

***ABEDA INAMDAR COLLEGE PUNE***

**PG Diploma Course In Graphic Design**

**(Faculty of Science & Technology)**

**Graphic Design**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year  
2021-2022**

## **Title of the Course:** Post Graduate Diploma Course In

### **Graphic Design**

#### **Preamble:**

It is a well felt need that Graphic Design experts are much in demand to create industry specific and convincing design Solutions therefore Computer Science faculty has decided to have this type of interdisciplinary certificate program useful to both working students and professionals.

#### **Introduction:**

Graphic design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience. This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, editing and photography).

**1. Creating Art:** Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

**2. Art in Context:** Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

**3. Art as Inquiry:** Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

#### **Prerequisite:**

- Students must have basic operational knowledge of computers.
- Students must understand English language.
- Students must have basic knowledge of the Internet.

**Duration:** The Program comprises two semesters .

**Evaluation:** Two semesters program with the combination of 60% Semester End Examination and 40% Continuous Evaluation per semester.

**Number of seats:** 60

**Eligibility:** Graduation Any Stream

## Semester - 1

### Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
PGDGD101	Core Credit Theory	Advertising Art	4	-	40	60	100
PGDGD102	Core Credit Theory	Design Methods	4	-	40	60	100
PGDGD103	Core Credit Theory	Printing Technology	4	-	40	60	100
PGDGD104	Core Credit Practical	Calligraphy	-	4	40	60	100
PGDGD105	Core Credit Practical	LOGO Designing	-	4	40	60	100
PGDGD106	Core Credit Practical	Brands & Branding	-	4	40	60	100
PGDGD107	Core Credit Practical	Packaging Design	-	4	40	60	100
PGDGD108	Core Credit Practical	Project/Portfolio	-	2	20	30	50
<b>Total</b>			<b>12</b>	<b>18</b>	<b>300</b>	<b>450</b>	<b>750</b>

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examinatio

## Semester - 2

### Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
PGDGD201	Core Credit Theory	Visual Communication and Information Graphics.	4	-	40	60	100
PGDGD202	Core Credit Theory	Understanding of Advertising Campaign	4	-	40	60	100
PGDGD203	Core Credit Theory	Digital Publishing	4	-	40	60	100
PGDGD204	Core Credit Practical	Editorial Design	-	4	40	60	100
PGDGD205	Core Credit Practical	Project/Portfolio	-	8	80	120	200
PGDGD206	Core Credit Practical	On job training	-	6	60	90	150
			<b>12</b>	<b>18</b>	<b>300</b>	<b>450</b>	<b>750</b>

Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

# Semester 1

## Semester - I

### Paper - I

Course Type: Core Course Theory

Course Code: PGDGD101

**Course Title: Advertising Art**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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.

#### Course Contents

Chapter 1	Introduction to Advertising	12 Hour
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1.1 Meaning of Advertising 1.2 Advertising: An Industry 1.3 Advertising: A Science 1.4 Advertising: A Business 1.5 Advertising: An Art 1.6 Definitions of Advertising		
<b>Chapter 2</b>	<b>History of Advertising</b>	<b>12 Hour</b>
2.1 Pre and Early Printing time 2.2 Development of Advertising 2.3 Scientific Development period of Advertising 2.4 Modern era of Advertising		
<b>Chapter 3</b>	<b>Classification of Advertising</b>	<b>12 Hour</b>
3.1 Classification of Advertising: by Design 3.2 Classification of Advertising: by Advertiser & Consumer 3.3 Classification of Advertising: by Geographical area 3.4 Classification of Advertising: by Message objectives 3.5 Classification of Advertising: by Media & Presentation		
<b>Chapter 4</b>	<b>Advertising Campaign</b>	<b>12 Hour</b>
4.1 Principles of Advertising Campaign 4.2 Process of Advertising Campaign 4.3 Basic of Advertising Campaign 4.4 Determination of Advertising Goals 4.5 Importance of 5E's in Advertising 4.6 Role of Advertising Agencies in Advertising		
<b>Chapter 5</b>	<b>Advertising Design &amp; Media</b>	<b>12 Hour</b>
5.1 Process of Advertising Design 5.2 Creativity & Creativity Policy 5.3 Sales policy 5.4 Advertisement Request 5.5 Media & Media Policy 5.6 Benefits of Media 5.7 Classification of media		



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

## Semester - I

### Paper - II

Course Type: Core Course Theory

Course Code: PGDGD102

**Course Title: Design Methods**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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.

#### Course Contents

<b>Chapter 1</b>	<b>Design Principles</b>	<b>20 Hour</b>
1.1 Introduction of Design Principles 1.2 Classification of Design Principles 1.3 Design Thinking 1.4 Importance of Design principles		
<b>Chapter 2</b>	<b>Elements of Art &amp; Design</b>	<b>20 Hour</b>

- 2.1 Introduction of Art & Design Elements
- 2.2 Introduction of Line, Shapes & form
- 2.3 Perspective Study
- 2.4 Color theory & Textures

**Chapter 3**

**Design Process**

**20 Hour**

- 3.1 Concept
- 3.2 Rough Layouts
- 3.3 Background & Layout Study
- 3.4 Developing of Visual
- 3.5 Typography
- 3.6 Color Palate
- 3.7 Alignments
- 3.8 Artistic Compositions

**Reference Books:**

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

## Semester - I

### Paper - III

Course Type: Core Course Theory

Course Code: PGDGD103

**Course Title: Printing Technology**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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.

#### Course Contents

Chapter 1	History and developments of printing	15 Hour
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1.1 Printing methods 1.2 Introduction to printing Industry 1.3 Printing industry in India 1.4 Printers measurement system 1.5 Alphabet design 1.6 size and scope of printing Industry		
<b>Chapter 2</b>	<b>Color &amp; color theory</b>	<b>15 Hour</b>
2.1 Terms to describe color 2.2 color separation technique Direct & indirect method 2.3 GATF color triangles & color circle their use 2.4 Modern color spaces & color matching 2.5 Color Proofing Methods		
<b>Chapter 3</b>	<b>Offset Machinery</b>	<b>15 Hour</b>
3.1 Offset process-principle 3.2 Advantages & Limitations 3.3 Various press configurations		
<b>Chapter 4</b>	<b>Paper &amp; Ink</b>	<b>15 Hour</b>
4.1 Raw materials and processing-sources manufacture and finishing 4.2 Main classes of paper and board sizes 4.3 Paper requirements for different printing process 4.4 Paper handling 4.5 Printing Inks		

**Reference Books:**

1. R.H. Leach, The Printing Ink Manual, fifth edition, Chapman & Hall, London
2. Printing Materials Science and Technology- Bob Thomson, PIRA
3. PIRA, guide standardized lithographic colour printing
4. Offset Technology- C S. Mishra
5. Introduction to Printing Te

## Semester - I

### Paper - IV

**Course Type: Core Course Practical**

**Course Code: PGDGD104**

**Course Title: Calligraphy**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### **Course 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.

#### **Course Outcomes:**

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 :**

**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.

**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.

**Assessment:**

Continuous assessment of laboratory work is to be done based on overall performance and lab assignment 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.

**Operating Environment:**

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

**Suggested List of Assignments:**

**Assignment 1. New fonts designs**

**Assignment 2. Calligraphy Poster Designs**

**Assignment 3. Letter Marks designs**

**Assignment 4. Logo Designs**

**Books: Laboratory handbook**



## Semester - I

### Paper - V

Course Type: Core Course Practical

Course Code: PGDGD105

Course Title: **LOGO Design**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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 :**

**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.

**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.

**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.

**Operating Environment:**

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

**Suggested List of Assignments:**

**Assignment 1. Emblem Logo Designs**

**Assignment 2. Monogram designs**

**Assignment 3. Mascot Designs**

**Assignment 4. Word Mark & Pictorial Designs**

**Books: Laboratory handbook**

## Semester - I

### Paper - VI

**Course Type: Core Course Practical**

**Course Code: PGDGD106**

**Course Title: Brands & Branding**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### **Course 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

#### **Course Outcomes:**

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 :**

**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.

**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.

**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.

**Operating Environment:**

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

**Suggested List of Assignments:**

**Assignment 1. Re-Design Logo & Brand Identity on any Popular Brand**

**Assignment 2. Logo & Branding on a Fresh Brand**

**Books: Laboratory handbook**

## Semester - I

## Paper - VII

**Course Type: Core Course Practical**

**Course Code: PGDGD107**

**Course Title: Packaging Design**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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### Course 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.

### Course Outcomes:

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 :**

**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.

**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.

**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.

**Operating Environment:**

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

**Suggested List of Assignments:**

**Assignment 1. Re-Design Packaging on any Popular Packaging Design**

**Assignment 2. Packaging Design on a Fresh Product**

**Books: Laboratory handbook**

**Graphic Designing (PG Diploma Course Question Paper Pattern)**

a. **Evaluation Criteria** : The evaluation of students will be based on three parameters:-

- Continuous Internal Evaluation (CIE).
- Practical / Project Examination
- Semester End Examination.

i. **For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:

**Theory Examination**

Credits :4 Duration : 1Hr/Exam Marks:40			
<b>10 Marks Academic Performance</b>	<b>10 Marks Spirit of Collaboration</b>	<b>10 Marks Quiz Submission</b>	<b>10 Marks Class Test</b>
Attendance	Active participation in class activities.	Submission of end module quizzes on regular basis	Have to appear for a class test, and pass it.

ii. **For Practical/Project Examination:** Internal assessment will be as follows:

Practical Credits :4 Marks:40			Project Credits :6 Marks:60		
10 marks	20 Marks	10 Marks	20 marks	20 Marks	20 Marks
Attendance	Assignment submission on time	Lab Course Book / Journal	Idea and Originality	accuracy and reliability	Presentation

**For Semester End Examination:** The Duration of the SEE will be as follows:

**For Theory Examination**

<b>Credits: 4</b>		<b>Marks : 60</b>
<b>Duration : 2.5 hrs</b>		
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>
<b>10 marks</b>	<b>20 marks</b>	<b>30 marks</b>
Short answers (any 5) Each carry 4 marks)	Descriptive (any 2) Each carry 10 marks	Multi choice questions (any 15) Each carry 2 marks

**For Practical/Project Examination**

<b>Practical</b> <b>Credits : 4    Marks:60</b> <b>Duration : 3.5 Hours</b>						<b>Project</b> <b>Credits :6    Marks :90</b> <b>Duration : 3.5 Hr</b>	
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Portfolio</b>	<b>Project Presentation And Design</b>
10 marks	10 marks	10 marks	10 marks	10 marks	10 marks	30 marks	30 marks



# Semester 2

## Semester - II

### Paper - I

Course Type: Core Course Theory

Course Code: PGDGD201

**Course Title: Visual Communication and Information Graphics**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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#### Course 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

#### Course Outcomes:

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

#### Course Contents

<b>Chapter 1</b>	<b>Visual Communication</b>	<b>20 Hour</b>
1.1 Introduction of Visual Communication 1.2 The Visualization 1.3 The Communication 1.4 Creation of Communicating the Visuals		
<b>Chapter 2</b>	<b>Infographics (Informational Graphics)</b>	<b>20 Hour</b>

- 2.1 Introduction
- 2.2 Functional Designs
- 2.3 Informative Ideas
- 2.4 Simple but Creative Designs

**Chapter 3**

**RELATIONS BETWEEN DATA VISUALIZATION  
AND INFOGRAPHICS**

**20 Hour**

- 3.1 Data Visualization
- 3.2 Visual Presentation
- 3.3 Data Visualization & Infographic Works in the Education of Visual communication design
- 3.4 Technological Infrastructure of Data Visualization & Infographic works

**Reference Books:**

1. Visual Communication: Understanding images in media culture - Katy Perry, Giorgia Aiello
2. Essentials of visual Communications - Bo Bergström

## Semester - II

### Paper - II

Course Type: Core Course Theory

Course Code: PGDGD202

### Course Title: Understanding of Advertising Campaign

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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.

#### Course Contents

Chapter 1	Introduction of Advertising Campaign	15 Hour
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- 1.1 What is Campaign design?
- 1.2 History of some Powerful Campaigns
- 1.3 What is the role of Campaign in the Advertising area ?
- 1.4 Effective Campaign Design

**Chapter 2**

**Principles of Advertising Campaign**

**15 Hour**

- 2.1 Visual Consistency
- 2.2 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

**Chapter 3**

**Basics of Advertising Campaigns**

**15 Hour**

- 3.1 Know your objective
- 3.2 Define your audience
- 3.3 Define your Metrics
- 3.4 Create a Budget
- 3.5 Determine the Frequency
- 3.6 Creative process and Execution

**Chapter 4**

**Make a Successful Advertising Campaign**

**15 Hour**

- 4.1 Be Unforgettable
- 4.2 Be trendy
- 4.3 Be Authentic
- 4.4 Be Simple
- 4.5 Be different

**Reference Books:**

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

## Semester - II

### Paper - III

Course Type: Core Course Theory

Course Code: PGDGD203

### Course Title: Digital Publishing

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE : 40Marks SEE: 60Marks
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#### Course 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.

#### Course Outcomes:

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.

#### Course Contents

<b>Chapter 1</b>	<b>Introduction of Digital Publishing</b>	<b>20 Hour</b>
1.1 History of Publishing Works 1.2 Digitalization 1.3 Process of work		
<b>Chapter 2</b>	<b>Advantages of Digital Publishing</b>	<b>20 Hour</b>

- 2.1 Visual Content domination
- 2.2 Huge cost Savings
- 2.3 Interactive Advertising
- 2.4 Social media exposure
- 2.5 Revenue Potentials

**Chapter 3**

**Digital Publishing Examples**

**20 Hour**

- 3.1 E-Books
- 3.2 Digital newsletters
- 3.3 Digital Newspapers
- 3.4 Presentations

**Reference Books:**

1. Publishing in the Digital age - Lian Xiaochuan, Fang Qing, Xianrong Huang
2. E- Learning & Digital publishing - Carmel McNaught, Hsianghoo Steve Ching, Huadong Pan
3. Social Readings : Raquel Gómez-Díaz, José Antonio Cordon García, Daniel A. Linder, Julio Alonso-Arevalo

## Semester - II

### Paper - IV

Course Type: Core Course Theory

Course Code: PGDGD204

**Course Title: Editorial Designs**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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#### Course 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

#### Course Outcomes:

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.



**Guidelines :**

**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.

**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.

**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.

**Operating Environment:**

Operating system: Windows 10

Software: Adobe illustrator, CorelDraw, Adobe Photoshop, Adobe Indesign

**Suggested List of Assignments:**

**Assignment 1. Design a Magazine ( 16-20 Pages) or Newsletter Design ( 16-20 Pages)**

**Assignment 2. Tabloid Design (10 Pages)**

**Books: Laboratory handbook****Graphic Designing (PG Diploma Course Question Paper Pattern)**

a. **Evaluation Criteria :** The evaluation of students will be based on three parameters:-

- Continuous Internal Evaluation (CIE).
- Practical / Project Examination
- Semester End Examination.

i.

**For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:

**Theory Examination**

**Credits :4**

**Duration : 1Hr/Exam**

**Marks:40**

<b>10 Marks Academic Performance</b>	<b>10 Marks Spirit of Collaboration</b>	<b>10 Marks Quiz Submission</b>	<b>10 Marks Class Test</b>
Attendance	Active participation in class activities.	Submission of end module quizzes on regular basis	Have to appear for a class test, and pass it.

ii. **For Practical/Project Examination:** Internal assessment will be as follows:

<b>Practical Credits :4      Marks:40</b>			<b>Project Credits :6      Marks:60</b>		
<b>10 marks</b>	<b>20 Marks</b>	<b>10 Marks</b>	<b>20 marks</b>	<b>20 Marks</b>	<b>20 Marks</b>
Attendance	Assignment submission on time	Lab Course Book / Journal	Idea and Originality	accuracy and reliability	Presentation

**For Semester End Examination:** The Duration of the SEE will be as follows:

**For Theory Examination**

<b>Credits: 4</b>		<b>Marks : 60</b>	
<b>Duration : 2.5 hrs</b>			
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	
<b>10 marks</b>	<b>20 marks</b>	<b>30 marks</b>	
Short answers (any 5) Each carry 4 marks)	Descriptive (any 2) Each carry 10 marks	Multi choice questions (any 15) Each carry 2 marks	

**For Practical/Project Examination**

<b>Practical Credits : 4      Marks:60 Duration : 3.5 Hours</b>						<b>Project Credits :6      Marks :90 Duration : 3.5 Hr</b>	
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Portfolio</b>	<b>Project Presentation</b>

