteristics and visual effects of lines.
- Application of lines in graphic work to create direction, movement, texture, patterns, emphasis and visual structure.

Unit - 3:

06

Types of Shapes:

- Introduction and classification of basic shapes including geometric, organic, regular and irregular shapes; characteristics and visual properties of different shapes.
- Study and application of shapes through drawing and graphic exercises to create patterns, compositions and visual forms.

Unit - 4:

06

Shape-Based Design:

- Combination, repetition, overlapping, scaling, rotation and arrangement of shapes to create organized graphic compositions.
- Development of shape-based graphic exercises using geometric and organic forms to explore balance, rhythm, proportion and visual interest.

Unit - 5:

06

Graphic Sheet Exercises:

- Integrated application of different types of lines and shapes in basic graphic compositions and structured sheet-based exercises.
- Preparation, refinement and presentation of graphic sheets demonstrating accuracy, creativity, composition, balance and effective use of lines and shapes.

References:

- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Wong, W.** *Principles of Form and Design*. John Wiley & Sons.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- **Ocvirk, O. G., Stinson, R. E., Wigg, P. R., Bone, R. O. & Cayton, D. L.** *Art Fundamentals: Theory and Practice*. McGraw-Hill.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.

BVGD304

SHADING, VIEWS AND GRAPHIC ELEMENTS

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals of shading and apply basic shading techniques to represent light, dark and tonal variations.
- Develop accurate shading compositions through structured sheet-based exercises.
- Explain the concept and basic representation of axonometric views in graphic and visual representation.
- Explain and construct basic isometric views and distinguish them from other forms of visual representation.
- Identify and apply basic graphic elements through structured sheet work and visual compositions.

Course Content:

Unit - 1:

06

Shading Techniques:

- Introduction to shading; understanding light, shadow, highlights and tonal values; basic shading techniques such as hatching, cross-hatching, stippling and blending.
- Application of shading techniques to basic geometric and organic forms to create depth, volume, texture and three-dimensional appearance.

Unit - 2:

06

Sheet Practice in Shading:

- Structured shading exercises focusing on tonal variation, light-to-dark transitions, highlights and shadows using different shading techniques.
- Preparation and presentation of shading sheets involving geometric forms and objects to develop observation, hand control, tonal accuracy and visual representation skills.

Unit - 3:

06

Axonometric View:

- Introduction to the concept of axonometric view; purpose and characteristics of axonometric representation; basic principles of representing three-dimensional objects.
- Preparation of basic axonometric drawings and structured sheet exercises involving simple geometric forms and objects.

Unit - 4:

06

Isometric View:

- Introduction to isometric view; basic principles and representation of three-dimensional objects using isometric axes; comparison of isometric view with other basic views.
- Development of simple isometric drawings through structured sheet exercises involving geometric forms and objects.

Unit - 5:

06

Elements of Graphics:

- Introduction to basic graphic elements including line, shape, form, colour, texture, space and value; role of these elements in graphic design and visual communication.
- Application and integration of graphic elements through sheet-based exercises and simple visual compositions.

References:

- **Lauer, D. A. & Pentak, S.** *Design Basics*. Cengage Learning.
- **Wong, W.** *Principles of Form and Design*. John Wiley & Sons.
- **Ocvirk, O. G., Stinson, R. E., Wigg, P. R., Bone, R. O. & Cayton, D. L.** *Art Fundamentals: Theory and Practice*. McGraw-Hill.
- **Ching, F. D. K.** *Design Drawing*. Wiley.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.

BVGD305P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-04

BVGD401

DIGITAL LAYOUT AND PUBLICATION DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals, interface and role of Adobe InDesign in digital layout and publication design.
- Apply basic principles of publication layout to organize text, images and other visual elements effectively.
- Develop appropriate layouts for printed communication materials using basic layout and grid concepts.
- Integrate typography, images, colour and graphic elements to create visually effective publication layouts.
- Use Adobe InDesign to develop basic print and publication design projects such as brochures, magazines, newsletters and other communication materials.

Course Content:

Unit - 1: 06

Introduction to InDesign:

- Introduction to Adobe InDesign, its interface, workspace, tools and basic functions; role of InDesign in digital layout, print and publication design.
- Understanding documents, pages, margins, columns, guides, grids and basic page setup for publication projects.

Unit - 2: 06

Publication Layout:

- Basic concepts of publication layout design; page composition, visual hierarchy, balance, alignment, spacing and consistency.
- Introduction to grids, columns, master pages and page structures for organizing text, images and graphic elements in publications.

Unit - 3:

06

Print Layout:

- Layout concepts for printed communication materials such as brochures, flyers, newsletters, magazines, books, posters and advertisements.
- Understanding page size, margins, bleeds, image resolution, colour modes, file formats and basic preparation of layouts for print production.

Unit - 4:

06

Graphic Elements in Layout:

- Use and arrangement of typography, images, colour, shapes, lines and other graphic elements to create clear and visually balanced layouts.
- Application of typographic hierarchy, image placement, colour combinations, alignment and spacing to improve readability and visual communication.

Unit - 5:

06

Publication Design Applications:

- Application of Adobe InDesign tools and techniques to develop basic print and publication layouts, including brochures, newsletters, magazines and multi-page documents.
- Development, refinement and presentation of a basic publication project integrating typography, images, colour, grids and graphic elements.

References:

- **Adobe Creative Team.** *Adobe InDesign Classroom in a Book.* Adobe Press.
- **Samara, T.** *Making and Breaking the Grid: A Graphic Design Layout Workshop.* Rockport Publishers.
- **Lupton, E.** *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students.* Princeton Architectural Press.
- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design.* Bloomsbury Publishing.
- **Haslam, A.** *Book Design.* Laurence King Publishing.

BVGD402

PRINT MEDIA DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the basic principles and process of designing logos for print communication.
- Design basic product labels by applying appropriate graphic elements, typography, colour and layout.
- Develop professional visiting card designs according to basic communication and branding requirements.
- Apply typography, layout, colour and graphic elements effectively in print media designs.
- Integrate logos, labels, visiting cards and other print materials to develop consistent print communication designs.

Course Content:

Unit - 1: 06

Logo Making:

- Introduction to the logo design process; understanding the design brief, research, concept development, sketching, refinement and finalization of basic logos.
- Development of simple logo designs using shapes, symbols, typography and colour while maintaining simplicity, balance, recognition and visual clarity.

Unit - 2: 06

Label Making:

- Introduction to product labels; purpose, essential information and basic design requirements for labels used in different print applications.
- Design and development of basic labels using appropriate typography, images, colour, branding elements, hierarchy and layout.

Unit - 3:

06

Visiting Card:

- Introduction to professional visiting cards; essential information, standard layout considerations, branding and visual hierarchy.
- Development of visiting card designs using logos, typography, colour, contact information and graphic elements while maintaining readability and professional appearance.

Unit - 4:

06

Typography and Layout:

- Application of typography in print media; type selection, font pairing, hierarchy, readability, spacing and alignment.
- Application of layout principles including balance, proportion, contrast, alignment, margins, grids and visual hierarchy in print communication materials.

Unit - 5:

06

Print Communication:

- Integration of logos, labels, visiting cards and other print materials to create consistent visual communication and basic brand identity.
- Development and presentation of an integrated print communication project using appropriate typography, colour, graphic elements, layout and print-ready design practices.

References:

- **Ambrose, G. & Harris, P.** *The Fundamentals of Graphic Design*. Bloomsbury Publishing.
- **Landa, R.** *Graphic Design Solutions*. Cengage Learning.
- **Lupton, E.** *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*. Princeton Architectural Press.
- **Wheeler, A.** *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. Wiley.
- **Samara, T.** *Design Elements: A Graphic Style Manual*. Rockport Publishers.

BVGD403

PACKAGING DESIGN FUNDAMENTALS

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the concept, importance and functions of packaging in product presentation, protection and communication.
- Identify and differentiate various types and formats of packaging used for different products and industries.
- Identify and apply basic graphic and structural elements used in packaging design.
- Understand and use common terminology associated with packaging design and production.
- Describe major packaging materials and select suitable materials considering design, product and production requirements.

Course Content:

Unit - 1:

06

Introduction to Packaging:

- Concept, meaning, importance and functions of packaging; role of packaging in product protection, storage, transportation, identification and presentation.
- Packaging as a communication and branding tool; relationship between packaging design, consumer appeal, product information and market positioning.

Unit - 2:

06

Types of Packaging:

- Primary, secondary and tertiary packaging; rigid, flexible and semi-rigid packaging with their basic applications.
- Packaging formats such as boxes, cartons, bottles, jars, cans, pouches, wrappers, tubes and containers; selection according to product requirements.

Unit - 3:

06

Packaging Elements:

- Basic graphic elements used in packaging: logo, typography, colour, images, illustrations, symbols, patterns and layout.
- Packaging composition and visual hierarchy; placement of product information, branding, labels, barcodes and regulatory information for effective communication.

Unit - 4:

06

Packaging Terms:

- Common packaging terminology related to design and production: dieline, die-cutting, folding, creasing, bleed, trim, substrate, label, carton and container.
- Basic terms related to printing and finishing, including resolution, colour mode, proofing, lamination, coating, embossing and foiling.

Unit - 5:

06

Packaging Materials:

- Introduction to paper and paperboard, plastics, glass, metal, corrugated board and other commonly used packaging materials; their basic characteristics and applications.
- Design relevance of packaging materials: strength, flexibility, durability, printability, appearance, sustainability and suitability for product protection and presentation.

References:

- Klimchuk, M. R. & Krasovec, S. A. *Packaging Design: Successful Product Branding from Concept to Shelf*. Wiley.
- Ambrose, G. & Harris, P. *Packaging and Design*. AVA Publishing.
- Stewart, B. *Packaging Design*. Laurence King Publishing.
- Soroka, W. *Fundamentals of Packaging Technology*. Institute of Packaging Professionals.
- Landa, R. *Graphic Design Solutions*. Cengage Learning.

BVGD404

PRINT DESIGN AND PUBLICATION

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the concept, importance and applications of print design in visual communication and publication.
- Design basic prospectuses and flyers using appropriate typography, colour, graphics and layout principles.
- Develop brochures and pamphlets with effective information hierarchy and visual presentation.
- Apply graphic design principles to posters and other promotional materials for effective communication.
- Integrate typography, colour, graphics and layout to develop effective and print-ready communication materials.

Course Content:

Unit - 1:

06

Introduction to Print Design:

- Concept, meaning, importance and scope of print design; role of print media in communication, advertising, marketing and information presentation.
- Basic print design principles including layout, composition, typography, colour, images, visual hierarchy, balance, alignment and readability.

Unit - 2:

06

Prospectus and Flyer:

- Purpose, structure and design requirements of prospectuses and flyers; organization of information according to audience and communication objectives.
- Designing prospectuses and flyers using typography, images, colour, graphic elements, grids and visual hierarchy; basic print preparation.

Unit - 3:

06

Brochure and Pamphlet:

- Purpose, types and formats of brochures and pamphlets; planning content, page structure, folding patterns and information hierarchy.
- Application of typography, images, colour, graphics, grids and spacing in brochure and pamphlet design; development of basic layouts.

Unit - 4:

06

Poster and Promotional Materials:

- Principles of poster design; headline, imagery, typography, colour, composition and visual emphasis for effective communication.
- Design of promotional materials such as advertisements, handbills, event materials and promotional cards using appropriate graphic elements and layouts.

Unit - 5:

06

Print Design Applications:

- Integration of typography, colour, graphics, images and layout principles across different print communication materials.
- Development of an integrated print design project with attention to consistency, readability, visual appeal, print specifications and presentation.

References:

- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Ambrose, G. & Harris, P. *The Layout Book*. AVA Publishing.
- Samara, T. *Making and Breaking the Grid*. Rockport Publishers.
- Lupton, E. *Thinking with Type*. Princeton Architectural Press.
- Dabner, D., Stewart, S. & Zempol, E. *Graphic Design School*. Thames & Hudson.

BVGD405P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-05

BVGD501

ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

- Explain the concepts, characteristics, and importance of entrepreneurship and Entrepreneurship Development Programmes (EDPs).
- Identify business opportunities and prepare strategies for project selection, financing, and enterprise establishment.
- Develop business plans and understand the procedures for establishing and managing small business enterprises.
- Analyze the role of financial and governmental institutions in promoting entrepreneurship and supporting small businesses.
- Prepare project reports and evaluate entrepreneurial challenges using practical case studies and business planning techniques.

Unit - 1:

06

Introduction to Entrepreneurship and Entrepreneurship Development Programme:

- Concept of entrepreneur and entrepreneurship, definition, characteristics and traits of entrepreneurs, classification of entrepreneurs, women entrepreneurs, role of entrepreneurs in economic development, entrepreneurship in India, concept of Entrepreneurship Development Programme (EDP), need for entrepreneurial training, phases of EDP, curriculum and contents of training programmes, support systems, target groups, and institutions conducting EDPs in India.

Unit - 2:

06

Project Identification and Entrepreneurial Finance:

- Business opportunity identification, promotion of a business venture, opportunity analysis, project identification and selection, analysis of external environment including economic, social, technological, and competitive factors, legal requirements for establishing a new enterprise, project financing, term loans, bridge finance, venture capital, government financial assistance, and procedures for approaching financial institutions for loans.

Unit - 3:

06

Small Business Enterprise Development:

- Concept of small business enterprises, identification of business opportunities in different sectors, selection of suitable business opportunities, procedures and formalities for establishing small business enterprises, registration requirements, and challenges in setting up new ventures.

Unit - 4:

06

Institutional Support for Entrepreneurship:

- Role and functions of institutions supporting entrepreneurship, Entrepreneurship Development Institute of India (EDII), Small Industries Development Organization (SIDO), National Small Industries Corporation (NSIC), National Institute for Entrepreneurship and Small Business Development (NIESBUD), support schemes for small enterprises, causes of sickness in small business enterprises, and remedial measures.

Unit - 5:

06

Project Formulation and Entrepreneurial Case Studies:

- Meaning and significance of project reports, contents of a project report, project formulation, planning commission guidelines for preparing project reports, preparation of project reports for small business enterprises, problems faced by entrepreneurs, entrepreneurial success and failure factors, and case studies of successful entrepreneurs.

References:

- Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
- S. S. Khanka, Entrepreneurial Development, S. Chand & Company Ltd.
- Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd, Entrepreneurship, 11th Edition, McGraw-Hill Education.
- Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson Education.
- David H. Holt, Entrepreneurship: New Venture Creation, Prentice Hall of India

BVGD502

PACKAGING, LABELS & CODES, SYMBOLS AND APPLICATIONS

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the concept, purpose and importance of packaging labels, codes and symbols in product identification and communication.
- Develop basic packaging labels using appropriate typography, graphics, colour, information hierarchy and layout.
- Explain the basic purpose, structure and applications of barcodes and QR codes in packaging.
- Identify commonly used packaging symbols and explain their importance for handling, safety, storage and product information.
- Apply appropriate labels, codes and symbols to packaging designs for food, electronic, pharmaceutical and cosmetic/beauty products.

Course Content:

Unit - 1:

06

Packaging Labels and Label Design:

- Concept, purpose and importance of packaging labels; role of labels in product identification, branding, information communication and consumer awareness.
- Basic label design for different packaging applications using logos, typography, colour, images, product information, hierarchy and layout.

Unit - 2:**06****Barcode and QR Code:**

- Basic concept, purpose and working principles of barcodes; common applications in product identification, inventory management and retail packaging.
- Basic concept, purpose and applications of QR codes; linking digital information with physical packaging and comparison with conventional barcodes.

Unit - 3:**06****Packaging Symbols and Their Importance:**

- Purpose and importance of packaging symbols; symbols related to handling, storage, recycling, material identification, safety and product information.
- Application and placement of appropriate symbols in packaging layouts; importance of clarity, visibility, consistency and correct communication.

Unit - 4:**06****Food, Electronic and Pharmaceutical Packaging:**

- Food packaging: common information and symbols related to handling, storage, recycling, food safety and product identification.
- Electronic and pharmaceutical packaging: symbols and information related to handling, storage, warnings, disposal, safety and product protection.

Unit - 5:**06****Cosmetic/Beauty Packaging and Integrated Applications:**

- Cosmetic and beauty packaging: labels, symbols and information related to ingredients, usage, warnings, storage, disposal and product identification.
- Integrated packaging exercise combining label design, barcode/QR code and appropriate symbols for selected food, electronic, pharmaceutical or cosmetic products.

References:

- Klimchuk, M. R. & Krasovec, S. A. *Packaging Design: Successful Product Branding from Concept to Shelf*. Wiley.
- Stewart, B. *Packaging Design*. Laurence King Publishing.
- Soroka, W. *Fundamentals of Packaging Technology*. Institute of Packaging Professionals.
- Ambrose, G. & Harris, P. *Packaging and Design*. AVA Publishing.
- Landa, R. *Graphic Design Solutions*. Cengage Learning.

BVGD503

PROMOTIONAL GRAPHIC DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the purpose, characteristics and design considerations of promotional graphic materials.
- Develop basic poster and sticker designs using appropriate graphic elements, typography, colour and composition.
- Design banners and hoardings considering size, visibility, readability and promotional requirements.
- Create flyers and brochures using effective information hierarchy, typography, imagery and layout.
- Integrate graphic design principles and visual elements to develop effective promotional materials for different audiences and media.

Course Content:

Unit - 1:

06

Poster Design:

- Purpose, types and applications of posters; role of posters in advertising, events, public communication and promotion.
- Poster design considerations including visual hierarchy, headline, imagery, typography, colour, composition, readability and audience appeal.

Unit - 2:

06

Sticker Design:

- Concept, purpose and applications of stickers in product branding, advertising, packaging, events and promotional communication.
- Sticker design using logos, shapes, illustrations, typography and colour; consideration of size, shape, visibility, readability and print requirements.

Unit - 3:

06

Banner and Hoarding:

- Purpose and applications of banners and hoardings in outdoor and promotional communication; design requirements related to scale, location and viewing distance.
- Application of large-format design principles including typography, imagery, colour contrast, hierarchy, simplicity, readability and brand visibility.

Unit - 4:

06

Flyer and Brochure:

- Purpose, types and applications of flyers and brochures; planning content and organizing information according to promotional objectives.
- Design using typography, images, colour, grids, spacing and visual hierarchy; development of single-page and multi-panel promotional layouts.

Unit - 5:

06

Integrated Promotional Design:

- Integration of graphic elements, typography, colour, imagery, composition, branding and layout across different promotional materials.
- Development of an integrated promotional campaign consisting of selected posters, stickers, banners, flyers or brochures with consistent visual identity and communication.

References:

- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Ambrose, G. & Harris, P. *The Fundamentals of Graphic Design*. AVA Publishing.
- Samara, T. *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- Lupton, E. *Thinking with Type*. Princeton Architectural Press.
- Dabner, D., Stewart, S. & Zempol, E. *Graphic Design School*. Thames & Hudson.

BVGD504

MARKETING AND GRAPHIC COMMUNICATION

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the basic concepts, objectives and importance of marketing in business and communication.
- Identify and describe different types of marketing and their basic applications.
- Explain the role of graphic design in marketing communication, branding and promotional activities.
- Identify and apply graphic design principles to posters, flyers, banners, brochures and other promotional materials.
- Develop effective visual marketing communication by integrating typography, colour, imagery, graphics and layout.

Course Content:

Unit - 1:

06

Introduction to Marketing:

- Concept, meaning, objectives and importance of marketing; basic marketing functions and role in identifying and communicating with target customers.
- Basic marketing concepts including customer needs, target audience, market, product, price, promotion, place and marketing communication.

Unit - 2:

06

Types of Marketing:

- Basic understanding of different types of marketing including traditional marketing, digital marketing, direct marketing, social media marketing, content marketing and relationship marketing.
- Characteristics and basic applications of different marketing approaches; selection of suitable communication channels according to product, audience and promotional objectives.

Unit - 3:

06

Graphic Design and Marketing:

- Role of graphic design in marketing communication, branding, advertising, product presentation and customer engagement.
- Application of typography, colour, imagery, logos, symbols, composition and visual identity to communicate marketing messages effectively.

Unit - 4:

06

Promotional Materials:

- Purpose and applications of posters, flyers, banners, brochures, advertisements, stickers and other promotional materials.
- Design considerations including audience, message, hierarchy, typography, colour, imagery, layout, branding and readability across different promotional formats.

Unit - 5:

06

Visual Marketing Communication:

- Integration of graphic design principles with marketing objectives to develop consistent and effective visual promotional communication.
- Development of a basic visual marketing campaign using selected promotional materials with consistent branding, typography, colour, imagery and message.

References:

- Kotler, P. & Armstrong, G. *Principles of Marketing*. Pearson.
- Kotler, P., Keller, K. L. & Chernev, A. *Marketing Management*. Pearson.
- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Ambrose, G. & Harris, P. *The Fundamentals of Graphic Design*. AVA Publishing.
- Samara, T. *Design Elements: A Graphic Style Manual*. Rockport Publishers.

BVGD505P

ON JOB TRAINING/INTERNSHIP/WORKSHOP

SEMESTER-06

BVGD601

INTEGRATED GRAPHIC DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Integrate colour, lines, shapes and graphic elements to create visually effective graphic compositions.
- Apply fundamental design principles to develop balanced, organized and purposeful graphic compositions.
- Integrate typography and logo design to create consistent visual identities and communication materials.
- Apply raster, vector and digital graphic design concepts using appropriate digital design tools and techniques.
- Develop complete graphic design concepts by integrating knowledge and skills acquired throughout the programme.

Course Content:

Unit - 1: 06

Graphic Design Fundamentals:

- Integration of colour, lines, shapes, forms, space, texture and other graphic elements in visual compositions.
- Application of graphic elements to communicate ideas, messages and visual concepts through basic composition exercises.

Unit - 2: 06

Design Principles:

- Application of balance, proportion, contrast, emphasis, rhythm, unity, alignment, hierarchy and other design principles.
- Development of complete graphic compositions by combining design elements and principles according to communication objectives and audience.

Unit - 3:

06

Typography and Logo:

- Integration of typography with graphic design; type selection, hierarchy, spacing, alignment and readability in visual communication.
- Integration of logo design with typography, shapes, symbols and colour to develop basic brand identity and communication materials.

Unit - 4:

06

Digital Graphic Design:

- Concepts of raster and vector graphics; resolution, scalability, layers, paths, image editing and digital illustration.
- Application of digital design tools such as Adobe Photoshop and Adobe Illustrator for creating, editing and refining graphic compositions.

Unit - 5:

06

Integrated Design:

- Development of complete graphic design concepts by integrating colour, graphic elements, design principles, typography, logos and digital techniques.
- Final integrated design project such as branding, promotional material, publication, packaging or digital communication, demonstrating planning, development, refinement and presentation.

References:

- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Ambrose, G. & Harris, P. *The Fundamentals of Graphic Design*. AVA Publishing.
- Samara, T. *Design Elements: A Graphic Style Manual*. Rockport Publishers.
- Lupton, E. *Thinking with Type*. Princeton Architectural Press.
- Wong, W. *Principles of Form and Design*. John Wiley & Sons.

BVGD602

BRAND AND PROMOTIONAL DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals of logo development, brand identity and their application in visual communication.
- Apply typography principles to create clear, readable and visually consistent brand and promotional communication.
- Design promotional materials such as posters, stickers, flyers, banners, hoardings and brochures using appropriate graphic elements.
- Develop print communication materials including prospectuses, pamphlets, labels and visiting cards with effective layout and visual hierarchy.
- Use thumbnails and moodboards to develop, refine and present visual concepts for branding and promotional design projects.

Course Content:

Unit - 1: **06**

Logo and Identity:

- Fundamentals of logo development; concept generation, research, sketching, refinement and finalization of logos.
- Application of logos in brand identity and communication materials; consistency, simplicity, recognition, colour and scalability.

Unit - 2: **06**

Typography:

- Fundamentals of typography including typefaces, classifications, font selection, hierarchy, spacing, alignment and readability.
- Application of typography in branding and visual communication; combining typography with logos, images, colour and graphic elements.

Unit - 3:

06

Promotional Materials:

- Design principles and applications of posters, stickers, flyers, banners and hoardings for advertising and promotional communication.
- Design of brochures and other promotional materials using typography, imagery, colour, composition, branding and visual hierarchy.

Unit - 4:

06

Print Communication:

- Purpose and design of prospectuses, pamphlets, labels and visiting cards; content organization and communication requirements.
- Application of typography, logos, colour, graphics, grids, spacing and layout principles to develop professional print materials.

Unit - 5:

06

Visual Concept Development:

- Use of thumbnails for brainstorming, exploring multiple compositions and developing preliminary design ideas.
- Creation and application of moodboards using imagery, colour, typography, textures and visual references to establish design direction and refine final concepts.

References:

- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Wheeler, A. *Designing Brand Identity*. Wiley.
- Lupton, E. *Thinking with Type*. Princeton Architectural Press.
- Ambrose, G. & Harris, P. *The Fundamentals of Graphic Design*. AVA Publishing.
- Samara, T. *Design Elements: A Graphic Style Manual*. Rockport Publishers.

BVGD603

PACKAGING AND PUBLICATION DESIGN

Course Outcomes:

After successful completion of the course, students will be able to:

- Explain the fundamentals, types, elements, terminology and materials associated with packaging design.
- Identify and apply appropriate packaging symbols for food, electronic, pharmaceutical and cosmetic/beauty products.
- Design basic packaging labels using appropriate typography, colour, graphics and information hierarchy.
- Explain the basic purpose and differences between barcodes and QR codes and apply them appropriately in packaging design.
- Apply graphic design principles to develop effective print and publication layouts.

Course Content:

Unit - 1:

06

Packaging Design:

- Concept, importance and types of packaging; primary, secondary and tertiary packaging and common packaging formats.
- Packaging design elements, terminology and materials; application of typography, colour, graphics, layout and suitable materials according to product requirements.

Unit - 2:

06

Packaging Symbols:

- Purpose and importance of packaging symbols related to handling, storage, safety, recycling, material identification and product information.
- Application of symbols in food, electronic, pharmaceutical and cosmetic/beauty packaging with emphasis on clarity, visibility and appropriate placement.

Unit - 3: **06**

Packaging Labels:

- Concept, purpose and applications of packaging labels; product identification, branding, information communication and consumer awareness.
- Label design using logos, typography, colour, images, product information, symbols and appropriate visual hierarchy.

Unit - 4: **06**

Barcode and QR Code:

- Basic concept, purpose and applications of barcodes and QR codes in product identification, retail, inventory and digital information access.
- Differences between barcode and QR code based on structure, information capacity, scanning and packaging applications; placement within packaging layouts.

Unit - 5: **06**

Publication Design:

- Fundamentals of print and publication layout; page size, margins, grids, columns, typography, images, colour, alignment and visual hierarchy.
- Application of graphic design principles to brochures, pamphlets, magazines, newsletters and other publications using appropriate digital layout techniques.

References:

- Klimchuk, M. R. & Krasovec, S. A. *Packaging Design: Successful Product Branding from Concept to Shelf*. Wiley.
- Stewart, B. *Packaging Design*. Laurence King Publishing.
- Ambrose, G. & Harris, P. *The Layout Book*. AVA Publishing.
- Samara, T. *Making and Breaking the Grid*. Rockport Publishers.
- Lupton, E. *Thinking with Type*. Princeton Architectural Press.

BVGD604

ADVANCED GRAPHIC DESIGN APPLICATIONS

Course Outcomes:

After successful completion of the course, students will be able to:

- Apply Adobe Photoshop, Illustrator and InDesign for developing and refining professional graphic design projects.
- Create and edit digital images using raster graphics, image manipulation and image-based design techniques.
- Develop vector-based graphics, illustrations and logos using appropriate vector design techniques.
- Apply digital design principles to create print and publication layouts using appropriate page-layout techniques.
- Integrate digital graphics, print design, publications, promotional materials and packaging into complete graphic design projects.

Course Content:

Unit - 1:

06

Graphic Design Software:

- Introduction and application of Adobe Photoshop, Adobe Illustrator and Adobe InDesign; interfaces, tools, workspaces and their respective roles in graphic design.
- Selection of appropriate software for image editing, vector design, illustration, logo creation, page layout and publication design; integrated workflow between applications.

Unit - 2:

06

Digital Image Design:

- Raster graphics and digital image fundamentals including pixels, resolution, image size, colour modes, layers, selections, masks and image formats.
- Image-based graphic editing using Photoshop; cropping, retouching, adjustment, compositing, manipulation and creation of posters, advertisements and digital promotional graphics.

Unit - 3:

06

Vector Design:

- Fundamentals of vector graphics including paths, anchor points, curves, shapes, strokes, fills, gradients, transformation and scalability.
- Vector illustration and logo development using Illustrator; creation and refinement of symbols, icons, illustrations and brand graphics.

Unit - 4:

06

Print and Publication:

- Fundamentals of print and publication layout using InDesign; page size, margins, columns, grids, master pages, typography, images and visual hierarchy.
- Development of brochures, pamphlets, magazines, newsletters, prospectuses and other print publications with appropriate print specifications and layout practices.

Unit - 5:

06

Integrated Graphic Applications:

- Integration of digital graphics, vector design, print layouts, publications and promotional materials such as posters, flyers, banners and brochures.
- Development of an integrated project combining digital graphics, print communication and packaging design, demonstrating consistent typography, colour, branding, layout and visual identity.

References:

- Faulkner, A. & Chavez, C. *Adobe Photoshop Classroom in a Book*. Adobe Press.
- Wood, B. *Adobe Illustrator Classroom in a Book*. Adobe Press.
- Adobe Creative Team. *Adobe InDesign Classroom in a Book*. Adobe Press.
- Landa, R. *Graphic Design Solutions*. Cengage Learning.
- Ambrose, G. & Harris, P. *The Fundamentals of Graphic Design*. AVA Publishing.

BVGD605P

ON JOB TRAINING/INTERNSHIP/WORKSHOP



RAIPUR|INDIA

**KALINGA
UNIVERSITY**

KALINGA UNIVERSITY, KOTNI , NEAR MANTRALAYA, NAYA RAIPUR - 492101, CHHATTISGARH

CALL: +91-9907252100