



Kavikulaguru Kalidas Sanskrit University, Ramtek

Program Structure

Name Of the Program:- Certificate Program in Graphic Design

Program Curriculum (Syllabus)

Approved by the Academic Council No. 02/2019, dt.08/07/2019, Item No.04

(Onwards 2019-2020)

1	Name of the Program	Certificate Program in Graphic Design
2	Program Code	CPGD
3	Program Abbreviation	CPGD
4	Program Level (PG/ UG/ PG Diploma/ Diploma/ Certificate etc.	Certificate Program
5	Subject	Graphic Design
6	Name of the Faculty	Bharatiya Dharma, Tatvadnyan Tatha Sanskriti Sankaya (Indian Religion, Philosophy and Culture)
7	Name of the Board of Study	Visual Arts
8	Name of the Department	
9	Assessment Type	Theory and Practical
10	Examination Type & Paper Pattern	Semester & 80:20
11	Separate Passing	Yes, 35% in each section (Theory 100 Marks – 35 Passing Marks, Internal 20 Marks-07 Passing Marks, Practical 50 Marks-18 Passing Marks)
12	Program Type	Regular
13	Program Duration	6 Months
14	Program Description	One theory Course having 100 Marks & Four Practical Courses having 100 Marks
15	Program Objectives	1. 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,

		<p>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.</p> <ol style="list-style-type: none"> 2. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience. 3. This subject introduces the student to art intended to communicate information and advertising. 4. The focus is on studying and using layout and design concepts used in the graphic design field. 5. 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, and photography).
16	Program Outcome	<p>By studying Graphic Design students will have a wider horizon in the field of art and will</p> <ol style="list-style-type: none"> 1. Demonstrate artistic

		<p>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.</p> <ol style="list-style-type: none"> 2. Develop and demonstrate their understanding and skilful use of the elements and principles of visual design (<i>1. conceptual element, 2. visual element, 3. relational element & 4. practical or functional element.</i>) 3. Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation. 4. Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design. 5. Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.
17	Total Credits (Minimum and Maximum Credits)	20
18	Intake Capacity (One Batch)	30
19	Medium of Instruction	English, Hindi, Marathi
20	Medium of Examination	English, Hindi, Marathi
21	External Students Admission	No
22	Age Limit (if required)	No age limit
23	Eligibility	10 th pass/ equivalent
24	Total Marks	500
25	Note	

Course Code	Course Title	No. of Lecture (*L) hours per week	Tutorial (*T)/ Practical (*P) per week	Internal		Theory	Other			Subject Total (in case of joint passing)		No. of Credits (if Credit System is applicable)
				(Pr/ Desr / Viva/ Oral/ Test/ Sessional etc.)								
				A		B	C			A + B + C		
				Max	Passing	Max	Passing	Max	Passing	Max	Passing	
CPGD 1	Fundamentals of Graphic Design	4	0	20	7	80	28	0	0	100	35	4
CPGD 2	Calligraphy and Typography	4	0	20	7	80	28	0	0	100	35	4
CPGD 3	Photoshop	4	0	20	7	80	28	0	0	100	35	4
CPGD 4	Corel Design	4	0	20	7	80	28	0	0	100	35	4
CPGD 5	Illustration	4	0	20	7	80	28	0	0	100	35	4
<p>Name of the Faculty- Bharatiya Dharma, Tatvadyan Tatha Sanskriti Sankaya (Indian Religion, Philosophy and Culture)</p> <p>Programme - Certificate Programm in Graphic Design</p> <p>Eligibility :- 10th Pass/ any Equivalent</p> <p>Medium :- English, Hindi, Marathi</p> <p>Duration :- 6 Months</p> <p>Total Marks :- 500</p> <p>Credit Points:- Total credits for <u>20</u> Programme. 4 Credits for Theory course. and 16 credits for 4 Practical Course. I Credit is construed as sponding to approximately 15 to 20 learning hours.</p> <p>The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below :-</p> <p>a) Internal Assessment - <u>20</u> % for 01 course.</p>												
Sr. No.	Particulars											Marks
1	One periodical class test held in the given period											
2	Subject specific Term Work Module / Assessment modes - at least two submissions											
3	Active participation in the academic activities											
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.											
Course Detail												
1	Course Name						Certificate Program in Graphic Design					
2	Course Code						CPGD					
3	Course Level- PG/ UG/ PG Diploma/ Diploma/ Certificate etc.						Certificate Program					
4	Course Mode- Text Reading/ Practical/ Laboratory						Text Reading/ Practical					
5	Course Type- a) Elective Hard Core b)						Compulsory					
	Elective Soft Core c) Foundation d) Compulsory											

5	Course Credits	20
6	Course Objective	
7	Course Outcome	
8	Course Prerequisite	NA
9	Focus Of the Course (For Teachers)	

Name of the Program - Certificate Program in Graphic Design

Internal Assessment 20 marks

Practical, Assignment and attendance

10+5+5

Paper Pattern

Question out of

Per Question Marks

Q.1 Long Answer

3 Out of 5

03 X 15 = 45 Marks

Q.2 Short Answer

2 Out of 4

02 X 10 = 20 Marks

Q.3 Notes

3 Out of 5

03 X 05 = 15 Marks

Certificate course in GRAPHIC DESIGN

Duration 6 Months

THEORY Paper Fundamentals of Graphic Design

Hours 03

Total Marks 100

Course Content

Unit I

- Graphic Design: Concept and Historical Perspective

Unit II

- Role of Graphic Design in Society
- Role and responsibility of Graphic Designers.

Unit III

- Understanding Printing and Publishing Technology
 - a. Gutenberg to Digital (Movable types to digitally transferable Posters/works etc.
 - b. Knowing the basic computer technology

Unit IV

- Understanding the basic concept and the purpose of Layout Design
- Utility of Layout Design in art of advertisement and Media Arts

Unit V

- Understanding the Aesthetics of work of art and its appreciation

Unit VI

- Understanding the Basic Colour Theory
- Knowing the basics of calligraphy and typography and its application in the art work

Unit VII

- Understanding the basic concepts of the following-
 - a) Photoshop
 - b) Corel Draw
 - c) Illustration

Practical Subjects

Practical I

Calligraphy and Typography

Practical II

Photoshop

Practical III

Corel Design

Practical IV

Illustration

Text and Reference Books-

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
 - Thinking With Type by Ellen Lupton
 - Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
 - The Elements of Typographic Style by Robert Bringhurst
 - Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
 - Elements of Graphic Design by Alex White
 - 100 Ideas that Changed Graphic Design by Steven Heller, Veronique Vienne
 - Just My Type: A Book About Fonts by Simon Garfield
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