



JOY UNIVERSITY  
semper paratus

## School of Design

### Department of Communication Design

#### B. Design Graphic Design – I Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDFP1101	Design History & Cultural Studies - I	3			3	4
2	BDFP1102	Elements of Design - I	3			3	4
3	BDFP1103	Design Drawing - I	1	2	3	6	7
4	BDFP1104	Material Studies	3			3	4
5	BDFP1105	Fundamentals of Typography	1	2		3	4
6	BDFP2101	Computer Applications			3	3	3
7	BDFP2102	Design Studio - I			6	6	6
		<b>TOTAL</b>	<b>11</b>	<b>4</b>	<b>12</b>	<b>27</b>	<b>32</b>

#### B. Design Graphic Design – II Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDFP1106	Design History & Cultural Studies - II	3			3	4
2		Environmental Sciences	3			3	3
3	BDFP1107	Elements of Design - II	3			3	4
4	BDFP1108	Design Drawing - II	1	2	3	6	7
5	BDFP1109	Material Processing			3	3	3
6		Communication Skills in English	2			2	2
7	BDFP1110	Interpersonal & Cross Cultural Skills	1	1	1	3	3
8	BDFP2103	Design Studio - II			6	6	6
		<b>TOTAL</b>	<b>13</b>	<b>3</b>	<b>13</b>	<b>29</b>	<b>32</b>

### B. Design Graphic Design – III Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD1201	Story Design	3			3	4
2		Professional Ethics	3			3	3
3	BDGD1202	Typography, Image and Composition	3			3	4
4	BDGD1203	Information Graphics and Visualisation	1	2		3	4
5	BDGD1204	Visual Marketing	3			3	4
6		Skill Workshop/ Foreign Language			3	3	4
7	BDGD2201	Digital Studio - I			6	6	6
8	BDGD2202	Design Studio - III			6	6	6
		<b>TOTAL</b>	<b>13</b>	<b>2</b>	<b>15</b>	<b>30</b>	<b>35</b>

### B. Design Graphic Design – IV Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD1205	Communication Design	3			3	4
2	BDGD1206	Visual Communication & Semiotics	3			3	4
3	BDGD1207	Publication Design	3			3	4
4	BDGD1208	Design for Interactive Media	3			3	4
5	BDGD1209	Print Production	3		3	6	7
6	BDGD2203	Digital Studio - II			6	6	6
7	BDGD2204	Design Studio - IV			6	6	6
		<b>TOTAL</b>	<b>15</b>		<b>15</b>	<b>30</b>	<b>35</b>

### B. Design Graphic Design – V Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD1301	Elective 1	3			3	4
2	BDGD1302	Elective 2	3			3	4
3	BDGD1303	Elective 3	3			3	4
4	BDGD1304	Elective 4	3			3	4
5	BDGD1305	Elective 5	3			3	4
6	BDGD2301	Digital Studio - III			6	6	6
7	BDGD2302	Design Studio - V			6	6	6
		<b>TOTAL</b>	<b>15</b>		<b>12</b>	<b>27</b>	<b>32</b>

### B. Design Graphic Design – VI Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD1306	Elective 6	3			3	4
2	BDGD1307	Elective 7	3			3	4
3	BDGD1308	Elective 8	3			3	4
4	BDGD1309	Elective 9	3			3	4
5	BDGD1310	Elective 10	3			3	4
6	BDGD2303	Digital Studio - IV			6	6	6
7	BDGD2304	Design Studio - VI			6	6	6
		<b>TOTAL</b>	<b>15</b>		<b>12</b>	<b>27</b>	<b>32</b>

### B. Design Graphic Design – VII Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD3401	Industry Internship					12
2	BDGD3402	Design Project: Phase - I					12
3	BDGD3403	Portfolio Development					12
		<b>TOTAL</b>					<b>36</b>

### B. Design Graphic Design – VIII Semester

Sl. No.	Course Code	Course Title	L	T	S	Contact Hrs/Wk	Credits
1	BDGD3404	Design Project: Phase - II					36
		<b>TOTAL</b>					<b>36</b>

### Credit Summary

	Credits
Semester I	32
Semester II	32
Semester III	35
Semester IV	35
Semester V	32
Semester VI	32
Semester VII	36
Semester VIII	36
<b>Total</b>	<b>270</b>

<b>B.Design Graphic Design - Core Electives*</b>							
<b>Sl. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>S</b>	<b>Contact Hrs/Wk</b>	<b>Credits</b>
1		Digital Portfolio Design	3			3	4
2		Brand Identity & Design	3			3	4
3		Indian paintings	3			3	4
4		Motion Graphics	3			3	4
5		Artificial Intelligence in Graphic Design	3			3	4
6		Folklores of India	3			3	4
7		Graphic Narration	3			3	4
8		Social Impact campaigns	3			3	4
9		Art and Aesthetics	3			3	4
10		IPR and Copyright	3			3	4

\* Out of the 10 electives in the course, 5 should be Core Electives.