

MCE Society's
Abeda Inamdar Senior College of Arts Science and Commerce

Animation Department



PG Diploma in Graphic Design



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

PG Diploma in Graphic Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Advertising Art
Course Code	21AUPDGD101
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising

	approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies.

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	Introduction to Advertising	12
	1. Meaning of Advertising	2
	2. Advertising: An Industry	2
	3. Advertising: A Science	2
	4. Advertising: A Business	2
	5. Advertising: An Art	2
	6. Definitions of Advertising	2
Unit II.	History of Advertising	12
	1. Pre and Early Printing time	3
	2. Development of Advertising	3
	3. Scientific Development period of Advertising	3
	4. Modern era of Advertising	3
Unit III.	Classification of Advertising	12

	1. Classification of Advertising: by Design	1
	2. Classification of Advertising: by Advertiser & Consumer	2
	3. Classification of Advertising: by Geographical area	3
	4. Classification of Advertising: by Message objectives	3
	5. Classification of Advertising: by Media & Presentation	3
Unit IV.	Advertising Campaign	12
	1. Principles of Advertising Campaign	2
	2. Process of Advertising Campaign	2
	3. Basic of Advertising Campaign	2
	4. Determination of Advertising Goals	2
	5. Importance of 5E's in Advertising	2
	6. Role of Advertising Agencies in Advertising	2
Unit V.	Advertising Design & Media	12
	1. Process of Advertising Design	1
	2. Creativity & Creativity Policy	1
	3. Sales policy	2
	4. Advertisement Request	2
	5. Media & Media Policy	2
	6. Benefits of Media	2
	7. Classification of media	2

References:

1. Dr.G.M. Rege, Advertising Art and Ideas
2. Loudon, Della Bitta, Consumer behaviour concepts and application
3. Narendra Singh Yadav, Advertising Techniques & Principles
4. David A. Aker and John G. Myers, Advertising Management



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PG Diploma in Graphic Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Design Methods
Course Code	PGDGD102
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Creative thinking
2.	Informed engagement of works of art
3.	Developing your vocabulary in art to be able to articulate visual ideas more fully
4.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To discover the basic principles of two-dimensional design through the manipulation of black, white and gray in studying the elements of design.
2.	To encourage the student to adopt a creative approach to problem solving and to become self-critical in the editing of the work.

3.	To develop a vocabulary of terms specific to the visual arts and particularly two-dimensional art.
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Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	Design Principles	20
	1. Introduction of Design Principles	5
	2. Classification of Design Principles	5
	3. Design Thinking	5
	4. Importance of Design principles	5
Unit II.	Elements of Art & Design	20
	1. Introduction of Art & Design Elements	5
	2. Introduction of Line, Shapes & form	5
	3. Perspective Study	5
	4. Color theory & Textures	5
Unit III.	Design Process	20
	1. Concept	2
	2. Rough Layouts	2
	3. Background & Layout Study	2
	4. Developing of Visual	2
	5. Typography	2
	6. Color Palate	2
	7. Alignments	3
	8. Artistic Compositions	3

References:

1. Philip Meggs and Alston Purvis, Meggs' History of Graphic Design
2. Wong, Wucius, Visual Design on the Computer, 2nd Edition
3. De Saumarez, Maurice, Visual Thinking
4. Sharpe, Deborah T, Art and Design



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PG Diploma in Graphic Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Printing Technology
Course Code	PGDGD103
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
3.	Create and defend the strategy and execution of an ad campaign for a client(s)
4.	Develop advertising media buying and planning strategies.

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	History and developments of printing	15
	1. Printing methods	1
	2. Introduction to printing Industry	2
	3. Printing industry in India	3
	4. Printers measurement system	3
	5. Alphabet design	3
	6. Size and scope of printing Industry	3

Unit II.	Color & color theory	15
	1. Terms to describe color	3
	2. Color separation technique Direct & indirect method	3
	3. GATF color triangles & color circle their use	3
	4. Modern color spaces & color matching	3
	5. Color Proofing Methods	3
Unit III.	Offset Machinery	15
	1. Offset process-principle	5
	2. Advantages & Limitations	5
	3. Various press configurations	5
Unit IV.	Paper & Ink	15
	1. Raw materials and processing-sources manufacture and finishing	3
	2. Main classes of paper and board sizes	3
	3. Paper requirements for different printing process	3
	4. Paper handling	3
	5. Printing Inks	3

References:

1. Jeremy Birn, The Printing Ink Manual, fifth edition
2. Bob Thomson, Printing Materials Science and Technology. PIRA
3. Guide standardized lithographic colour printing, PIRA
4. C S. Mishra, Offset Technology
5. Introduction to Printing Technology



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Calligraphy
Course Code	PGDGD104
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Good skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To discover the basic principles of two dimensional design through the manipulation of black, white and gray in studying the elements of design.

2.	To encourage the student to adopt a creative approach to problem solving and to become self-critical in the editing of the work.
3.	To develop a vocabulary of terms specific to the visual arts and particularly two dimensional art.

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.</p>
3.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.</p>
4.	<p>Operating Environment:</p> <p>Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign</p>

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. New fonts designs	23
	2. Assignment 2. Calligraphy Poster Designs	22
	3. Assignment 3. Letter Marks designs	23
	4. Assignment 4. Logo Designs	22

References:

Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	LOGO Designing
Course Code	PGDGD105
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies.

Guidelines:

Sr. No.	Objectives
1.	Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.
2.	Submission: The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.
3.	Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment

	include- timely completion, performance and creativity.
4.	Operating Environment: Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Emblem Logo Designs	23
	2. Assignment 2. Monogram designs	22
	3. Assignment 3. Mascot Designs	23
	4. Assignment 4. Word Mark & Pictorial Designs	22

References:

Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Brands & Branding
Course Code	PGDGD106
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
3.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
4.	Thinking as a professional to build a successful Brand

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal issues, ethical challenges, faith, and diversity in

	the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies.

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.</p>
3.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.</p>
4.	<p>Operating Environment:</p> <p>Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign</p>

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Re-Design Logo & Brand Identity on any Popular Brand	45
	2. Assignment 2. Logo & Branding on a Fresh Brand	45

References:

1. Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Packaging Design
Course Code	PGDGD107
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of Packaging design
2.	Critically analyze product packaging.
3.	Discuss the role of packaging in product preservation and marketing.
4.	Practically apply the theories of product packaging design.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use the Product Design and Development Process, as a means to manage the development of an idea from concept through to production.
2.	Apply creative process techniques in synthesizing information, problem-solving and critical thinking.
3.	Use basic fabrication methods to build prototype models for hard-

	goods and soft-goods and packaging.
4.	Develop advertising media buying and planning strategies.
5.	Demonstrate and employ hand drawing and drafting principles to convey concepts.

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.</p>
3.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.</p>
4.	<p>Operating Environment:</p> <p>Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign</p>

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Re-Design Packaging on any Popular Packaging Design	45
	2. Assignment 2. Packaging Design on a Fresh Product	45

References:

Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Visual Communication and Information Graphics
Course Code	PGDGD201
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Content categories
2.	Offering attributes
3.	Communication goals and audience situations
4.	Basic visual communication design methods and principles
5.	Different sign systems—text, pictures, diagrams—for effective and clear communication

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	An improved understanding of information related to describing a designed offering and the various ways in which it can be represented via sign systems
2.	The ability to create visual representations through applying basic visual communication principles in layout and typography to better

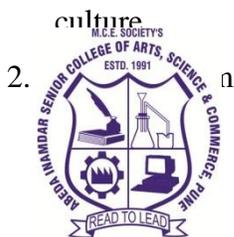
	organize and visually structure the information.
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Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	Visual Communication	20
	Introduction of Visual Communication	5
	The Visualization	5
	The Communication	5
	Creation of Communicating the Visuals	5
Unit II.	Infographics (Informational Graphics)	20
	1. Introduction	5
	2. Functional Designs	5
	3. Informative Ideas	5
	4. Simple but Creative Designs	5
Unit III.	Relations between data visualization and infographics	20
	1. Data Visualization	5
	2. Visual Presentation	5
	3. Data Visualization & Infographic Works in the Education of Visual communication design	5
	4. Technological Infrastructure of Data Visualization & Infographic works	5

References:

1. Katy Perry, Giorgia Aiello, Visual Communication: Understanding images in media



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2. **Abeda Inamdar Senior College**

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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Understanding of Advertising Campaign
Course Code	PGDGD202
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Develop and demonstrate their understanding and skillful use of the elements and principles of visual design
2.	Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
3.	Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
4.	Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Describe and Analyze/measure/assess the relevant theories, practice, digital ads, legal

	issues, ethical challenges, faith, and diversity in the fields of advertising and marketing communication.
2.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
3.	Create and defend the strategy and execution of an ad campaign for a client(s).
4.	Develop advertising media buying and planning strategies.

Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	Introduction of Advertising Campaign	15
	1. What is Campaign design?	3
	2. History of some Powerful Campaigns	4
	3. What is the role of Campaign in the Advertising area?	4
	4. Effective Campaign Design	4
Unit II.	Principles of Advertising Campaign	15
	1. Visual Consistency	1
	2. Campaign Duration	2
	3. Repeated Taglines	2
	4. Consistent Positioning	2
	5. Simplicity	2
	6. Identify a selling point	2
	7. Create an effective flow	2
Unit III.	Basics of Advertising Campaigns	15
	1. Know your objective	2
	2. Define your audience	2

	3. Define your Metrics	2
	4. Create a Budget	3
	5. Determine the Frequency	3
	6. Creative process and Execution	3
Unit IV.	Make a Successful Advertising Campaign	15
	1. Be Unforgettable	3
	2. Be trendy	3
	3. Be Authentic	3
	4. Be Simple	3
	5. Be different	3

References:

1. David Ogilvy, Ogilvy on Advertising
2. Jason Fried, David Heinemeier Hansson, Rework



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Digital Publishing
Course Code	PGDGD203
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Relate the project to course objectives - what's the purpose of this digital element? Examples may include learning the digital tool, applying class knowledge, or communicating their research.
2.	Consider transferable skills (creating a visual argument) rather than hard skills (use a dashboard in Tableau).
3.	Create a rubric around the learning objectives to use when evaluating students' work.
4.	Focus on the process, not the final product.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Digital Publishing minors will be able to write and correct skillful expository prose.
2.	Digital Publishing minors will be able to demonstrate the fundamentals of editing and publishing in digital media.

3.	Digital Publishing minors will demonstrate the skills of independent researchers and project managers.
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Syllabus:

Unit No.	Title with Contents	No. of Lectures
Unit I.	Introduction of Digital Publishing	20
	1. History of Publishing Works	6
	2. Digitalization	6
	3. Process of work	8
Unit II.	Advantages of Digital Publishing	20
	1. Visual Content domination	4
	2. Huge cost Savings	4
	3. Interactive Advertising	4
	4. Social media exposure	4
	5. Revenue Potentials	4
Unit III.	Digital Publishing Examples	20
	1. E-Books	5
	2. Digital newsletters	5
	3. Digital Newspapers	5
	4. Presentations	5

References:

1. Lian Xiaochuan, Fang Qing, Xianrong Huang, Publishing in the Digital age
2. Carmel McNaught, Hsianghoo Steve Ching, Huadong Pan, E- Learning & Digital Publishing

3. Raquel Gómez-Díaz, José Antonio Cordón García, Daniel A. Linder, Julio Alonso-Arevalo, Social Readings



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Editorial Designs
Course Code	PGDGD204
Semester	2
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Construct and employ Softwares libraries, style sheets and master pages
2.	Evaluate projects to setup color mode: CMYK or spot color
3.	Assemble elements from Illustrator and Photoshop to combine in InDesign
4.	Complete an interactive PDF, PDF proof, and print quality PDF.
5.	Practice working with Concepts

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Evaluate printers' specifications
2.	Recognize the relationship between ppi, resolution, and line screen
3.	Assemble projects demonstrating use of industry standard software

4.	Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication
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Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book:</p> <p>The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <p>The assignments are to be submitted by the student in the form of a PDF Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructors sign.</p>
3.	<p>Assessment:</p> <p>Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance and creativity.</p>
4.	<p>Operating Environment:</p> <p>Operating system: Windows 10 Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign</p>

Syllabus:

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Design a Magazine (16-20 Pages) or Newsletter Design (16-20 Pages)	45
	2. Assignment 2. Tabloid Design (10 Pages)	45

References:

Laboratory handbook