

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

Animation Department



Certificate Course 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

Certificate Course in Graphic Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Fundamentals to Graphic Design
Course Code	21AUCCGD101
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Provide exposure to images and information to inspire great work, further study, and exploration.
2.	Identify influences and characteristics of design styles.
3.	Recognize significant contributors to design
4.	Observe and discuss examples of effective design
5.	Recognize prevalent historical design themes.
6.	Help students to see and think in new ways.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore and Identify influences of design styles
2.	Develop Observe and discuss examples of effective design and historical design themes.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	History of Graphic Design	10
	1. Introduction	2
	2. Prehistory	3
	3. Graphic Design in the 16th to 18th Centuries	3
	4. Graphic Design in the 19th Century	2
Unit II.	Design Basics	15
	1. Introduction	5
	2. Principles of Design	5
	3. Elements of Art	2
	4. Concepts of Design	3
Unit III.	Design Process	6
	1. Planning & Research of Design	3
	2. Layout & Composition of Design	3
Unit IV.	Calligraphy	15
	1. Basics of Art in Calligraphy	5
	2. Developing Letters.	5
	3. Professional Calligraphy	5
Unit V.	LOGO Designing	15
	1. Preliminary Work	2

	2. Balance	2
	3. Clever use of Colors	3
	4. Size Matters	3
	5. Design Style	3
	6. Typography Matters	2

References:

- 1 Thinking with Type – Ellen Lupton - Princeton Architectural Press, 2010
- 2 Graphic Design – Narendra Singh Yadav – Rajasthan Hindi Granth Academy
- 3 Advertising Art and Ideas – Dr.G.M. Rege 2. Loudon, Della Bitta,- Consumer behavior concepts and application
- 4 Charles J. Driksen and other- Advertising principles, problems and cases
- 5 David A. Aker and John G. Myers- Advertising Management
- 6 B.s. Rathor-Advertising management



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Certificate Course in Graphic Design

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Printing Technology
Course Code	21AUCCGD102
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Identify influences and characteristics of Printing styles.
2.	Recognize significant contributors to design.
3.	Observe and discuss examples of Quality Prints.
4.	Recognize prevalent historical design themes.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To improve their Quality of Work and Printing techniques using a variety of tools.
2.	Develop Observe and discuss examples of the historical Printing process.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	History and Developments of Printing	18
	1. Printing methods	6
	2. Introduction to the printing Industry	6
	3. Printing Industry in India	6
Unit II.	Color & Color theory	21
	1. Introduction	7
	2. Color Separation Technique Direct & Indirect method	7
	3. Color Proofing methods	7
Unit III.	Offset Machinery	21
	1. Offset process-principle.	7
	2. Advantages, and limitations	7
	3. Various Press Configurations	7

References:

1. Printing Technology – J. Michael Adams, Penny Ann Dolin - Delmar, 2002

2. A Guide to Graphic Print Production - Kaj Johansson, Peter Lundberg, Robert Ryberg, Wiley, 2007

3. Mastering Digital Printing, Harald Johnson, Thomson Course Technology, 2005



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Entrepreneurship and soft skill
Course Code	21AUCCGD103
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the fundamentals of entrepreneurship.
2.	To develop the ability to Understand the characteristics of the various forms of business organization
3.	To understand a structured approach towards being a successful entrepreneur.
4.	To develop a plan of launching a start-up.

5.	To develop business -solution model around the current problems
6.	To understand digital marketing as a tool for entrepreneurs.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various ideas and business models around the business idea.
2.	Plan the core components and elements required to start a successful start-up.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	Fundamentals of Entrepreneurship	3
	1. What is the mindset of an entrepreneur? 2. Identifying a problem 3. Need Analysis 4. Sensing solution among the problems 5. Developing the seed “The Idea” 6. Searching market moves & trend. 7. Understanding Creativity and Innovation 8. Opportunity finding and taking the right approach.	 1 1 1
Unit II.	Develop the Plan for Startup	7
	1. Taking first steps to develop a business model. Selecting the right type for registering the business. 2. Business Plan: concept, format. 3. Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning	 3 1 3

Unit III.	Branding & Marketing of Start-up	10
	1. Developing a brand around the idea.	1
	2. Branding, Logo, Tagline	1
	3. Copyright, trademark, and Patent for start-up	1
	4. Planning a strategy for promoting the start-up	1
	5. The Art of negotiation and methods	1
	6. Customer Relationship Management	1
	7. Vendor Management	1
	8. Developing the minimum viable product	1
	9. Sales and marketing plan	2
Unit IV.	Growing the Startups	10
	1. Lean startup growth	2
	2. Making a growth plan for the startup.	2
	3. Concept of Franchising the startup	2
	4. Mergers and Acquisition: Concept, reasons, types.	2
	5. Reasons for failure of Mergers and Acquisitions.	2
Unit V.	Cost, Expenses, Inventory and ROI	10
	1. Unit of Sale, Unit Cost for multiple products or services	2
		2
	2. Break even Analysis for multiple products or services.	2
	3. Computation of Working Capital	2
	4. Inventory Control and EOQ	2
	5. Return on Investment (ROI) and Return on Equity (ROE)	
Unit VI.	Resource Mobilization	5
	1. Capital Market- Primary and Secondary	1
	2. Stock Exchange- Concept, features, functions, and importance	1
	3. Securities and Exchange Board of India- History, establishment, powers	1

	4. Angel Investor: Features	1
	5. Venture Capital: Features, funding	1
Unit VII.	Digital Marketing as Marketing Tool	15
	1. What is Digital Marketing	3
	2. Growth of digital marketing	3
	3. Benefits of digital marketing	3
	4. Different digital marketing channels	3
	5. Setting up digital marketing budgets	3

References:

1 - Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla

2-Entrepreneurship development & management (English, Paperback, V. K. Joshi)
 Publisher: Jagdamba Publishing Company ISBN: 9789380280462, 9380280462

3-Entrepreneurship Paperback – 1 July 2020 by Rajeev Roy Publisher: OUP India; 3rd edition (1 July 2020) Language: English Paperback: 600 pages ISBN-10 : 0190125306

4- Safalta ki 22 Chabiyaan (In Hindi) by Dr. Rishi Acharya pub. by Notion Press Chennai ISBN-10 : 1947027514

Magazines

- Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.

- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal - 462008



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Course/ Paper Title	Digital Illustration
Course Code	21AUCCGD104
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	With the help of type effects, users can create wonderful designs and compositions in Illustrator. In this book, you will find techniques by which a user can manipulate basic shapes and can create graphical

	elements or objects which can be used for publishing or advertising.
2.	Digital Illustration has a very important role in the world of digital graphics. In this Subject, you will learn illustration graphics like Line Drawing Characters, LOGO Design Concepts, Vector Icons, or other graphics which play a vital role in your Graphic Design Course.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use the Digital Illustration Software's to improve your designs
2.	Coloring objects effectively
3.	Learn about 2D Characters, Vector Icons
4.	Conceptual Artworks
5.	Designing a professional Logo

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, Instructor's 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.</p>

	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, creativity
4.	Operating Environment: For Digital Illustration Operating system: Windows 10 Software: Adobe Illustrator

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Vector Icons, Vector Stick Figures, LOGO Design	23
	2. Assignment 2. Vector Portraits, Illustrative Poster Designs, Mascot Designs	22
	3. Assignment 3. 2D Character Designs, Mandala Designs	22
	4. Assignment 4. Concept Art Illustrations	23

References:

Books: Laboratory handbook



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Course/ Paper Title	Advertising Art
Course Code	21AUCCGD105
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Learn best practices and utilize tools that model creative agency environments and production studios.

2.	Apply the principles and elements of design for both online and offline deliverables.
3.	Follow branding guidelines on all visual communication to maintain a consistent and cohesive message through design and execution.
4.	Create 2D and multi-media assets that incorporate compelling storytelling for the promotion of people, products, and organizations.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	The theory applies industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards
2.	Design develops concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications
3.	Critical Thinking - demonstrate knowledge of the interdependence between advertising/marketing objectives and visual expression and be able to evaluate and critique their ideas
4.	Be able to articulate the vision behind their creative work and explain and promote their solutions to clients and colleagues
5.	Professionalism - demonstrate professional presentation; articulation of knowledge of advertising and visual problem solving; and mastery of industry standards, professional practices, and ethics

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 Printable (PDF OR JPEG) Format. Each assignment includes the Assignment Title, Date of submission, Name of Students, Instructor's 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, creativity</p>
4.	<p>Operating Environment:</p> <p>For Advertising Art</p> <p>Operating system: Windows 10</p> <p>Software: Corel Draw, Adobe InDesign</p>

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	<p>1. Assignment 1.</p> <p>LOGO & Visual Identity Designs</p>	30
	<p>2. Assignment 2.</p> <p>Branding of the Specific Product or Business</p>	30

	3. Assignment 3. Packaging Design, Label Design, Sticker Design	30
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References:

Books: Laboratory handbook



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2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Digital Image Editing & Processing
Course Code	21AUCCGD106
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Learn best practices and utilize tools that model creative agency

	environments and production studios.
2.	Apply the Creative Techniques for Photo manipulation & Matte Painting
3.	Create Digital images of people, products in Innovative & Powerful Visuals for Advertising.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Use Image Editing tools to improve the average Visuals
2.	Coloring objects effectively
3.	Learn about effects on images
4.	Create Innovative & Powerful Visuals for Advertising

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, Instructor's 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.</p>

	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, creativity
4.	Operating Environment: For Digital Image Editing & Processing Operating system: Windows 10 Software: Adobe Photoshop

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Assignment 1. Image Editing & Retouching	22.5
	2. Assignment 2. Photo-manipulation, Background Design	22.5
	3. Assignment 3. Typographic Digital Image	22.5
	4. Assignment 4. Conceptual Visual Design	22.5

References:

Books: Laboratory handbook

