SCHOOL OF ARTS, HUMANITIES AND COMMERCE

DEPARTMENT OF VISUAL MEDIA AND COMMUNICATION

Undergraduate Programme in

B.Des (Hons) in Communication Design– 4 Years
EXIT OPTIONS AND CREDIT REQUIREMENTS

Progressive certificate in Communication Design, Diploma in Communication Design, Bachelor of Design in Communication, and Bachelor of Design degree with Honors in Communication Design will be awarded at the completion of every progressive year.

Exit With	Credit Requirement
BACHELOR OF DESIGN IN COMMUNICATION DESIGN DEGREE at successful completion of Third year (six semesters) of the four-year undergraduate Degree Programme.	147
BACHELOR OF DESIGN WITH HONORS IN COMMUNICATION DESIGN at the successful completion of Four Year (Eight semesters) of the Four-year undergraduate Degree Programme.	179

To ensure the quality, the student should meet the minimum CGPA of 7.5 CGPA will be allowed to continue studies in the fourth year of the undergraduate programme leading to bachelor's degree (Research).

Proposed Curriculum Structure for Undergraduate Programme in B.Des (Hons) in Communication Design

Semester	Discipline Specific Core(DSC)	Discipline Specific Elective (DSE)	Open Elective (OE)	Ability Enhancement Compulsory Courses(AECC)	Skill Enhancement Courses(SEC)	Value Addition Courses(VAC)	Total Credits
I	DSC-1 -4 (16)	-	-	**Communicative English (3)** **Language -1 (2)** Malayalam /Sanskrit/ Hindi Tamil/Kannada	SEC – (3)	Foundations of Indian Heritage (2)	26
II	DSC-5-8(13)	-	-	**Professional Communication(2)** **Language -2 (2)** Malayalam /Sanskrit/ Hindi Tamil/Kannada **Environmental Science and Sustainability (3)**	-	Glimpses of Glorious India (2) **Yoga (2)** Mastery Over Mind (2)	26
III	DSC-9 - 13 (20)	-	-	-	Life Skills-1 (2)	Amrita Value Programme (1)	23
IV	DSC-14-16 (12)	DSE - 1(3) DSE-2(3)	OE -3	-	Life Skills-2 (2)	Amrita Value Programme (1)	24

V	DSC-17-21 (18)	DSE - 3(3) DSE-4 (3)	OE-3	-	Life Skills-3 (2)	-	29
VI	DSC-22-25 (19)	-	-	-	-	-	19
	EXIT OPTION WITH BACHELOR OF DESIGN IN COMMUNICATION DESIGN (after 3 year: A+B+C+D+E+F= 147 Credits)						
VII	DSC-26-28 (10)	-	-	-	-	-	10
VIII	DSC-29-30 (22)	-	-	-	-	-	22
							32
	AWARD OF BACHELOR OF DESIGN WITH HONORS, B.Des (Hons) in Communication Design (after 4 year: A+B+C+D+E+F+G+H= 179 Credits)						

- 1 Credit in theory is equal to 1 hour of lecture per week.
- 1 Credit in Practical is equal to 2 hours of practical hours per week.
- 3 Credits of theory is equal to 3 lectures hours per week.
- 2 Credits of Practical is equal to 4 hours of practical per week.
- 3 Credits of Practical is equal to 6 hours of practical per week.

ELIGIBILITY FOR ADMISSION

- A candidate must have passed 12th Grade (Intermediate), 10+2 or equivalent from any stream, e.g. Science/ Commerce/ Arts/ Humanities etc.
- Above 50% of aggregate marks in qualifying examination
- Fluency in English language with strong communication skills

PRACTICAL TRAINING AND PROJECT REPORTS:

1. Internship: Students must undergo a professional learning experience that offers practical work related to the field of study at mainstream designing companies, industries, agencies and a report shall be prepared under the supervision of the Programme co-ordinator and head of the department and submitted during the course of the study. The duration of the internship will be 4-8weeks. The internship work will be undertaken immediately after V semester vacation and the report to be submitted in VI semester for evaluation. Internal assessment will be evaluated by an internal guide. The reports completed in internship shall be evaluated by internal and external examiners. This gives a student the opportunity for career exploration and development, and to learn new skills.

2. Research Project: In the 8th semester each student shall undertake project work and prepare project report and portfolio strictly in accordance with the guidelines in their respective area under the supervision of an internal guide. The students are required to maintain a project work diary to be submitted for evaluation. The project report must be submitted before the commencement of the eighth semester examination, failing which the student shall not be permitted to appear for the examination. Project reports completed during the semester will be evaluated by an internal and external examiner.

3. Research Seminar : Research Seminar is a capstone experience , in which candidates identify a research topic, conduct comprehensive literature reviews and then develop a substantial written Research Seminar Paper. This has to be done in the 8th semester. The reports shall be prepared under the supervision of the head of the department and submitted in 8th semester for evaluation.

4. Industrial/ Field Visits: Candidates shall make Industrial/ field visits to different organizations in each semester.

PROGRAMME OUTCOMES, EXIT OPTIONS AND JOB OPPORTUNITIES

A) Name of the Degree: B.Des (Honors)
B) Specialization: Communication Design

Programme Specific Objectives (PSO)
1. To empower students to have satisfying and fruitful careers in the communication design industry.
2. To equip students with knowledge of design & creativity which would in turn help them reach their desired career .
3. To empower Students with ample Knowledge to set up new start-ups or Self-help groups.
4. To encourage entrepreneurial skills and technical knowledge for the national and international design and communication industry.
5. To provide an understanding of Design and Communication which will make the students industry ready and highly competent in the designing arena.
6. To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs.
7. To provide highly advanced technical and software training which will lead the students up-to industry requirements, group works and professional engagements would employ a base to develop their soft skills.

Programme Outcome (POS)

On completion of B.Des Programme, the students will be able to
PO1: To explore the fundamentals and underlying theories of Design and Communication.
PO2: To inculcate the best practices for visual design and communication concepts.
PO3: Gain proficiency in identified technical skills , understand the process of creating , analyzing, evaluating creative drawing and design solutions.
PO4: Design/ development of solutions: Justify the choice of appropriate tools according to type of drawing art work..

PO5: Modern Tools, Experimentation and Testing: Select advanced tools to visualize and demonstrate an idea and express it through visual design.

PO6: Best practices for society, sustainability, and environment: Work in a team using artistic endeavors and environment to achieve project objectives.

PO7: Project Management: Demonstrate the knowledge of design and colors and apply them effectively to various assignments.

PO8: Life-long learning: Pursue lifelong learning as a means of enhancing knowledge and skills. Recognize the professional and personal responsibility of Designers to the community.

PO9: Identify and analyze the constant change and new trends in design .

PO10: Having virtual collaborating ability.

PO11: Apply logical thinking gained from knowledge acquired through communication and design.

PO12: Develop a comprehensive integrated marketing plan.

PO13: Comprehend sustainability in their design aesthetic and design sustainability

PO14: Develop entrepreneurial spirits through start-ups to function independently to promote their design vision through creative and innovative work.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1: Understand the nature and basic concepts of designing and communication for industry and business.

PSO2: Explore the process involved in the planning , implementation, and control of marketing activities.

PSO3: Gain intellectual understanding of visualization.

PSO4: Understand the difference between real world and virtual world parameters for previsualization.

PSO5: Employ research processes and practices employed in the design and communication industry.

PSO6: Articulate conceptual and critical thinking applicable to the design and communication industry.

PSO7: Research through enquiry, exploration and investigation using multiple design, commercial and cultural resources.

PSO8: Developing creative work to showcase in a portfolio.

PSO9: Having a clear understanding of professional and ethical responsibility.

PSO10: Having a good digital footprint.

PSO11: Gain experience and confidence in the dissemination of project/research outputs.

PSO12: The program will lead a student to produce innovative and aesthetic designs as well as form an understanding of the critical , conceptual and historical background of art, design and visual culture.

Career Opportunities

Studying design and communication will lead to career advancement opportunities in the design and communication industry. Design and communication programs teach students valuable skills in both creative and technical realms, a rare combination for those entering the workforce. The students need to achieve the required level of education in design and communication courses and be motivated enough to push on through various challenges in their career path that are likely to arise as follows with specific job opportunities based on acquired skills in learning.

Curriculum
B.DES (Hons) in COMMUNICATION DESIGN (2022 ONWARDS)

SEMESTER I (A)

Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
	Language I	AECC	T	1 0 2	2	
21ENG101	Communicative English	AECC	T	2 0 2	3	
22DES101	Introduction to Communication Design	DSC	T	3 1 0	4	
22DES102	Elements and Principles of Design	DSC	T	3 1 0	4	
22DES103	History of Design and Human Evolution	DSC	T	3 1 0	4	
22DES104	Fundamentals of Image Representation for design	DSC	T	3 1 0	4	
22DES181	Digital Graphic Design Practice	SEC	P	0 1 3	3	
22ADM101	Foundations of Indian Heritage	VAC	T	2 0 0	2	
			Total Credits		**26**	

SEMESTER II (B)

Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
	Language II	AECC	T	1 0 2	2	
21ENG111	Professional Communication	AECC	T	1 0 2	2	
21ENV200	Environmental Science and Sustainability	AECC	T	3 0 0	3	
22DES111	Innovative Design for Society	DSC	T	3 1 0	3	
22DES112	Communication Theories-Visual Semiotics and Perception	DSC	T	3 1 0	4	
22DES182	2D Art and Design Fundamentals	DSC	P	0 1 3	3	
22DES183	Product Visualization - Photography & Videography	DSC	P	0 1 3	3	
22ADM111	Glimpses of Glorious India	VAC	T	2 0 0	2	
22CUL100	Yoga (I AM TECH)	VAC	P	0 0 2	2	
22AVP103	Mastery Over Mind	VAC		1 0 2	2	
			Total credits		**26**	

SEMESTER III (C)

Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES201	Creative Thinking Process and Methods	DSC	T	3 1 0	4	
22DES202	Fundamentals of Typography & Exploratory Printing	DSC	T	3 1 0	4	
22DES281	Technical Writing for Design	DSC	P	0 1 4	4	
22DES282	Advanced Product Visualization - Photography & Videography	DSC	P	0 1 4	4	
22DES291	Design Project – 1 (Problem Identification)	DSC	P	0 1 4	4	
21SSK201	Life Skills I	SEC	T	1 0 2	2	
	Amrita Value Programme I	VAC	T	1 0 0	1	
			Total Credits		**23**	

Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES283	Packaging Practical	DSC	P	0 1 4	4	
	Elective -1	DSE	T	2 1 0	3	
	Elective - 2	DSE	T	2 1 0	3	
22DES292	Design Project – 2 (Problem Analysis)	DSC	P	0 1 4	4	
22DES284	Product Designing and Videography Project	DSC	P	0 1 4	4	
	Open Elective	OE	T		3	
21SSK211	Life Skills II	SEC	T	1 0 2	2	
	Amrita Value Programme II	VAC	T	1 0 0	1	
				Total credits	**24**	

SEMESTER V (E)						
Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES301	Design and Brand Management	DSC	T	3 1 0	3	
22DES302	IPR and Patents	DSC	T	2 1 0	3	
22DES381	Advanced Digital Design Practice	DSC	P	0 1 4	4	
22DES382	3D Art and Design Fundamentals	DSC	P	0 1 4	4	
22DES391	Design Project - 3 (Creative Exploration and Prototyping)	DSC	P	0 1 4	4	
	Elective -3	DSE	P	0 1 3	3	
	Elective -4	DSE	P	0 1 3	3	
	Open Elective	OE	T		3	
21SSK301	Life Skills III	SEC	T	1 0 2	2	
				Total Credits	**29**	

SEMESTER VI (F)						
Course Code	Course Title	DSC/DSE/OE/AECC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES392	Internship	DSC	P		4	
22DES395	Design Project 4 (Final Project with Patent)	DSC	P		6	
22DES393	Market Analysis	DSC	P		3	
22DES399	Project Staging	DSC	P		6	
				Total credits	**19**	
EXIT OPTION WITH BACHELOR OF DESIGN IN COMMUNICATION DESIGN (after 3 year: A+B+C+D+E+F= 147 Credits)						

SEMESTER VII (G)						
Course Code	Course Title	DSC/DSE/OE/AECC/ SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES401	Design Thoughts and Discourse	DSC	T	3 1 0	4	
22DES402	Qualitative Research Methods for Design	DSC	T	3 1 0	3	
22DES403	Quantitative Research Methods for Design	DSC	T	3 1 0	3	
				Total Credits	**10**	

SEMESTER VIII (H)						
Course Code	Course Title	DSC/DSE/OE/AECC/ SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES498	Research Seminar	DSC	P		10	
22DES499	Research Project	DSC	P		12	
				Total credits	**22**	

AWARD OF   BACHELOR OF DESIGN WITH HONORS, B.Des (Hons) in Communication Design (after 4 year: A+B+C+D+E+F+G+H= 179 Credits)

CODE	DIVISION DETAILS	NUMBER	CREDITS
DSC	Discipline Specific Course	30	130
DSE	Discipline Specific Elective	4	12
OE	Open Elective	2	6
AECC	Ability Enhancement Compulsory Courses	5	12
SEC	Skill Enhancement Courses	4	9
VAC	Value Addition Courses	6	10
Total		**51**	**179**

LANGUAGES											
		Paper I						**Paper II**			
	21TAM101	Tamil I	1 0 2	2	B		21TAM111	Tamil II	1 0 2	2	B
	21HIN101	Hindi I	1 0 2	2	B		21HIN111	Hindi II	1 0 2	2	B
	21MAL101	Malayalam I	1 0 2	2	B		21MAL111	Malayalam II	1 0 2	2	B
	21SAN101	Sanskrit I	1 0 2	2	B		21SAN111	Sanskrit II	1 0 2	2	B
	21KAN101	Kannada I	1 0 2	2	B		21KAN111	Kannada II	1 0 2	2	B

Discipline Specific Elective- DSE						
Course Code	Course Title	DSC/DSE/OE/AE CC/SEC/VAC	Theory/ Practical	L T P	Cr	ES
22DES331	Critical Analysis of Design	DSE	T	2 1 0	3	
22DES332	Interactive and Information Design	DSE	T	2 1 0	3	
22DES333	Design and Entrepreneurship	DSE	T	2 1 0	3	
22DES334	Sustainability in Innovative Design	DSE	T	2 1 0	3	
22DES383	UI/UX design	DSE	P	0 1 3	3	
22DES384	VR for Design Practice	DSE	P	0 1 3	3	
22DES385	Advertisement Production practice	DSE	P	0 1 3	3	
22DES386	Visual Production Practice	DSE	P	0 1 3	3	

Amrita Value Programmes for UG programmes			
Amrita Value Programme I & II			
Course Code	**Title**	**L-T-P**	**Credits**
22ADM201	Strategic Lessons from Mahabharatha	1-0-0	1
22ADM211	Leadership from Ramayana	1-0-0	1
22AVP210	Kerala Mural Art and Painting	1-0-0	1
22AVP218	Yoga Therapy and Lessons	1-0-0	1
22AVP212	Introduction to Traditional IndianSystems of Medicine	1-0-0	1
22AVP201	Amma's Life and Message to themodern world	1-0-0	1
22AVP204	Lessons from the Upanishads	1-0-0	1
22AVP205	Message of the Bhagavad Gita	1-0-0	1
22AVP206	Life and Message of SwamiVivekananda	1-0-0	1
22AVP207	Life and Teachings of SpiritualMasters of India	1-0-0	1
22AVP208	Insights into Indian Arts andLiterature	1-0-0	1
22AVP213	Traditional Fine Arts of India	1-0-0	1
22AVP214	Principles of Worship in India	1-0-0	1
22AVP215	Temple Mural Arts in Kerala	1-0-0	1
22AVP218	Insights into Indian Classical Music	1-0-0	1
22AVP219	Insights into Traditional IndianPainting	1-0-0	1
22AVP220	Insights into Indian Classical Dance	1-0-0	1
22AVP221	Indian Martial Arts and SelfDefense	1-0-0	1
22AVP209	Yoga and Meditation	1-0-0	1

Open Electives UG				
Course Code	**Course Title**	**L – T – P**	**Cr.**	**ES**
21OEL231	A Journey towards Free India	3 0 0	3	J
21OEL232	Political Leadership	3 0 0	3	J
21OEL233	Social issues in Contemporary India	3 0 0	3	J
21OEL234	The Story of Indian Business	3 0 0	3	J
21OEL235	Industrial Psychology	3 0 0	3	J
21OEL236	Advertising	3 0 0	3	J
21OEL237	Basic Statistics	3 0 0	3	J
21OEL238	Citizen Journalism	3 0 0	3	J
21OEL239	Creative Writing for Beginners	3 0 0	3	J
21OEL240	Desktop Support and Services	3 0 0	3	J
21OEL241	Development Journalism	3 0 0	3	J
21OEL242	Digital Photography	3 0 0	3	J
21OEL243	Emotional Intelligence	3 0 0	3	J
21OEL244	Essence of Spiritual Literature	3 0 0	3	J
21OEL245	Film Theory	3 0 0	3	J
21OEL246	Fundamentals of Network Administration	3 0 0	3	J
21OEL247	Gender Studies	3 0 0	3	J
21OEL248	Glimpses of Indian Economy and Polity	3 0 0	3	J
21OEL249	Graphics and Web-designing Tools	3 0 0	3	J
21OEL250	Green Marketing	3 0 0	3	J
21OEL251	Healthcare and Technology	3 0 0	3	J
21OEL252	History of English Literature	3 0 0	3	J
21OEL253	Indian Writing in English	3 0 0	3	J
21OEL254	Industrial Relations and Labour Welfare	3 0 0	3	J

21OEL255	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
21OEL256	Introduction to Computer Hardware	3 0 0	3	J
21OEL257	Introduction to Event Management	3 0 0	3	J
21OEL258	Introduction to Media	3 0 0	3	J
21OEL259	Introduction to Right to Information Act	3 0 0	3	J
21OEL260	Introduction to Translation	3 0 0	3	J
21OEL261	Linguistic Abilities	3 0 0	3	J
21OEL262	Literary Criticism and Theory	3 0 0	3	J
21OEL263	Macro Economics	3 0 0	3	J
21OEL264	Managing Failure	3 0 0	3	J
21OEL265	Media Management	3 0 0	3	J
21OEL266	Micro Economics	3 0 0	3	J
21OEL267	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
21OEL268	Negotiation and Counselling	3 0 0	3	J
21OEL269	New Literatures	3 0 0	3	J
21OEL270	Non-Profit Organization	3 0 0	3	J
21OEL271	Personal Effectiveness	3 0 0	3	J
21OEL272	Perspectives in Astrophysics and Cosmology	3 0 0	3	J
21OEL273	Principles of Marketing	3 0 0	3	J
21OEL274	Principles of Public Relations	3 0 0	3	J
21OEL275	Science, Society and Culture	3 0 0	3	J
21OEL276	Statistical Analysis	3 0 0	3	J
21OEL277	Teamwork and Collaboration	3 0 0	3	J
21OEL278	The Message of Bhagwad Gita	3 0 0	3	J
21OEL279	Understanding Travel and Tourism	3 0 0	3	J
21OEL280	Videography	3 0 0	3	J
21OEL281	Vistas of English Literature	3 0 0	3	J
21OEL282	Web-Designing Techniques	3 0 0	3	J
21OEL283	Organic Farming	3 0 0	3	J
21OEL284	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
21OEL285	Ritual Performances of Kerala	3 0 0	3	J
21OEL286	Documenting Social Issues	3 0 0	3	J
21OEL287	Fabrication of Advanced Solar Cell	3 0 0	3	J
21OEL288	Basic Concepts of X-ray Diffraction	3 0 0	3	J
21OEL289	Introduction to FORTRAN and GNUPLOT	3 0 0	3	J
21OEL290	Introduction to Porous Materials	3 0 0	3	J
21OEL291	Forensic Science	3 0 0	3	J
21OEL292	Introduction to solar Physics	3 0 0	3	J
21OEL293	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
21OEL294	Acting and Dramatic Presentation	2 0 2	3	J
21OEL295	Computerized Accounting	2 0 2	3	J
21OEL296	Kerala Mural Art and Painting	2 0 2	3	J
21OEL297	Painting	2 0 2	3	J
21OEL298	Reporting Rural Issues	3 0 0	3	J

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