



B.Des in Graphic Design Duration – 4 Years (8 Semesters)

Semester 1

- Sketching Drawing
- Elements of Design
- Colour
- Geometry
- SLA
- Material Exploration I
- Learning how to learn
- Living Conversations

Semester 2

- Sketching Drawing
- Principles of Design
- Design Process
- Material Exploration II
- Computer Applications
- Leadership and Teamwork
- Critical Thinking and Writing

Semester 3

- Space & Form
- Typography
- Basic Graphic Design
- Project 1: Poster Design
- Design Thinking
- Ethical Leadership in the 21st Century
- Exploratory Elective
- Professional Elective
- Photography
- Photo Typo Expressions

Semester 4

- Elements of Video
- Elements of Animation
- Illustration
- Project 2: Branding & Identity Design
- Working with Data
- Environment and Sustainability
- Exploratory Elective
- Professional Elective
- Semiotics
- Creative Writing
- Information Design
- Printing Technology

Semester 5

- Graphic Design Trends
- Design Research Methods
- Portfolio Creation
- Project 3: Product Packaging
- Persuasive Presence
- Start Your Start-up
- Exploratory Elective
- Professional Elective
- Package Design
- Brochure Design

Semester 6

- Advertising & Marketing
- Broadcast Packaging
- Industrial Visit
- Project 4: App/Game Design
- Exploratory Elective
- Solving Complex Problems
- Technologies of the Future
- Future Casting
- Managing Relationships
- Publication Design
- Design for 3D Spaces

Semester 7

- Design Management
- Project 5: Exhibition Design
- Summer Internship
- Exploratory Elective
- India in Contemporary World
- Theory of Everything
- Digital Transformation
- Finding your Purpose
- Transmedia Design
- Movie Title Sequence
- Magazine Design
- Design for Social Media

Semester 8

- Graduation Project: Graphic Design