YENEPOYA
(DEEMED TO BE UNIVERSITY)

REGULATIONS AND CURRICULUM GOVERNING

Bachelor of Design

Specialization in Communication Design

Academic Year 2025-2026

The Yenepoya Institute of Arts, Science, Commerce and Management

YENEPOYA UNIVERSITY

Yenepoya (Deemed to be University)

Deralakatte, Mangalore, Karnataka.

B.DES. Communication Design

Specialization in

1. Animation
2. Graphic Design
3. Visual Effects

NOTIFICATION FROM THE UNIVERSITY

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OFFICE OF THE REGISTRAR

No.: 63-ACM/16/2025
Date: 16.06.2025

NOTIFICATION

Sub: Starting of B.Des. (Fashion Design) - reg .:-

Ref: 1. Resolution of the Academic Council at its 63rd meeting held on 13.05.2025 vide agenda – 16.

2. Resolution of the Executive Council at its 8th meeting held on 10.06.2025 vide agenda - 3

****

Pursuant to the resolutions cited in the above references, Yenepoya (Deemed to be University) hereby notifies the starting of B.Des. (Fashion Design) under the Faculty of Arts and Social Sciences from the academic year 2025-2026 with an intake of 30 seats per year.

REGISTRAR
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To:

PA to Vice Chancellor
Dean of Academics, Yenepoya (Deemed to be University)
Controller of Examinations
Dean, Faculty of Arts and Social Sciences
File Copy

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1. Preamble

Higher education in India is undergoing a significant transformation with the implementation of the National Education Policy (NEP) 2020, emphasizing competency-based, skill-oriented and multidisciplinary education grounded in human values, ethics, social justice and sustainability. In alignment with this vision, the Bachelor of Design (B.Des.) in Communication Design is structured in accordance with the Choice Based Credit System (CBCS), Learning Outcome-Based Curriculum Framework (LOCF) and applicable AICTE (AECTC) norms, ensuring academic rigor, industry relevance and holistic learner development.

The B.Des Communication Design programme is designed to nurture creative professionals capable of critical thinking, innovation and problem-solving in the evolving global media and design ecosystem. The curriculum integrates visual communication, digital media, storytelling, design thinking and emerging technologies, enabling students to develop a strong foundation in graphic design, animation, visual effects, typography, digital illustration, branding, multimedia design and interactive communication. Emphasis is placed on experiential learning through design studios, laboratories, workshops, internships, live projects and industry exposure.

Rooted in a multidisciplinary and learner-centric approach, the programme incorporates Core Courses, Discipline-Specific Courses, Multidisciplinary Courses, Ability and Skill Enhancement Courses, Value-Added Courses and Research Components, fostering intellectual curiosity, teamwork, leadership readiness and entrepreneurial mindset. Assessment strategies are aligned with learning outcomes to evaluate cognitive, technical, creative and professional competencies.

The programme also instills ethical responsibility, social awareness and responsible design thinking, preparing students to respond to contemporary challenges such as digital media ethics, inclusive communication and sustainable design practices. Graduates of the B.Des Communication Design programme emerge as skilled design professionals, innovators and responsible global citizens, equipped to adapt, lead and contribute meaningfully to the media, design, animation, advertising and creative industries, as well as to pursue higher studies and research.

2. Definitions

Semester / Credits

The Bachelor of Design (B.Des.) in Communication Design shall be offered as a full-time four-year undergraduate programme spread across eight semesters. Each academic year shall consist of two semesters, and each semester shall comprise a minimum of 90 working days, excluding admission and examination periods.

A summer term of four weeks may be utilized for internships, industry training, fieldwork, design projects, skill enhancement modules or studio-based intensive courses, subject to institutional regulations and availability of faculty.

The programme shall not offer multiple entry or exit options.

Major Discipline

Communication Design shall be the major discipline, and the degree shall be awarded in Communication Design.

Students shall be required to secure the prescribed number of credits through core courses in visual communication, graphic design, animation, visual effects, typography, digital illustration, multimedia design, branding, storytelling and design research, along with studio-based learning and capstone projects.

Students must secure approximately 50% of the total programme credits through Communication Design core courses to demonstrate disciplinary depth and professional competence.

Interdisciplinary Design Programmes

In interdisciplinary design programmes, the credits for core courses shall be appropriately distributed among the constituent disciplines to ensure balanced competence across all areas. Such programmes integrate communication design with allied domains such as digital media, animation technology, visual storytelling, user experience design and multimedia production.

For example, a programme in Digital Media Design may include core courses from Communication Design, Animation, Graphic Design and Interactive Media. Upon completion, the degree shall be awarded as B.Des Digital Media Design, as applicable.

Multidisciplinary UG Programs

In the case of students pursuing a multidisciplinary program of study, the credits to core courses will be distributed among broad disciplines such as Life Sciences, Physical Sciences, Mathematical and Computer Sciences, Data Analysis, Social Sciences and Humanities, enabling students to gain exposure beyond their core design discipline.

Credit hours for different types of courses

The workload relating to a course is measured in terms of credit hours. A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

Each course may have only a lecture component or a lecture and tutorial component or a

lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching.

One credit for tutorial work means one hour of engagement per week. In a semester of 15 weeks duration, a one-credit tutorial in a course is equivalent to 15 hours of engagement.

A one-credit course in practicum or lab work, community engagement and services, and fieldwork in a semester means two-hour engagement per week. In a semester of 15 weeks duration, a one-credit practicum in a course is equivalent to 30 hours of engagement.

A one-credit of Seminar or Internship or Studio activities or Field practice/projects or Community engagement and service means two-hour engagements per week. Accordingly, in a semester of 15 weeks duration, one credit in these courses is equivalent to 30 hours of engagement.

A course can have a combination of lecture credits, tutorial credits, and practicum credits. For example, a 4–credit course with three credits assigned for lectures and one credit for practicum shall have three 1-hour lectures per week and one 2-hour duration field-based learning/project or lab work, or workshop activities per week. In a semester of 15 weeks duration, a 4-credit course is equivalent to 45 hours of lectures and 30 hours of practicum. Similarly, a 4 –credit course with 3- credits assigned for lectures and one credit for tutorial shall have three 1-hour lectures per week and one 1-hour tutorial per week. In a semester of 15 weeks duration, a four-credit course is equivalent to 45 hours of lectures and 15 hours of tutorials.

Experiential learning credit is equal to 3-hour duration per week. For example, 1 credit for experiential learning will mean 45 hours of learning. The following types of courses/activities constitute the programs of study. Each of them will require a specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service

Lecture courses: Courses involving lectures relating to a field or discipline by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

Tutorial courses: Courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/vocation, or professional practice.

Practicum or Laboratory work: A course requiring students to participate in a project or practical or lab activity that applies previously learned/studied principles/theory

related to the chosen field of learning, work/vocation, or professional practice under the supervision of an expert or qualified individual in the field of learning, work/vocation or professional practice.

Seminar: A course requiring students to participate in structured discussion/conversation or debate focused on assigned tasks/readings, current or historical events, or shared experiences guided or led by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

Internship: A course requiring students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations. Internships involve working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

Studio activities: Studio activities involve the engagement of students in creative or artistic activities. Every student is engaged in performing a creative activity to obtain a specific outcome. Studio-based activities involve visual- or aesthetic focused experiential work.

Field practice/projects: Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity.

Community engagement and service: Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity. The curricular component of 'community engagement and service' will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems.

Experiential learning activities: Field project work / Day out learning activities etc are considered as experiential activities.

Number of Credits by Type of Course

The hallmark of the new curriculum framework is the flexibility for the students to learn courses of their choice across various branches of undergraduate programs. This is done by prescribing details are in Table 2 (Section 4).

Major and Minor Courses:

All discipline-specific courses (major or minor) may be 4 credits or as appropriate. An

additional one to two credits may be allotted for tutorials or practical.

Other Courses: All courses under the Multi-disciplinary, Ability Enhancement (language), and Skill Enhancement categories may be of 3-credits or as appropriate;

Common Value-Added Courses: Courses under Value Added, Summer Internship/ Apprenticeship/ Community outreach activities, etc., for all majors, may be of 2-credits or as appropriate;

Final year Research project / Dissertation etc., may be of 12 credits. Tables 2 and 3 in the following sections provide the minimum credit requirements under each category and the distribution of course levels across 6/8 semesters.

3. Eligibility for Admission

Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

Selection Process:

Application forms will be available in the official website of Yenepoya (Deemed to be University) (www.yenepoya.edu.in) and the college office. A merit list of the selected candidates will be prepared based on the 12th class marks /PUC marks. Reservation of seats will be followed as per the norms.

4. Duration of the Programme

i. The duration of the UG program is 4 years or 8 semesters. Students who desire to undergo a 3-year UG Program will be allowed to exit after completion of the 3rd year. Suppose a student wants to leave after the completion of the first or second year. In that case, the student will be given a UG Certificate or UG Diploma, respectively, provided they secure the prescribed number of credits (as given in table 3). Students who exit with a UG certificate or UG diploma are permitted to re-enter within three years and complete the degree program.

ii. Students may be permitted to take a break from the study during the period of study but the total duration for completing the program shall not exceed 7 years.

Total Intake of Students: student intake will be as per the University regulations.

Medium of Instruction: The medium of instruction and examination shall be English.

5. Maximum period for completion of the program

A candidate shall complete the program within 7 years for the award of Bachelor's Degree and 8 years for the award of an Honours Degree from the date of admission, failing which re-registration shall be mandatory.

6. Aim of the Programme

The aim of this programme is

- To nurture students' creative thinking and problem-solving abilities, enabling them to develop innovative design solutions across multiple platforms and media.
- To provide students with hands-on experience in industry-standard tools and techniques, ensuring proficiency in design software, digital technologies and emerging media.
- To equip students with the knowledge, skills and professional mindset necessary for successful careers in communication design, ensuring they are adaptable, ethical and capable of leading projects in a dynamic, global design landscape.

7. Objectives of the Programme

The B.Des Communication Design program offers a comprehensive and interdisciplinary approach, equipping students with the skills to excel in visual storytelling, digital communication, animation and multimedia design.

With a strong foundation in design thinking, digital media tools, visual communication strategies and emerging technologies, graduates can pursue careers in graphic design, animation, motion graphics, visual effects, branding, advertising and digital content creation.

The program also encourages independent ventures and prepares students for advanced studies in design and related fields.

The objective of the programme is:

• The objectives of the programme is:

- To equip students with problem-solving methodologies to create user-centric and impactful design solutions.
- To develop proficiency in storytelling, branding and information design for effective communication across digital and print media.
- To enable students to explore and apply new media, UI/UX, motion graphics and interactive experiences in design.
- To instill responsibility towards inclusivity, cultural sensitivity and sustainability in design solutions.
- To foster teamwork across disciplines, integrating insights from animation, graphic design and visual effects.

- To prepare students for industry roles, leadership positions and independent creative ventures in the global design ecosystem.

Programme Induction

The B.Des. Communication Design programme is structured around a competency-based curriculum framework that blends creative exploration with industry-relevant skills. It fosters self-directed learning, encouraging students to embrace lifelong learning and adaptability in response to the dynamic nature of the design industry.

The programme focuses on delivering high-quality education and a skill base to enable students to have a wide, deep and relevant understanding. The Curriculum Framework follows a learner-friendly model and allows students to pace their learning to encourage depth and focus of ideas and knowledge exploration and engagement by providing a common foundation and basic learning model for all specialism pathways taking care of a basic core understanding of Design - its theory, materials and tools.

The Programme aims at equipping the graduates with necessary skills for careers related to,

- Animation
- Graphic Design
- Visual Effects

After graduation, students can pursue opportunities in design studios, advertising agencies, branding firms, UI/UX companies, digital media agencies, gaming and entertainment industries, corporate communication teams and freelance creative ventures. This programme ensures that students are well-prepared to excel in diverse creative industries and contribute meaningfully to the evolving landscape of communication design.

Need for the Programme

The B.Des. Communication Design programme addresses the evolving needs of the creative industries, equipping students with a balance of theoretical knowledge and practical skills to excel in visual communication, digital media and interactive design. This programme is essential in preparing learners for the dynamic landscape of branding, advertising, UI/UX, animation and emerging media technologies.

- Develops strong visual storytelling and problem-solving abilities to communicate ideas effectively across various media.
- Enhances creative thinking and strategic design skills, enabling students to tackle real-world challenges in branding, advertising and user experience.
- Equips students with technical proficiency in industry-standard tools for motion graphics, digital illustration, interactive media and VFX.
- Fosters adaptability and innovation, preparing students to navigate and contribute to the fast-changing design industry.

- Encourages interdisciplinary learning, integrating principles from psychology, marketing and technology to create holistic design solutions.
- Empowers learners with entrepreneurial and freelancing skills, enabling them to establish independent creative ventures or excel in corporate environments.
- Strengthens professional competencies, making graduates industry-ready with hands-on experience, portfolio development and collaborative projects.

This programme bridges the gap between design education and industry demands, ensuring that students graduate as skilled professionals capable of shaping the future of visual communication.

Need for the Specializations

Animation

The Animation specialization equips students with the skills to create compelling motion graphics, character animations and immersive visual storytelling. It covers 2D and 3D animation, storyboarding, rigging and motion design, enabling students to bring ideas to life across various media platforms. With a strong foundation in traditional and digital animation techniques, students gain expertise in industry-standard software. The demand for skilled animators spans across films, gaming, advertising, e-learning and interactive media, allowing graduates to pursue careers as animators, motion designers, storyboard artists and multimedia specialists in both creative and commercial industries.

Graphic Design

The Graphic Design specialization fosters creative problem-solving and visual communication skills essential for branding, digital marketing and user interface design. It encompasses typography, illustration, layout design, advertising strategies and packaging design, with a strong focus on aesthetic principles and brand storytelling. Students gain expertise in industry-standard software, enabling them to craft compelling visual experiences. Career opportunities extend to advertising agencies, publishing houses, corporate branding, digital media and UI/UX design, positioning graduates as graphic designers, art directors, brand strategists and digital illustrators.

Visual Effects

The Visual Effects (VFX) specialization prepares students to create high-quality digital effects for films, television, gaming and virtual production. It covers CGI integration, compositing, motion tracking, green screen techniques and special effects simulation, enhancing students' ability to merge live-action footage with computer-generated imagery. Using industry-standard tools, students develop technical proficiency in crafting realistic and stylized visual effects. The specialization offers career prospects in film studios, post-production houses, animation studios and gaming companies, with roles such as VFX artist, compositor, CGI specialist and motion graphics designer

Career Outcomes

The B.Des. Communication Design curriculum framework emphasizes the practical application of design principles, blending theoretical knowledge with hands-on experiences. The program is designed to provide students with substantial exposure to real-world projects, fieldwork and industry interactions, ensuring that they are equipped with the necessary skills for dynamic careers in communication design. Graduates can pursue opportunities in industries such as advertising, media, film, animation, graphic design, user experience (UX) design, digital marketing and visual effects. Career paths include roles such as graphic designers, visual designers, motion graphic artists, UI/UX designers, digital marketers, creative directors, brand strategists and content creators. The program also prepares students for positions in design studios, advertising agencies, publishing houses, tech companies, media organizations and corporate marketing departments. With a strong foundation in creative and technical skills, B.Des. Communication Design graduates are poised to meet the demands of the ever-evolving design and media industries.

Programme USP

- Students will develop a comprehensive understanding of design in society, business and technology, showcasing the transformative role of communication design in the modern world.
- Learners will acquire essential skills in digital tools, visual storytelling, branding and design thinking, preparing them for careers in advertising, media, film, animation and tech industries.
- Students will engage in practical learning through internships, workshops and co-curricular activities, applying theoretical knowledge to solve real-world design challenges.
- The program will equip learners with the skills to work as graphic designers, UX/UI designers, motion graphic artists, digital content creators, VFX artists, 3D modelers, animators, compositors, visual effects supervisors and branding strategists, with a focus on innovative and sustainable design solutions.
- Graduates will be prepared to take on leadership roles in design teams, manage creative projects and work in cross-disciplinary teams in global and local industries.
- Learners will also gain proficiency in emerging technologies, like virtual reality (VR), augmented reality (AR) and interactive media, ensuring they are ready for future advancements in the design field.
- The program offers avenues for further education and research in communication design, digital media and other related fields, fostering growth in both creative and technical dimensions.

Graduate Attributes

- **Creative Thinking and Problem-Solving:** Develop original, innovative solutions for complex design challenges across various media.
- **Visual Communication Expertise:** Utilize strong storytelling, design principles and aesthetic sensibilities to craft engaging and impactful narratives.
- **Technical Proficiency:** Acquire expertise in industry-standard tools, emerging digital technologies and interactive media to drive cutting-edge design solutions.
- **Interdisciplinary Thinking:** Integrate knowledge from multiple domains including technology and business to create holistic and future-ready design strategies.
- **User-Centered & Human-Centric Design:** Apply design thinking methodologies and user experience principles to craft intuitive, engaging and accessible design solutions.
- **Ethical and Sustainable Practices:** Develop socially responsible, inclusive and environmentally conscious design solutions.
- **Teamwork and Leadership:** Demonstrate strong leadership, communication and teamwork skills to effectively collaborate within multidisciplinary creative environments.
- **Adaptability and Market Awareness:** Adapt to evolving design landscapes, industry trends and technological advancements, applying strategic insights to meet market demands.

Programme Educational Objectives (PEOs)

PEO No.	Programme Educational Outcome Description
PEO1	**Creative and Strategic Innovation:** Cultivate a culture of experimentation and forward-thinking by exploring emerging technologies, interdisciplinary approaches and new media formats to develop impactful design solutions.
PEO2	**Industry Leadership:** Attain key roles in animation, graphic design and visual effects by mastering design methodologies, digital tools and industry best practices to drive creative excellence.
PEO3	**Technical and Digital Proficiency:** Master industry-standard digital tools and emerging technologies, ensuring proficiency in interactive media, digital storytelling and cutting-edge design methodologies.
PEO4	**Human-Centric and Ethical Design:** Apply user-centered, ethical design principles and socially responsible design practices to create inclusive and impactful solutions that prioritize human interaction and societal well-being.
PEO5	**Industry Engagement and Societal Impact:** Contribute to global and societal progress by engaging with industry networks and sustainability initiatives, using professional connections to drive design decisions that promote market relevance and environmental responsibility.

Programme Outcomes (POs)

B.Des. Communication Design programme aims to develop students' abilities to apply, analyze, evaluate and create using various concepts and skills.

PO No.	Programme Outcome Description
PO1	**Design Innovation and Problem-Solving:** Design innovative and user-centric solutions by applying creative thinking, critical analysis and interdisciplinary approaches to address complex communication challenges.
PO2	**Human-Centric Design:** Apply human-centered design principles, ensuring accessibility and inclusivity in all design processes and solutions.
PO3	**Digital and Interactive Media:** Demonstrate proficiency in industry-standard digital tools, integrating digital media and interactive technologies to produce dynamic and engaging design solutions.
PO4	**Storytelling and Visual Communication:** Create engaging narratives and visual concepts using strong storytelling techniques, design principles and aesthetic sensibilities.
PO5	**Ethical and Social Responsibility:** Evaluate design solutions critically, considering ethical implications, sustainability and social responsibility to ensure positive societal impact.
PO6	**Teamwork and Leadership:** Collaborate effectively in multidisciplinary teams, demonstrating leadership, adaptability and strong communication skills to lead design projects from concept to completion.
PO7	**Project Management and Efficiency:** Manage design projects and workflows efficiently, applying project management techniques to meet deadlines, budgets and client requirements.
PO8	**Industry Engagement and Evolution:** Engage with industry networks, trends and emerging global design practices to continuously evolve and stay at the forefront of the design field.

Programme Specific Outcomes (PSOs)

B.Des. Communication Design programme aims to develop students' abilities to apply, analyze, evaluate and create using various concepts and skills related to Animation, Graphic Design and Visual Effects (VFX).

B.A. Communication Design (Animation):

PSO No.	Programme Specific Outcome Description
PSO1	**Animation Design and Production:** Create dynamic, visually compelling animations by mastering key animation principles, storytelling techniques and digital tools used in 2D and 3D animation production.
PSO2	**Character Design and Motion Graphics:** Apply advanced techniques in character

	design, motion graphics and visual storytelling to create engaging animated content for diverse platforms.
PSO3	**Integrated Animation Development:** Produce high-quality animation sequences by integrating sound design, visual effects and narrative structure to enhance the impact of animated works.
PSO4	**Collaborative Animation Practice:** Collaborate effectively by integrating feedback from directors, writers and sound designers to refine animation projects and achieve cohesive storytelling.

B.A. Communication Design (Graphic Design):

PSO No.	**Programme Specific Outcome Description**
PSO5	**Visual Communication and Branding:** Design visually effective solutions by integrating typography, layout principles, color theory and imagery to communicate brand identities, marketing materials and digital assets.
PSO6	**Graphic Design Production:** Apply design principles and elements effectively in graphic production, demonstrating proficiency in concepts such as layouts, composition, color and typography.
PSO7	**Ethical and User-Centered Design:** Evaluate design concepts critically, ensuring that solutions align with ethical standards, user experience principles and sustainability goals to produce responsible and impactful work.
PSO8	**Multi-Platform Design Adaptation:** Create adaptive and innovative design solutions for various media formats, ensuring designs are optimized for both print and digital platforms.

B.A. Communication Design (Visual Effects):

PSO No.	**Programme Specific Outcome Description**
PSO9	**Visual Effects Production:** Apply VFX techniques, combining practical and digital effects to create realistic or imaginative visual elements in films, games and media projects.
PSO10	**Advanced VFX Workflow Development:** Develop and construct advanced VFX workflows to create seamless integrations of virtual elements within live-action footage or digital environments.
PSO11	**Technical Problem Solving in VFX:** Apply knowledge of cutting-edge tools and methodologies to solve complex design challenges in the creation of high-quality visual effects.
PSO12	**Innovation in Visual Storytelling:** Experiment with new VFX technologies and methodologies, pushing the boundaries of visual storytelling.

8. Attendance

Students are required to maintain the prescribed minimum attendance to be eligible for assessments and examinations.

Minimum Attendance Requirement

A student shall be required to secure **not less than 75% attendance** in each course, inclusive of lectures, tutorials, studio/practical sessions, laboratory work, seminars, workshops, field visits, internships and other academic activities, to be eligible to appear for the Continuous Internal Assessment (CIA) and the Semester End Examination (SEE).

9. Course Structure

Course Structure

Bachelor of Design - Communication Design
Semester 1 / Year 1

Semester 1										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD101	CC	Design Theory and Practice	2	2	0	50	50	100	3
2	NBDCD102	CC	Materials for Design	1	4	0	100	-	100	3
3	NBDCD103	CC	Visual Art Fundamentals	1	4	0	100	-	100	3
4	NBDCD104	CC	Digital Tools for Design I - Lab	0	4	3	100	-	100	3
5	NBDCD105	ME	ME Group 1	3	0	0	25	25	50	3
6	NBDCD106	VAC	VAC Group 1	2	0	0	100	-	100	2
7	NBDCD107	AEC	AEC Group 1	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 1.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

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Bachelor of Design - Communication Design
Semester 2 / Year 1

Semester 2										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD201	CC	Visual Research and Exploration	2	2	0	100	-	100	3
2	NBDCD202	CC	History of Art and Visual Culture	2	0	0	50	50	100	2
3	NBDCD203	CC	Creative Ideation and Development	1	4	0	100	-	100	3
4	NBDCD204	CC	Digital Media Technology II - Lab	0	6	3	100	-	100	4
5	NBDCD205	ME	ME Group 2	3	0	0	25	25	50	3
6	NBDCD206	VAC	VAC Group 2	2	0	0	50	50	100	2
7	NBDCD207	AEC	AEC Group 2	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different facultyare obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

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Bachelor of Design - Communication Design
Semester 3 / Year 2

Semester 3										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD301	CC	Visual Narrative Techniques	1	4	0	100	-	100	3
2	NBDCD302	CC	The Art of Photography	2	2	0	50	50	100	3
3	NBDCD303	DSE	DSE Group 1	1	6	0	100	-	100	4
4	NBDCD304	DSE	DSE Group 2	1	4	3	100	-	100	4
5	NBDCD305	ME	ME Group 3	3	0	0	25	25	50	3
6	NBDCD306	VAC	VAC Group 3	2	0	0	50	50	100	2
7	NBDCD307	SEC	SEC Group 1	3	0	0	100	-	100	3
Total									**650**	**22**

NBDCD303 - Discipline Specific Elective (DSE) GROUP 1		
Course Code	**Specialization**	**Course Name**
NBDCD303A	Animation	Character Design and 2D Animation
NBDCD303B	Graphic Design	Typography and Type Design
NBDCD303C	Visual Effects (VFX)	Motion Graphics

NBDCD304 - Discipline Specific Elective (DSE) GROUP 2		
Course Code	**Specialization**	**Course Name**
NBDCD304A	Animation	3D Modeling and Look Development - Lab
NBDCD304B	Graphic Design	Narrative Illustration Techniques - lab
NBDCD304C	Visual Effects (VFX)	Basic Compositing Techniques - Lab

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

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Bachelor of Design - Communication Design
Semester 4 / Year 2

Semester 4										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD401	CC	Visual Storyboarding	1	6	0	100	-	100	4
2	NBDCD402	CC	Media Theory and Practice	2	0	0	50	50	100	2
3	NBDCD403	CC	Visual Media Studio	2	4	0	100	-	100	4
4	NBDCD404	DSE	DSE Group 3	1	4	3	100	-	100	4
5	NBDCD405	DSE	DSE Group 4	1	6	0	100	-	100	4
6	NBDCD406	SEC	SEC Group 2	3	0	0	100	-	100	3
Total									**600**	**21**

NBDCD404 - Discipline Specific Elective (DSE) GROUP 3		
Course Code	**Specialization**	**Course Name**
NBDCD404A	Animation	3D Rigging Techniques
NBDCD404B	Graphic Design	Art of Packaging Design
NBDCD404C	Visual Effects (VFX)	Modeling and Rendering for VFX

NBDCD405 - Discipline Specific Elective (DSE) GROUP 4		
Course Code	**Specialization**	**Course Name**
NBDCD405A	Animation	3D Character Design and Motion
NBDCD405B	Graphic Design	Motion Design for Graphics
NBDCD405C	Visual Effects (VFX)	Advanced Compositing Techniques

Note:
*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

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Bachelor of Design - Communication Design
Semester 5 / Year 3

Semester 5										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD501	CC	Strategic Project Planning	2	2	0	50	50	100	3
2	NBDCD502	CC	Copyrights and Media Ethics	3	0	0	50	50	100	3
3	NBDCD503	CC	Research Methodologies	1	4	0	100	-	100	3
4	NBDCD504	DSE	DSE Group 5	1	4	3	100	-	100	4
5	NBDCD505	DSE	DSE Group 6	1	6	0	100	-	100	4
6	NBDCD506	SEC	SEC Group 3	3	0	0	100	-	100	3
Total									**600**	**20**

NBDCD504 - Discipline Specific Elective (DSE) GROUP 5		
Course Code	**Specialization**	**Course Name**
NBDCD504A	Animation	Visual Effects and Compositing for Animation
NBDCD504B	Graphic Design	Strategic Brand Design
NBDCD504C	Visual Effects (VFX)	VFX Previsualization and Planning

NBDCD505 - Discipline Specific Elective (DSE) GROUP 6		
Course Code	**Specialization**	**Course Name**
NBDCD505A	Animation	3D Sculpting Techniques
NBDCD505B	Graphic Design	Interactive Web Design
NBDCD505C	Visual Effects (VFX)	VFX Techniques for Film and Media

Note:
*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Communication Design
Semester 6 / Year 3

Semester 6										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD601	CC	Media Business and Entrepreneurship	2	2	0	50	50	100	4
2	NBDCD602	CC	Design Futures and Emerging Technologies	4	0	0	50	50	100	4
3	NBDCD603	CC	Design Portfolio	1	6	0	100	-	100	4
4	NBDCD604	DSE	DSE Group 7	1	6	0	100	-	100	4
4	NBDCD605	DSE	DSE Group 8	1	4	3	100	-	100	4
Total									**500**	**20**

NBDCD604 - Discipline Specific Elective (DSE) GROUP 7		
Course Code	**Specialization**	**Course Name**
NBDCD604A	Animation	3D Visualization and Game Engines - Lab
NBDCD604B	Graphic Design	Interactive Design for Mobile - Lab
NBDCD604C	Visual Effects (VFX)	Simulation and Dynamics - Lab

NBDCD605 - Discipline Specific Elective (DSE) GROUP 8		
Course Code	**Specialization**	**Course Name**
NBDCD604A	Animation	Minor Project- Animation
NBDCD604B	Graphic Design	Minor Project - Graphic Design
NBDCD604C	Visual Effects (VFX)	Minor Project -Visual Effects

Note:
*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Communication Design
Semester 7 / Year 4

Semester 7										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD701	TDE	Experiential and Interactive Design	1	4	3	100	-	100	4
2	NBDCD702	DSC	DSE Group 8	1	6	0	100	-	100	4
3	NBDCD703	SEC	Internship	0	0	36	200	-	200	12
Total									**400**	**20**

NBDCD702 - Discipline Specific Elective (DSE) GROUP 8		
Course Code	**Specialization**	**Course Name**
NBDCD702A	Animation	Narrative and Interactive Animation
NBDCD702B	Graphic Design	Graphic Design for VR
NBDCD702C	Visual Effects (VFX)	Virtual Production Techniques for VFX

Bachelor of Design - Communication Design
Semester 8 / Year 4

Semester 8										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD801	Research	Dissertation	0	8	12	100	-	100	8
2	NBDCD802	Project	Capstone Project	0	12	18	200	-	200	12
Total									**300**	**20**

SYLLABUS

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Bachelor of Design- Communication Design

Semester 1 / Year 1

Semester 1										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD101	CC	Design Theory and Practice	2	2	0	50	50	100	3
2	NBDCD102	CC	Materials for Design - Lab	1	4	0	100	-	100	3
3	NBDCD103	CC	Visual Art Fundamentals	1	4	0	100	-	100	3
4	NBDCD104	CC	Digital Tools for Design I - Lab	0	4	3	100	-	100	3
5	NBDCD105	ME	ME Group 1	3	0	0	25	25	50	3
6	NBDCD106	VAC	VAC Group 1	2	0	0	100	-	100	2
7	NBDCD107	AEC	AEC Group 1	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 1.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Semester 1	NBDCD101 - Design Theory and Practice	
3 Credits	TPE: 2:2:0	Core Course - CC

Goals:

The objective of this course is to introduce students to fundamental design theories and practices, exploring essential elements and principles that form the foundation of design. The course emphasizes practical application, equipping students with the skills to apply design concepts to various projects. Through exposure to different design methods, students will develop critical thinking and problem-solving skills, making design decisions grounded in theory and practice.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO101.1	Understand the core design theories and their application in different design contexts
CO101.2	Apply design concepts from multiple design theories to create cohesive design solutions
CO101.3	Analyze design theories and interpret their relevance to contemporary design practice
CO101.4	Demonstrate proficiency in applying design methodologies through hands-on projects
CO101.5	Evaluate design solutions using theoretical frameworks to propose improvements

Course Content:

Unit 1: Introduction to Design Elements and Principles (8 Hours)

Basic Elements of Design, Principles of Design, Relationship between elements and principles in visual communication, Visual Hierarchy.

Unit 2: Key Design Theories and Principles (16 Hours)

Gestalt principles and its application to visual composition and design solutions, Functionalism, Semiotics in Design, The Golden Ratio, Theory of Visual Perception. Case studies showcasing the integration of these theories in real-world design projects.

Unit 3: Colour Theory and its Application (12 Hours)

Colour Theory - Primary, Secondary and Tertiary Colours, Colour Harmonies -

Complementary, Analogous, Triadic and Split-Complementary, Psychological impact of colour, Colour in real-world design projects.

Unit 4: Typography and Visual Communication (12 Hours)

Basic typography principles - Font Types, Typefaces and Typography Hierarchy, Legibility, Readability and Accessibility in design. The role of typography in visual communication. Practical exercises on font pairing and typographic hierarchy.

Unit 5: Form Building and Transformation (12 Hours)

Introduction to Form Building (2D shapes to 3D forms), Basic Forms and Geometric Shapes, Exploration of Volume and Space, Form Transformation Techniques - Sculpting, Folding, Extruding, etc., Hand-on Exercises and Real-World Applications - Case Studies.

Suggested Readings

- Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
- Arnheim, R. (2004). Art and Visual Perception: A Psychology of the Creative Eye. University of California Press.
- Birren, F. (2013). Color Theory: A Critical Review. Prentice Hall.
- Wong, W. (2014). Principles of Two-Dimensional Design. Wiley.
- Heller, S. (2007). Graphic Design Time Line: A Century of Design Milestones. Allworth Press.
- Ware, C. (2013). Information Visualization: Perception for Design. Morgan Kaufmann.
- Pope**,** A**.** (2011). Form and Design: Exploring the Process of Transformation in Design. Wiley.
- Benton, T., & Benton, J. (2012). The Elements of Form: A Guide to Visual Composition in Art and Design. Laurence King Publishing.
- Starkey, D. (2014). Design and the Shape of Things: Exploring Three-Dimensional Forms in Product Design. Springer.

Semester 1	NBDCD102 - Materials for Design	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals:

The objective of this course is to provide students with a comprehensive understanding of various materials used in design practice. Students will explore the properties, characteristics and applications of different materials, focusing on their suitability for various design projects. The course aims to develop hands-on experience, enabling students to work with materials, understand their limitations and creatively apply them to their design processes.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO102.1	Identify and classify a wide range of materials used in design and their respective properties
CO102.2	Demonstrate proficiency in manipulating and experimenting with different materials for design projects
CO102.3	Analyze the physical, aesthetic and functional properties of materials and assess their suitability for specific design applications
CO102.4	Evaluate the sustainability and environmental impact of various materials used in design
CO102.5	Create innovative design solutions by selecting and applying appropriate materials based on project needs

Course Content:

Unit 1: Introduction to Design Materials (15 Hours)

Overview of materials used in design: Wood, Clay, Fabric, Plastic, Glass, Paper and others, Physical properties - Texture, weight, elasticity, durability, Aesthetic properties - Color, pattern, finish, Functionality and material selection criteria in design.

Unit 2: Natural Materials in Design (15 Hours)

Wood, Clay, leather, natural fibers, etc., Working with and treating natural materials, Case studies of traditional and contemporary designs using natural materials, Ethical sourcing and sustainability considerations.

Unit 3: Synthetic Materials in Design (15 Hours)

Plastics, composites and engineered materials, Advantages and challenges of synthetic materials, Recycling and sustainability of synthetic materials, Hands-on experimentation with synthetic materials.

Unit 4: Fabric and Textile Materials (15 Hours)

Properties and characteristics of different fabrics and textiles, Applications in fashion, interior design and product design, Dyeing, printing and finishing techniques for textiles, Sustainability issues related to fabric use.

Unit 5: Material Testing, Experimentation and Application (15 Hours)

Basic testing methods: Stretching, compressing, folding and cutting, Prototyping with materials: Experimenting with combinations and manipulations, Hands-on projects where students apply materials to create small-scale design solutions, Presentation and critique of material-based projects.

Suggested Readings

- McKinley, P. (2014). Materials for Design. Thames & Hudson.
- Ashby, M. F., & Johnson, K. (2014). Materials and Design: The Art and Science of Material Selection in Product Design. Butterworth-Heinemann.
- Sorrell, S. (2008). Sustainable Materials: With Both Eyes Open. UIT Cambridge.
- Fleming, S. (2015). Textile Materials for Fashion and Interiors. Laurence King Publishing.

Semester 1	NBDCD103 - Visual Art Fundamentals	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals:

The objective of this course is to provide students with a comprehensive introduction to visual art, focusing on essential techniques and artistic exploration. Through practical exercises in drawing, painting and mixed media, students will develop a foundation in visual composition, texture and artistic expression. The course aims to strengthen students' ability to create art while understanding the importance of style, media and concept in art-making.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO103.1	Demonstrate proficiency in drawing and painting techniques across various media and approaches
CO103.2	Analyze compositions by exploring spatial relationships, balance and focal points
CO103.3	Experiment with different traditional materials and mixed media to create diverse textures and artistic effects
CO103.4	Explore various artistic movements and styles, applying this knowledge to their artworks
CO103.5	Develop conceptual artworks that express themes, emotions, or ideas using visual metaphors and symbolism.

Course Content:

Unit 1: Introduction to Drawing Techniques (15 Hours)

Basics of drawing - Tools and materials, line, shape and form. Drawing from observation and imagination, gesture drawing and contour drawing. Introduction to shading, light and shadow.

Exercises - Still life drawing and basic figure drawing.

Unit 2: Artistic Media and Techniques (15 Hours)

Overview of different media in art (charcoal, pastels, ink, water colour, gouache, acrylics and mixed media). Techniques - Wet-on-wet, glazing, dry brushing and colour mixing. Approaches for working with traditional materials, from sketching to full-color rendering.

Exercises - Painting a simple landscape and still life.

Unit 3: Exploring Texture and Surface (15 Hours)

Texture in visual art - physical and visual texture, Techniques for creating texture - paper, canvas, fabric and other unconventional surfaces.

Exercises - Experimentation with textured surfaces and mixed media compositions.

Unit 4: Composition and Spatial Relationships (15 Hours)

Introduction to composition, Framing and focal points, Balance and symmetry in composition, Creating depth and perspective, Negative and positive space.

Exercises - Composition Challenges and Perspective Exercises.

Unit 5: Artistic Styles and Conceptual Exploration (15 Hours)

Introduction to artistic styles: Key historical and contemporary movements (Realism, Abstract, Expressionism, etc.). Concept-driven art: Expressing ideas through art. Visual metaphors and symbolism: Incorporating deeper meaning into artwork. Experimentation with artistic approaches.

Suggested Readings

- Hocking, L. (2012). Drawing: A Complete Guide. Harper Collins.
- Gombrich, E. H**.** (2006). The Story of Art. Phaidon Press
- DeLoache, J. S. & Gottlieb, A. (2014). Art in Context: The Principles of Composition and Design. Oxford University Press.
- Ryan, P. (2018). Digital Art and Design: Fundamentals of Creating Art with Technology. Routledge.

Semester 1	NBDCD104 - Digital Tools for Design 1 - Lab	
3 Credits	TPE: 0:4:3	Core Course - CC

Goals:

This course aims to equip students with essential graphic design skills using Photoshop and Illustrator. It covers image editing, vector illustration, and design principles to create professional visuals. By developing branding elements and a strong portfolio, students enhance their creative and career prospects.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO104.1	Identify essential tools, menus, and features in Adobe Photoshop and Illustrator.
CO104.2	Explain fundamental design principles, including color theory, typography, and composition.
CO104.3	Use raster softwares for image editing, retouching, and digital enhancement, and vector graphics and logo creation.
CO104.4	Evaluate design choices based on balance, contrast, and visual hierarchy to improve visual communication.
CO104.5	Develop professional-quality branding materials, posters, and illustrations, building a portfolio that showcases their creative skills.

Course Contents:

Unit 1: Getting Started with Raster & Vector Software. (20 Hours)

Exploring the interface, tools, and workspace of both software helps in creating a strong foundation. Understanding layers, masks, and blending modes ensures smooth, non-destructive editing. Working with selection tools, brushes, and vectors opens up endless creative possibilities.

Unit 2:Image Editing & Retouching in Raster software's (22 Hours)

Transforming images through color correction, brightness adjustments, and effects brings them to life. Retouching tools like the healing brush and clone stamp refine details, while compositing techniques blend multiple elements into seamless designs.

Unit 3: Creating Vector Graphics & Illustrations in Vector Software (22 Hours)

Using shapes, the pen tool, and typography techniques helps in designing clean and scalable artwork. Custom icons, logos, and creative illustrations take form with gradients, patterns, and well-structured compositions.

Unit 4: Graphic Design & Layout Principles (21 Hours)

Balancing text, images, and colors enhances readability and impact. Applying contrast, hierarchy, and alignment ensures polished and engaging visuals, perfect for posters, branding, and social media content.

Unit 5: Logo Design & Portfolio Development (20 Hours)

Crafting a strong brand identity starts with a well-designed logo. Creating branding elements like business cards, mockups, and social media templates ensures consistency. Organizing a portfolio with finished projects highlights technical skills and creativity, making it an essential tool for career opportunities. Presenting work effectively and refining designs based on feedback help in professional growth.

Suggested Readings

- Adobe Photoshop Classroom in a Book (2023 Release)" by Conrad Chavez and Andrew Faulkner
- Adobe Illustrator Classroom in a Book (2023 Release)" by Brian Wood
- Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
- Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey
- Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips

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Bachelor of Design - Communication Design
Semester 2 / Year 1

Semester 2										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDCD201	CC	Visual Research and Exploration	2	2	0	100	-	100	3
2	NBDCD202	CC	History of Art and Visual Culture	2	0	0	50	50	100	2
3	NBDCD203	CC	Creative Ideation and Development	1	4	0	100	-	100	3
4	NBDCD204	CC	Digital Media Technology II - Lab	0	6	3	100	-	100	4
5	NBDCD205	ME	ME Group 2	3	0	0	25	25	50	3
6	NBDCD206	VAC	VAC Group 2	2	0	0	50	50	100	2
7	NBDCD207	AEC	AEC Group 2	4	0	0	50	50	100	4
Total									**650**	**21**

Note:
*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different facultyare obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

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Semester 2	NBDCD104 - VISUAL RESEARCH AND EXPLORATION

3 Credits	TPE: 2:2:0	Core Course - CC

Goals:

The objective of this course is to critically evaluate a variety of artistic styles and mediums by the end of this course, apply visual research methods with proficiency, and acquire references using digital and observational resources. In addition to producing creative artwork that incorporates research and investigation approaches, you will also cultivate a distinct artistic voice and offer insightful criticism on visual compositions.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO104.1	Identify key visual research methods, artistic styles, and design principles used in creative industries.
CO104.2	Use observational drawing, photography, and digital tools to collect and analyze visual references for creative projects.
CO104.3	Compare and evaluate different artistic styles, mediums, and historical influences to develop a personal artistic voice.
CO104.4	Critically assess visual compositions, providing constructive feedback on aesthetics, storytelling, and effectiveness.
CO104.5	Develop original artwork, concept designs, and visual narratives by integrating research, observation, and exploration techniques.

Course Content:

Unit 1: Introduction to Visual Research (10 Hours)

Visual research is the foundation of creativity, helping artists and designers develop unique ideas and styles. Inspiration can be found everywhere—art, nature, films, architecture, and even everyday life. By exploring various sources and documenting findings, a deeper understanding of visual language and trends emerges. Create a research mood board using images, colors, and textures that inspire creativity.

Unit 2: Observational Drawing and Image Analysis (12 Hours)

The ability to see and interpret details is crucial in any visual field. Observing real-world objects, environments, and people sharpens artistic skills and improves accuracy in drawing and design. Light, shadow, perspective, and composition play a vital role in how visuals are perceived and interpreted. By breaking down existing artworks and analyzing their elements, insights into effective visual storytelling are gained. Do daily sketching exercises, capturing

objects from different angles and lighting conditions.

Unit 3: Exploring Artistic Styles and Mediums **(12 Hours)**

Art is constantly evolving, influenced by different cultures, historical movements, and personal experiences. Experimenting with a variety of artistic styles and mediums helps in understanding their impact on visual storytelling. Shifting between realism, abstraction, minimalism, and other styles allows for exploration of creative possibilities. Whether using traditional painting, digital illustration, or mixed media, each medium brings unique qualities to the work. Recreate an artwork in two different styles—one realistic and one stylized.

Unit 4: : Visual Storytelling and Concept Development **(12 Hours)**

Every image tells a story. Through composition, color choices, and character design, emotions and narratives can be conveyed without words. Strong visuals evoke feelings, establish moods, and guide the audience's eye through a scene. Creating concept sketches, mood boards, and visual sequences strengthens the ability to communicate ideas clearly and effectively. Design a short visual sequence (like a storyboard or comic strip) based on a simple story idea.

Unit 5: Applying Research in Design and Media **(14 Hours)**

All creative work benefits from strong research and thoughtful execution. Bringing together collected inspirations, analyzed visuals, and practiced techniques leads to the development of original and impactful designs. Presenting and articulating creative choices is just as important as making them, ensuring that the message and artistic vision are clearly communicated to an audience. Develop a portfolio piece, such as a character design, poster, or animation concept, using research and exploration techniques.

Suggested Readings

- Noble, I., & Bestley, R. (2016). Visual Research: An Introduction to Research Methods in Graphic Design (3rd ed.). Fairchild Books.
- Pauwels, L., & Mannay, D. (Eds.). (2019). The SAGE Handbook of Visual Research Methods (2nd ed.). SAGE Publications Ltd.
- Spencer, S. (2022). Visual Research Methods in the Social Sciences: Awakening Visions (2nd ed.). Routledge.
- Bedi, S., & Webb, J. (2020). Visual Research Methods: An Introduction for Library and Information Studies. ALA Editions.

Semester 2	NBDCD202 - History of Art and Visual Culture	
2 Credits	TPE: 2:0:0	Core Course - CC

Goals:

The objective of this course is to understand how historical art movements and aesthetic theories have shaped animation. You'll apply artistic principles like composition, color theory, and perspective to create compelling animations. You'll analyze how cultural, social, and technological changes influence animation styles and critically assess various animation aesthetics. Ultimately, you'll develop your unique artistic voice in the animation field.

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

CO#	Course Outcomes
CO202.1	Identify key art movements, aesthetic theories, and influential artists that have shaped visual storytelling in animation.
CO202.2	Explain the relationship between historical art styles and their influence on character design, environment creation, and animation aesthetics.
CO202.3	Utilize artistic principles such as composition, color theory, and perspective in the creation of visually compelling animation projects.
CO202.4	Examine the impact of cultural, social, and technological changes on artistic evolution and their relevance in modern animation.
CO202.5	Critically assess and compare different animation styles influenced by various art movements and aesthetic philosophies.

Course Content:

Unit 1: Foundations of Art History and Aesthetic Principles (6 Hours)

Explore fundamental artistic concepts—composition, color theory, and perspective—and their application in animation. Understand how various art styles and movements influence visual storytelling in animated media.

Unit 2: Ancient to Classical Art – Inspiration for Worldbuilding (6 Hours)

Investigate ancient art from cultures like Egypt, Greece, Rome, China, and India to inspire worldbuilding in animation. Analyze the use of symbolism and mythology, and draw connections to fantasy and historical themes in animation.

Unit 3: Medieval to Renaissance – Evolution of Narrative Art (6 Hours)

Study the transition from medieval to Renaissance art, focusing on advancements in perspective, anatomy, and light. Learn how these developments enhance depth and mood in animation, influencing layout, storyboarding, and character design.

Unit 4: Modern Art Movements and Their Influence on Animation (6 Hours)

Examine how movements like Impressionism, Cubism, Surrealism, and Abstract Expressionism have shaped animation styles. Understand the impact of these movements on color usage, movement, and abstraction in both traditional and digital animation.

Unit 5: Art Criticism and Animation Industry Applications (6 Hours)

Develop analytical skills through art criticism, comparing Western and Eastern animation aesthetics. Explore practical applications of art history in concept art, game design, and film production, and consider emerging trends like AI-generated visuals and virtual reality in animation.

Suggested Readings

- Stokstad, M., & Cothren, M. W. (2018). Art History (6th ed.). Pearson.
- Gombrich, E. H. (1995). The Story of Art (16th ed.). Phaidon Press.
- Glebas, F. (2013). The Animator's Eye: Adding Life to Animation with Timing, Layout, Design, Color, and Sound. Focal Press.
- Thomas, B. (1991). The Art of Animation: From Pencil to Pixel, the World of Cartoon, Anime, and CGI. Disney Editions.
- Cooper Hewitt. (2016). Designing with Pixar: 45 Activities to Create Your Own Characters, Worlds, and Stories. Chronicle Books.

Semester 2	NBDCD204 - Creative Ideation & Development	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals: The goal of the Creative Ideation & Development course is to empower students to harness their creativity by understanding and applying various ideation techniques, design thinking principles, and prototyping methods. Through this course, students will develop the skills to generate innovative ideas, refine them through iterative testing, and effectively communicate their solutions, preparing them to tackle complex challenges in their professional endeavors.

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

CO#	Course Outcomes
CO202.1	Define key concepts of creativity and innovation, including various theories and models of creative thinking
CO202.2	Describe diverse ideation techniques, such as brainstorming, mind mapping, and SCAMPER, and explain their applications in problem-solving scenarios.
CO202.3	Implement design thinking and human-centered design methodologies to develop user-centric solutions in project-based assignments.
CO202.4	Critically assess the effectiveness of prototyping and testing methods by evaluating feedback to refine and enhance creative ideas.
CO202.5	Develop and present innovative projects that synthesize learned creative strategies, demonstrating the ability to generate original solutions to complex problems.

Course Content:

Unit 1: Foundations of Creativity and Innovation (13 Hours)

This unit introduces students to the essence of creativity and its pivotal role across various domains. They will delve into different theories and models of creative thinking, laying a solid groundwork for innovative endeavors.

Unit 2: Ideation Techniques and Tools (16 Hours)

In this unit, students will engage with a variety of methods such as brainstorming, mind mapping, and SCAMPER. These techniques are aimed at fostering effective idea generation and development, equipping students with practical tools to tackle creative challenges.

Unit 3: Design Thinking and Human-Centered Design (16 Hours)

Focusing on empathy-driven research and problem-solving, this unit explores the principles of design thinking and human-centered design methodologies. Students will learn to create solutions that are both innovative and user-centric.

Unit 4: Prototyping and Testing Ideas (14 Hours)

Students will delve into rapid prototyping techniques and the importance of iterative testing in this unit. Emphasis is placed on refining ideas based on feedback, underscoring the significance of adaptability and continuous improvement in the creative process.

Unit 5: Implementing and Communicating Creative Solutions (16 Hours)

The final unit prepares students to bring their ideas to fruition and effectively convey them to stakeholders. They will learn strategies for implementation and communication, drawing inspiration from case studies of successful creative projects to understand the real-world impact of well-executed ideas.

Suggested Readings

- Catmull, E., & Wallace, A. (2014). Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration. Random House.
- Bille, L., & Morris, C. (2018). The Ideation Equation: How a Handful of Habits Can Make You a Creative Genius. Ideation360 Publishing.
- Kleon, A. (2012). Steal Like an Artist: 10 Things Nobody Told You About Being Creative. Workman Publishing Company.
- Von Oech, R. (1983). A Whack on the Side of the Head: How to Unlock Your Mind for Innovation. Warner Books.
- Bay, P. (2019). Mastering The Ideation Process: 10 Proven Actions for Getting Your Best Ideas. Independently published.

Semester 2	NBDCD204 - Digital Tools for Design II – Lab	
4 Credits	TPE: 0:6:3	Core Course - CC

Goals: The course is designed to provide students with essential tools and techniques for crafting detailed 3D models. It focuses on applying appropriate lighting and rendering methods to achieve desired outcomes while ensuring efficiency and visual appeal. By the end of the course, students will be able to develop high-quality 3D components suitable for design and animation projects.

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

CO#	Course Outcomes
CO202.1	Identify essential 3D modeling tools, techniques, and workflows in Autodesk Maya.
CO202.2	Use surface modeling, Boolean operations, and mirroring techniques to create detailed 3D objects.
CO202.3	Optimize 3D models for efficiency and visual appeal by refining geometry and applying proper lighting.
CO202.4	Compare different rendering techniques and lighting setups to achieve realistic and stylized outputs.
CO202.5	Develop high-quality 3D models with appropriate textures, lighting, and rendering for animation and design projects.

Course Content:

Unit 1: 3D Modeling – Creating Basic Forms (26 Hours)

The foundation of 3D design starts with constructing simple geometric shapes and refining them into complex objects. Polygons and NURBS modeling techniques help create well-structured models, while extrusion and edge refinement enhance details. Model a basic 3D object like a table, chair, or a simple product design.Apply surface modeling techniques to refine shapes and edges.

Unit 2: Boolean Operations and Mirroring Techniques (27 Hours)

Boolean operations combine, subtract, and intersect objects to form intricate designs. Mirroring techniques simplify symmetrical modeling, making them essential for creating faces, vehicles, and architectural structures. Use Boolean operations to carve and merge shapes for a mechanical or architectural model. Mirror a half-modeled object to complete symmetrical designs like faces, vehicles, or props.

Unit 3: Applying Surfaces and Textures **(28 Hours)**

Textures and materials enhance 3D models by adding realism and depth. UV mapping ensures accurate texture placement, while shading networks define surface properties such as metal, glass, or fabric. Apply basic textures and materials to a 3D object using UV mapping techniques. Create different surface finishes like metal, glass, and fabric using shading networks.

Unit 4: Lighting for Realism and Mood **(28 Hours)**

Lighting sets the mood and realism in a 3D scene. Three-point lighting improves clarity and depth, while atmospheric lighting techniques create dramatic or cinematic effects. Adjusting intensity, shadows, and reflections enhances the final look. Set up a three-point lighting system for a product or character model. Experiment with dramatic lighting for a cinematic or game environment.

Unit 5: Rendering and Presentation **(26 Hours)**

Rendering transforms 3D models into polished visuals. Optimizing render settings, choosing the right render engine, and applying post-processing techniques ensure a professional-quality output. Presentation techniques highlight design details for portfolios and industry projects.a high-quality image of a 3D model with proper lighting and textures. Experiment with different rendering styles, such as realistic, toon shading, or wireframe views.

Suggested Readings

- Birn, J. (2013). Digital Lighting and Rendering (3rd ed.). New Riders Publishing
- Boardman, T. (1999). Inside 3D Studio Max 3: Modeling, Materials, and Rendering. New Riders Publishing.
- Yot, R. (2011). Light for Visual Artists: Understanding & Using Light in Art & Design. Laurence King Publishing.
- Akenine-Möller, T., Haines, E., & Hoffman, N. (2018). Real-Time Rendering (4th ed.). A K Peters/CRC Press.

10. Teaching–Learning Methods (Course-wise)

The B.Des Fashion Design programme adopts learner-centric, experiential and studio-based teaching–learning approaches to foster creativity, critical thinking, technical proficiency and professional readiness.

Teaching–Learning Methods include:

1.	Quiz	7.	Role Play	13.	Article Review
2.	Group Discussion	8.	Presentations	14.	Annotated Bibliography
3.	Problem Solving Activity	9.	Storytelling	15.	Design Thinking Workshop
4.	Case Study	10.	Puzzles	16.	Concept Development Exercise
5.	Open Book Examination	11.	Peer-to-Peer Assessment	17.	Ideation & Brainstorming Sessions
6.	Think–Pair–Share	12.	Technical Crossword	18.	Prototype Development

11. Scheme of Examination

Assessment Components

- **Continuous Internal Assessment (CIA)**
- **Semester End Examination (SEE)**

The examination pattern varies by course category; however, the broad structure is as follows:

Overall Examination Structure

Examination / Assessment	**Theory Courses (Except MEC/SEC)**	**Practical Courses**	**MEC**	**SEC**
Continuous Internal Assessment (CIA)	50 Marks	100 Marks	25 Marks	100 Marks
Semester End Examination (SEE)	50 Marks	–	25 Marks	–
Total	**100 Marks**	**100 Marks**	**50 Marks**	**100 Marks**

Parameters for CIA

Assessment Component	Theory (Except MEC/SEC)	Practical	MEC	SEC
Continuous & Comprehensive Assessment (CCA)	30 Marks	70 Marks	15 Marks	90 Marks
Internal Assessment Test (IAT)	20 Marks	30 Marks	10 Marks	10 Marks
Total	**50 Marks**	**100 Marks**	**25 Marks**	**100 Marks**

Continuous & Comprehensive Assessment (CCA)

- CCA carries **25% weight age** of the total marks.
- Faculty shall select **a minimum of four assessment methods** per course.
- Assessment is conducted using **model rubrics**, uniformly applied across programmes.
- Rubrics may be revised periodically to incorporate innovative pedagogy under NEP-2020.

Internal Assessment Test (IAT)

Structure

Internal Assessment for each course and details for each test are notified well in advance.
IAT consists of the following:

Examination	Theory Courses (Except MEC/SEC) Marks	MEC
I Internal Test	10 Marks	5 Marks
II Internal Test	10 Marks	5 Marks
Total	**20 Marks**	**10 Marks**

The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester and marks of both IAT is to be scaled down to 20 marks. Standard format is enclosed below

Question Pattern – IAT

Theory Courses (Core / DSC / DSE)

Section	Description	Marks

A	Objective Questions (5 × 1)	5
B	Analytical / Case-based Questions (2 × 5)	10
C	Essay / Case-based Question (1 × 15)	15
Total		**30**

MEC / SEC

Section	Description	Marks
A	Objective Questions (5 × 1)	5
B	Analytical Questions (3 × 5)	15
Total		**20**

Question Pattern for the Internal Assessment Test for all Practical will be as below:

Section A	Internal test (**comprehensive practical task / project / design-based work)**	30 Marks
	Total	**30 Marks**

12. Eligibility to appear for University Examination

To be eligible to appear for the University Examination, a candidate must satisfy the minimum attendance requirements as prescribed in the regulations and secure at least 40% marks in Continuous Internal Assessment.

A candidate shall register for all the courses of a semester when he/she appears for the examination of that semester for the first time.

There shall be examinations at the end of each semester, ordinarily during November/December for odd semesters and during April/May for even semesters, as prescribed in the Scheme of Examinations.

13. Criteria for passing

No candidate shall be declared to have passed the Semester Examination (except in Co-curricular and extracurricular activities) unless he/she obtains not less than 40% marks in the Continuous Internal Assessment and Semester End Examination.

If a candidate fails in any course, he/she shall appear for that course in the supplementary examinations conducted within 45 days of regular semester end examination or subsequent regular examinations within the maximum of 7 years from the date of registration for the prescribed course and programs.

14. Grading and Classification

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the program of study.

The University may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

Audit courses are evaluated as **Pass (P) / Fail (F)** without credits.

Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

SGPA (Si) = ∑ (Ci × Gi) / ∑Ci

Where Ci is the number of credits of the ith course and Gi is the grade points scored by the student in the ith course.

Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade Point	Credit Point (Credit × Grade)
I	Course 1	3	A	8	3 × 8 = 24
I	Course 2	4	B+	7	4 × 7 = 28
I	Course 3	3	B	6	3 × 6 = 18

I	Course 4	3	O	10	3 × 10 = 30
I	Course 5	3	C	5	3 × 5 = 15
I	Course 6	4	B	6	4 × 6 = 24
		20			**139**
	SGPA				**139 / 20 = 6.95**

The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a program, i.e.

CGPA = ∑(Ci × Si) / ∑Ci

where Si is the SGPA of the ith semester and Ci is the total number of credits in that semester.

Example for Computation of CGPA

Semester1	**Semester2**	**Semester 3**	**Semester4**	**Semester5**	**Semester6**
Credit:21 SGPA:6.9	Credit:22 SGPA:7.8	Credit:25 SGPA:5.6	Credit:26 SGPA:6.0	Credit:26 SGPA:6.3	Credit25 SGPA8.0

CGPA=**6.73**(21x6.9+22x7.8+25x5.6+26x6.0+26x6.3+25x8.0)/145

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Transcript (Format): Based on the above recommendations on Letter grades, grade points and SGPA and CGPA, the University may issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

Note: Students who have already enrolled and are pursuing UG program as per Choice Based Credit System (CBCS) are eligible to pursue 4-year undergraduate program.

15. Declaration of Class

As per grading norms mentioned under Point 14.

16. Annexures

1. Blueprint for Theory and Practical Examination

• Question Pattern for the Internal Assessment Test for all the core courses will be as below:

Section A	Objective Questions 5 Questions x 1mark each	5Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 5 marks each	10Marks
Section C	Analytical Questions/Illustrations/Case studies/Essay type 1 Question x 15 marks	15Marks
	Total	**30Marks**

• Question Pattern for the Internal Assessment Test for all the MEC/SEC will be as below:

Section A	Objective Questions 5 Questions x 1mark each	5Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 3 Questions x 5 marks Each	15Marks
	Total	**20Marks**

• Question Pattern for the Internal Assessment Test for all Practical will be as below:

Section A	Comprehensive practical task- **conceptualize, plan, and execute** a design-based work demonstrating the **application**	30 Marks
	Total	**30 Marks**

Semester End Examination (SEE):

a. Question Pattern for the Semester End Examination for all Core Courses / DSC / DSE will be as below

Section A	Objective Questions 15 Questions x 1mark each	15Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 3 Questions x 10 marks each	30Marks
Section C	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 15 marks each	30Marks
	Total*	**75Marks**

* Semester End Examination for all Core Courses / DSC / DSE will be conducted out of 75 marks and pro-rated to 50 marks.

b. Question Pattern for the Semester End Examination for all MEC will be as below

Section A	Objective Questions 10 Questions x 1mark each each	10Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 15 marks each	15Marks
	Total**	**25Marks**

c. Question Pattern for the Semester End Examination for all Practical will be as below

1	Class participation	10 Marks
2	Project Work (RVJ)	10 Marks
3	Portfolio	20 marks
4	Formative Assessment (Continuous Internal Examination)	30 Marks
5	Jury Presentation / Summative Assessment	30 Marks
	Total***	**100 marks**

2. Question paper layout for theory examinations

Question paper template for Semester End Examination (SEE) of Core Courses / DSC / DSE

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 3 Hours Total Marks: 75

Section A

Answer the following Questions (MCQ's) (15 × 1 = 15)

1.
2.
3.
4.
5.

6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Section B

Answer any THREE of the Questions (3 × 10 = 30)

16.
17.
18.
19.
20.

Section C

Answer any TWO Questions (2 × 15 = 30)

21.
22.
23.
24.

Question paper template for Semester End Examination (SEE) of MEC Courses

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 1½ Hours Total Marks: 25

Section A

Answer the following Questions (MCQ's) (10 × 1 = 10)

1.
2.
3.

4.
5.
6.
7.
8.
9.
10.

Section B

Answer any three of the Questions (3 × 5 = 25)

11.
12.
13.
14.
15.

Question paper template for Semester End Examination Practical of Core Courses.

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 3 Hours Total Marks: 30

Section A

* ***Modifiable according to the requirement of the subject***

3. Logbook template

The Yenepoya Institute of Arts, Science, Commerce & Management

Yenepoya (Deemed To Be University)

YENEPOYA
(DEEMED TO BE UNIVERSITY)
Recognized under Sec 3(A) of the UGC Act 1956
Accredited by NAAC with 'A' Grade

B.DES FASHION DESIGN

INTERNSHIP LOG BOOK

Name of Student: _____

Name of Organization / Fashion House / Design Studio: _____

Internship Area (Design / Styling / Merchandising / Production / Textile / Research):

Internship Duration: _____

Internship Report / Logbook Submitted late – YES or NO

Work Dairy

Date: _____

Checkout Time: _____ Check in Time: _____

Name of the Department: _____

Work Performed / Learning Outcomes:

Signature of Company / Department Head: _____

Verified by: _____

17. VAC – AEC – SEC Courses

VAC (Value Added Courses)

Group	Course Code	Course Title
1	105	Human Rights and Gender Equity
2	206	Indian Constitution
3	306A–306E	Environmental Studies / NSS / YRC / Community Engagement /

		Yoga

AEC (Ability Enhancement Courses)

Group	Course Code	Course Title
1	106A–C	English / Hindi / Kannada
2	207A–C	English / Hindi / Kannada

SEC (Skill Enhancement Courses)

Group	Course Code	Course Title
1	307	Communication Skills
2	407	Leadership and Management Skills
3	507	Professional Development