

|                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Estd. 1962<br>"A++" Accredited by<br>NAAC (2021)<br>With CGPA 3.52 | <b>SHIVAJI UNIVERSITY, KOLHAPUR</b><br><b>416 004, MAHARASHTRA</b><br>PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487<br>Web : <a href="http://www.unishivaji.ac.in">www.unishivaji.ac.in</a> Email: <a href="mailto:bos@unishivaji.ac.in">bos@unishivaji.ac.in</a><br><b>शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र</b><br>दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७<br>वेबसाईट : <a href="http://www.unishivaji.ac.in">www.unishivaji.ac.in</a> ईमेल : <a href="mailto:bos@unishivaji.ac.in">bos@unishivaji.ac.in</a> | <br> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Ref.: SU/BOS /Voc. / 222

Date: 06 - 07- 2026

The Principal,  
 All concerned Affiliated Colleges /Institutions,  
 Shivaji University, Kolhapur

**Subject : Regarding Syllabi of B. Voc. Part II Programme under the Faculty of  
 Inter- Disciplinary Studies as per National Education Policy 2020 (2.0)**

Sir/Madam,

With reference to the subject, mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the syllabi of following B. Voc. Part II Programme under the Faculty of Inter-Disciplinary Studies, as per National Education Policy 2020 (2.0).

|   |                                         |    |                                                  |
|---|-----------------------------------------|----|--------------------------------------------------|
| 1 | B. Voc. Food Processing Technology      | 6  | B Voc. Tourism And Service Industry              |
| 2 | B. Voc Sustainable Agriculture          | 7  | B. Voc. Building Technology & Interior Designing |
| 3 | B. Voc. Automobile                      | 8  | B. Voc. Printing And Publishing                  |
| 4 | B. Voc. Graphic & Design                | 9  | B. Voc. Nutrition And Dietetics                  |
| 5 | B. Voc. Nursing And Hospital Management | 10 | B. Voc. Sustainable Agriculture Management       |

This syllabus (nature of question paper and equivalence etc) shall be implemented from the academic year **2026-2027** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) NEP-2020 (Online Syllabus).

The question papers on the pre-revised syllabi of above-mentioned programmes will be set for the examinations to be held in October /November 2026 & March/April 2027. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

|   |                                               |    |                                        |
|---|-----------------------------------------------|----|----------------------------------------|
| 1 | The I/C Dean, Faculty of IDS                  | 7  | P.G.Admission Section                  |
| 2 | Director, Board of Examination and Evaluation | 8  | Affiliation T. 1 & T. 2 Section        |
| 3 | The Chairman, Respective Board of Studies     | 9  | Appointment A & B Section              |
| 4 | All On Exam Section                           | 10 | P.G.Seminar Section                    |
| 5 | Eligibility Section                           | 11 | I. T. Cell                             |
| 6 | Computer Centre                               | 12 | Internal Quality Assurance Cell (IQAC) |

# **SHIVAJI UNIVERSITY, KOLHAPUR**



**Accredited By NAAC with 'A++' Grade with CGPA 3.52**

**Structure and Syllabus in Accordance with**

**National Education Policy- 2020**

**With Multiple Entry and Multiple Exit**

**Faculty of Interdisciplinary Studies**

**Syllabus for**

**B. Voc.-Part II NEP-2.0**

**(GRAPHIC DESIGN)**

**Revised Syllabus to be implemented from Academic Year 2026-2027 onwards**

(Subject to the modifications that will be made from time to time)

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**Revised Syllabus for the Bachelor of Vocation in Graphic Design**  
**(As per NEP- 2.0)**  
**Applicable from the Academic Year 2026 – 27**

1. **Title:** B. Voc. II Graphic Design Degree Programme, Shivaji University, Kolhapur Revised Syllabus as per NEP – 2.0

2. **Faculty:** Faculty of Visual Communication and Graphic Design

3. **Year of Implementation:** From June 2026

4. **Preamble (Graphic Design)**

Graphic Design is a dynamic and creative discipline that combines art, communication, and technology to visually convey ideas and information. In the modern digital era, graphic design plays a vital role in advertising, branding, publishing, digital media, and visual storytelling. With the rapid growth of digital platforms, businesses and organizations require skilled designers who can create visually engaging and meaningful communication materials.

The B. Voc. program in Graphic Design is designed to provide students with both theoretical knowledge and practical skills required in the creative industry. The curriculum focuses on fundamental design principles, typography, color theory, layout design, branding, digital illustration, photography, and multimedia design.

Students gain hands-on experience using industry-standard design software such as Adobe Photoshop, Illustrator, InDesign, and other digital design tools. The course also emphasizes creative thinking, visual problem-solving, and effective communication through design.

Specialized areas such as advertising design, packaging design, social media design, motion graphics, UI/UX basics, and digital publishing are introduced to help students adapt to the evolving demands of the creative industry.

The program also highlights professional ethics, project management, portfolio development, and entrepreneurship, enabling students to work as professional designers, freelancers, or start their own creative businesses.

Through studio-based learning, practical assignments, and industry-oriented projects, the Graphic Design course prepares students to contribute effectively to the fields of advertising, branding, publishing, digital media, and creative industries.

5. **Program Outcomes (PO)**

- **PO-1:** Students will develop a strong foundation in visual communication, design principles, typography, and layout design.
- **PO-2:** Students will be able to create effective visual communication for advertising, branding, publishing, and digital media.
- **PO-3:** Students will learn to use industry-standard graphic design software and digital tools efficiently.
- **PO-4:** Students will be able to communicate creative ideas clearly through visual design and presentations.
- **PO-5:** Students will understand the professional practices, ethics, and standards required in the design industry.
- **PO-6:** Students will develop entrepreneurial skills and the ability to work as freelancers or establish their own design studios.

6. **Course Outcomes (CO)**

- **CO-1:** Students will understand fundamental principles of design such as balance, contrast, hierarchy, alignment, and visual composition.
- **CO-2:** Students will be able to create effective typography and layout designs for print and digital media.

- **CO-3:** Students will learn to create professional designs using digital tools like Photoshop, Illustrator, and InDesign.
- **CO-4:** Students will be able to design advertising materials, social media graphics, and branding elements.
- **CO-5:** Students will understand the process of visual identity design including logo, brand guidelines, and packaging.
- **CO-6:** Students will gain knowledge of digital media design including web graphics and multimedia content.
- **CO-7:** Students will be able to develop a professional portfolio showcasing their creative and technical skills.

## **7.Objectives of Bachelor of Vocation (B. Voc.) in Graphic Design Program**

- Understand the fundamental principles, elements, and concepts of graphic design.
- Enhance employability and bridge the gap between education and industry needs.
- Gain practical experience with design software and develop digital design skills.
- Develop creative thinking and problem-solving abilities in visual communication.
- Learn professional design practices used in advertising, branding, publishing, and digital media.
- Apply conceptual knowledge to real-world design projects.
- Develop communication and presentation skills through design projects and portfolios.
- Encourage entrepreneurship and freelancing opportunities in the creative industry.

**8. Duration of the Course:** The B. Voc. II Course (Graphic Design) (Level 5.0) **will be of** Two Semesters (Sem. II and Sem. IV).

**9. Medium of Instruction:** English

## **10. Eligibility for Admission to B. Voc. Part II (Level 5.0)**

- The students passing or ATKT the B. Voc. Part-I (or Undergraduate Certificate in Graphic Design) **shall be allowed to enter upon the B. Voc. Part-II (or Undergraduate Diploma in Graphic Design).**

OR

- An Examination of any other Statutory University or an examining Body recognized as equivalent thereto.

## **11. Scheme of Teaching and Examination**

- Each theory course paper constitutes **4–5 units**, which require **30 hours of teaching lectures** and there shall be **two lectures per theory (2 Cr) course per week**.
- B. Voc. II Graphic Design Course will be of 44 Credits (1100 marks).**
- Examination of each theory course shall be of **50 marks (30 University Examination + 20 Internal Assessment).**
- Examination for a practical course shall be **50 marks per semester**.
- Pattern, marking scheme for theory and practical examination for Major Specific SEC and VSC courses are included in syllabus.
- Question papers will be set considering the entire syllabus covering each unit with proper weightage.

**12. Structure of course:** Given in Framework Chart

**13. Standard of Passing: The standard of passing shall be as per the following table.**

|                                    | <b>Semester End Exam</b> | <b>Internal Assessment</b> | <b>Course Exam (Total)</b> |
|------------------------------------|--------------------------|----------------------------|----------------------------|
| Maximum Marks                      | 30                       | 20                         | 50                         |
| Minimum Marks required for passing | 12                       | 8                          | 20                         |

- i. Separate passing is required for **Semester End Examination and Internal Assessment.**
- ii. ii. Minimum **20 marks out of 50** are required to pass the practical examination.
- iii. iii. Assessment under NEP 2020 emphasizes **continuous and formative assessment.**

**Assessment Methods**

a) Continuous Assessment:

Assignments, Projects, Presentations, Design Portfolios, Seminars, and Quizzes.

b) Examinations:

Midterm, Final, or Comprehensive Exams.

c) Projects / Portfolio Submission:

Evaluated through **design projects and viva-voce.**

d) Grading System:

Standardized **letter grades / percentages / CGPA system.**

**Letter Grades and Grade Points:**

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study. The HEIs may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

**Computation of SGPA and CGPA:** UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

| <b>Letter Grade</b> | <b>Grade Point</b> |
|---------------------|--------------------|
| O (Outstanding)     | 10                 |
| A+ (Excellent)      | 9                  |
| A (Very Good)       | 8                  |
| B+ (Good)           | 7                  |
| B (Above Average)   | 6                  |
| C (Average)         | 5                  |
| P (Pass)            | 4                  |
| F (Fail)            | 0                  |
| Ab (Absent)         | 0                  |

1. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a

student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA (S}_i\text{)} = \frac{\sum (C_{ix}G_i)}{\sum C_i}$$

Where  $C_i$  is the number of credits of the  $i^{\text{th}}$  course and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

2. The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum (C_{ix}S_i)}{\sum C_i}$$

Where  $S_i$  is the SGPA of the  $i^{\text{th}}$  semester and  $C_i$  is the total number of credits in that.

**14. Nature of Question paper and scheme of marking:**

- Theory question paper: Maximum marks -30
- Total No. of questions – 3
- All questions are compulsory.
- Question No.1 is MCQ type (6 Marks).
- Question number 2 is long answer type question Carries 12 marks.
- Question number 3 is short answer type question carries 12marks.

(Nature of question paper is provided at the end of syllabus)

# SHIVAJI UNIVERSITY, KOLHAPUR

## NEP 2.0: Credit Framework for B. Voc. Undergraduate (UG) Programme under Faculty of Interdisciplinary Studies B. Voc. Graphic Design

| Level         | Semester | COURSES                                           |                                                    |                                                   | OE                 | VSC/SEC                                                  | AEC/VEC/IKS                                                 | OJT/FP/CEP/<br>CC/ RP | Total<br>Credit | Degree/Cum/Cr.<br>MEME                                     |
|---------------|----------|---------------------------------------------------|----------------------------------------------------|---------------------------------------------------|--------------------|----------------------------------------------------------|-------------------------------------------------------------|-----------------------|-----------------|------------------------------------------------------------|
|               |          | Course –I                                         | Course -II                                         | Course -III                                       |                    |                                                          | IKS                                                         |                       |                 |                                                            |
| 4.5           | I        | DSC-I (2)<br>DSC-II (2)<br>DSC P-I (2)            | DSC-I (2)<br>DSC-II (2)<br>DSC P-I (2)             | DSC-I (2)<br>DSC-II (2)<br>DSC P-I (2)            | OE -1<br>(T/P) (2) | -                                                        | IKS-I (2)<br>Introduction to IKS                            | -                     | 22              | UG Certificate 44                                          |
|               | II       | DSC-III (2)<br>DSC-IV (2)<br>DSC P-II (2)         | DSC – III (2)<br>DSC-IV (2)<br>DSC P-II (2)        | DSC-III (2)<br>DSC-IV (2)<br>DSC P-II (2)         | OE-2<br>(T/P) (2)  | -                                                        | VEC-I (2)<br>(Democracy, Election and<br>constitution)      | -                     | 22              |                                                            |
| Credits       |          | 8(T)+4(P)= 12                                     | 8(T)+4(P)= 12                                      | 8(T)+4(P)=12                                      | 2+2 =4             | -                                                        | 2 + 2= 4                                                    | -                     | 44              | Exit Option: 4 Credits<br>NSQF/Internship/Skill<br>Courses |
|               |          | MAJOR                                             |                                                    | MINOR                                             |                    |                                                          |                                                             |                       |                 |                                                            |
| 5.0           | III      | Major-V (2)<br>Major-VI (2)<br>Major P-III (2)    | -                                                  | Minor-V (2)<br>Minor-VI (2)<br>Minor P-III (2)    | OE -3<br>(T/P) (2) | VSC- I (2) (P)<br>(Major Specific)<br>SEC-I (2) (T/P)    | AEC-I (2)<br>English                                        | CC-I (2)              | 22              | UG Diploma 88                                              |
|               | IV       | Major-VII (2)<br>Major-VIII (2)<br>Major P-IV (2) | -                                                  | Minor-VII (2)<br>Minor-VIII (2)<br>Minor P-IV (2) | OE-4<br>(T/P) (2)  | SEC-II (2) (T/P)                                         | AEC-II (2) English<br>VEC-II (2)<br>(Environmental Studies) | CEP-I (2)             | 22              |                                                            |
| Credits       |          | 8(T)+4(P)= 12                                     | -                                                  | 8(T)+4(P)=12                                      | 2+2= 4 (T/P)       | 4 (T/P) +2 (P)=6                                         | 2 + 4= 6                                                    | 2 + 2= 4              | 44              | Exit Option: 4 Credits<br>NSQF/Internship/Skill<br>Courses |
| 5.5           | V        | Major-IX (2)<br>Major-X (2)<br>Major P-V (4)      | Major-I(ELEC)<br>(2)<br>Major P-I<br>(ELEC) (2)    | -                                                 | OE-5<br>(T/P) (2)  | VSC-II (2)<br>(Major Specific)<br>(P)                    | AEC-III (2) English                                         | OJT<br>(4)            | 22              | UG Degree 132                                              |
|               | VI       | Major-XI (2)<br>Major-XII (2)<br>Major P-VI (4)   | Major-II<br>(ELEC) (2)<br>Major P-II<br>(ELEC) (2) | -                                                 | -                  | VSC-III (2) (P)<br>(Major Specific)<br>SEC-III (2) (T/P) | AEC-III (2) English<br>IKS-2(Major Specific) (2)            | FP<br>(2)             | 22              |                                                            |
| Credits       |          | 8 (T) + 8 (P) = 16                                | 4 (T) + 4 (P) = 8                                  | -                                                 | 2 (T/P)            | 2 (T/P) +4 (P) = 6                                       | 2 + 4 = 6                                                   | 4+2 = 6               | 44              |                                                            |
| Total Credits |          | 40+20=60                                          |                                                    | 24                                                | 10                 | 12                                                       | 16                                                          | 10                    | 132             | Exit Option                                                |

**B. Voc. Graphic Design – Titles of Papers**  
**Semester III**

| Sem | Course           | Code                           | Paper No.              | Title of Paper                                    |
|-----|------------------|--------------------------------|------------------------|---------------------------------------------------|
| III | Major – V        | B. Voc. Paper – V              | B. Voc. Paper- V       | Advertising Art – I                               |
|     | Major – VI       | B. Voc. Paper – VI             | B. Voc. Paper- VI      | Advertising Art – II                              |
|     | Major P – III    | B. Voc. Practical – III        | B. Voc. Practical –III | Based upon Major – V and Major – VI               |
|     | Minor – V        | B. Voc. Paper – V              | B. Voc. Paper- V       | Calligraphy                                       |
|     | Minor – VI       | B. Voc. Paper – VI             | B. Voc. Paper- VI      | Packaging Design                                  |
|     | Minor P – III    | B. Voc. Practical – III        | B. Voc. Practical –III | Based upon Minor – V and Minor – VI               |
|     | OE – III         | Open Elective                  | Practical (2)          | Digital Illustration                              |
|     | VSC – I          | Vocational Skill Courses       | Practical (2)          | Graphic Design Software (Photoshop & Illustrator) |
|     | SEC – I          | Skill Enhancement Courses      | Practical (2)          | Logo Design and Brand Identity                    |
|     | AEC – I English  | Ability Enhancement Courses    | Theory (2)             | English                                           |
|     | CC – I           | Co-Curricular Courses          | 2 Cr                   | Yoga Education                                    |
| IV  | Major – VII      | B. Voc. Paper – VII            | B. Voc. Paper- VII     | Printing Technology – I                           |
|     | Major – VIII     | B. Voc. Paper – VIII           | B. Voc. Paper- VIII    | Printing Technology – II                          |
|     | Major P – IV     | B. Voc. Practical – IV         | B. Voc. Practical –IV  | Based upon Major – VII and Major – VIII           |
|     | Minor – VII      | B. Voc. Paper – VII            | B. Voc. Paper- VII     | Digital Marketing Design                          |
|     | Minor – VIII     | B. Voc. Paper – VIII           | B. Voc. Paper- VIII    | Brand Strategy                                    |
|     | Minor P – IV     | B. Voc. Practical – IV         | B. Voc. Practical –IV  | Based upon Minor – VII and Minor – VIII           |
|     | OE – IV          | Open Elective                  | Practical (2)          | Social Media Graphic Design                       |
|     | SEC – II         | Skill Enhancement Courses      | Practical (2)          | Portfolio Design and Presentation                 |
|     | AEC – II English | Ability Enhancement Courses    | Theory (2)             | English                                           |
|     | VEC – II         | Value Education Courses        | Theory (2)             | Environmental Studies                             |
|     | CEP – I          | Community Engagement Programme | Theory (2)             | Community Engagement Programme in Graphic Design  |

|                                                                                                                                                                                                                                                                                                                                                                    |                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| • Student Contact Hrss. Per week: 30 hrss.                                                                                                                                                                                                                                                                                                                         | • Total marks for B. Voc.- UG Diploma: 1100 |
| • Theory and Practical Lectures: 60 Minutes Each                                                                                                                                                                                                                                                                                                                   | • Total credits for B. Voc.- UG Diploma: 44 |
| • <b>DSC:</b> Discipline Specific Course                                                                                                                                                                                                                                                                                                                           |                                             |
| • <b>MAJOR:</b> Mandatory/Elective                                                                                                                                                                                                                                                                                                                                 |                                             |
| • <b>MINOR:</b> Course may be from different disciplines of same faculty of DSC Major.                                                                                                                                                                                                                                                                             |                                             |
| • <b>OE (Open Elective):</b> Chosen compulsorily from faculty other than that of the Major.                                                                                                                                                                                                                                                                        |                                             |
| • <b>VSC/SEC: Vocational Skill Courses (MAJOR related)/Skill Enhancement Courses</b>                                                                                                                                                                                                                                                                               |                                             |
| • <b>AEC/ VEC / IKS:</b> Ability Enhancement Courses (English, Modern Indian Language)/Value Education Courses/ Indian Knowledge System (Generic & Specific))                                                                                                                                                                                                      |                                             |
| • <b>OJT/FP/RP/CEP/CC:</b> On-Job Training (Internship/Apprenticeship) / Field Project (Major related)/ Research Projects (Major related) Community Engagement (Major related)/ Co-Curricular Courses (CC) such as Health & Wellness, Yoga Education, Sport, and Fitness, Cultural activities, NSS/NCC and Fine/applied/visual/performing Arts / Vivek Vahini etc. |                                             |

### Eligibility for Admission:

- i. The students passing or ATKT the B. Voc. Part-I (or Undergraduate Certificate in Graphic Design) shall be allowed to enter upon the B. Voc. Part-II (or Undergraduate Diploma in Graphic Design).

OR

- ii. An Examination of any other Statutory University or an examining Body recognized as equivalent there to.

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**Major– V B. Voc. Paper-V**  
**Advertising Art - I**  
**Theory: 30 Hours**  
**(Credits: 02)**

---

**Course Outcomes:** The students will acquire knowledge of

- 1) Understand introduction to advertising – defining advertising, Schematic history of advertising. Concepts of advertising 1
- 2) Understand and Study main trends in advertising. Strategy, Period, Focus and Themes. Rational vs. non- rational: Evolution of strategies. Strategy of repetition, use of text and patterns, typography and the creation of slogans.
- 3) Understand Advertising and society- Advertising business offers employment, Advertising promotes freedom of press, Information and freedom of choice, Advertising creates demand and consequently sales, Advertising reduces selling cost, Advertising creates employment, Advertising establishes reputation and prestige, Truth in advertising, Advertising tries to raise the standard of living.
- 4) Study Ethics, regulation and social responsibilities taste and advertising, Stereotyping in advertising, Advertising to children, Advertising controversial products

**Unit 1 :Understand introduction to advertisingTopics:**

**(8 Hrss)**

Defining advertising: Advertising includes **oral, written, or audiovisual message addressed to the people for the purpose of informing and influencing them to buy the products or to act favorably toward idea or institution.**

- Schematic history of advertising: **The first step toward modern advertising came with the development of printing in the 15th and 16th centuries.** In the 17th century, weekly newspapers in London began to carry advertisements, and by the 18th century, such advertising was flourishing.
- Concepts of advertising: Advertising is **the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior.** Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience.

**Unit 2: Understand and Study main trends in advertising**

**(7 Hrss)**

**Topics:**

- Strategy, Period, Focus and Themes: An advertising strategy is **an action plan designed to increase sales of certain products or services, attract new customers, and invite existing ones to make multiple purchases.** An advertising strategy is part of the brand's marketing plan, so it must be aligned with the company's objectives.
- Rational vs. non-rational: Evolution of strategies: The Rational Appeal **persuades audiences to purchase something or act on something by appealing to their sense of reason or logic.** In other words, the Rational Appeal effectively makes something make sense or seem obvious in such a way that it really can't be argued

- Strategy of repetition, use of text and patterns, typography and the creation of slogans : Designers often use typography **to set a theme and mood in an advertisement**; for example, using bold, large text to convey a particular message to the reader. Type is often used to draw attention to a particular advertisement, combined with efficient use of color, shapes, and images.

### Unit 3 :Understand Advertising and societyTopics:

(7 Hrss)

- Advertising business offers employment: People who work in Advertising are in charge of **creating marketing communication that persuades an audience to buy a product or service**. These people may create advertisements for the company that employs them, prepare advertisements for a company's customers, or both.
- Advertising promotes freedom of press: **The right of newspapers, magazines, etc., to report news without being controlled by the government.**
- Advertising creates demand and consequently sales :**Advertising plays an important role in increasing and decreasing demand for a product or service.** It's a way to engage consumers and educate them about the business, product or service and results

### Unit 4 :Study Ethics, regulation and social responsibilities taste and advertising

(8 Hrs)

#### Topics:

- Study Ethics, regulation and social responsibilities test and advertising: Truthfulness is **the first requirement for ethics and social responsibility in advertising**. However, this requirement is not as straightforward as it may appear. Factual information can be presented in such a way as to deceive the viewer, while an image can be manipulated yet still create an accurate final impression.
- Stereotyping in advertising: Stereotyping, by definition, is **the oversimplification of something that is more complex than it's portrayed**. In most cases, stereotypes apply to things or people, and they are excessively common in advertising. In reality, people are complex and cannot be defined by single role.
- Advertising to children: Advertising to children **can take place on traditional media such as television, radio, print, new media, internet and other electronic media**. The use of packaging, in-store advertising, event sponsorship, and promotions can also be classified as advertising.
- Advertising controversial products: Controversial Marketing, also known as shock advertising, is **a tactic whereby a brand intentionally offends or surprises audience by violating the norms of norms of social and personal values and morals**. The aim is to generate debate and discussion, and subsequent buzz around your brand.

#### Books Recommended: (List of Minimum 5 Books)

- 1) Advertising Art and Ideal, Dr. G. M. RegeAshutoshPrakasha1987
- 2) Indian Advertising Laughter and tears, Arun Chaudhuri Niyogi Books 2014
- 3) "Advertising and IMC Principles and Practicell, Sandra Moriarty Nancy D. Michal William Pearson Education India10th
- 4) "Advertising Promotion and Marketing Communication "KermethClow DonaldBaackPearson Education India6th
- 5) Advertising Managementll, JaishrsiJethwaneyShrsutiJainOxfordUniversity Press India 2nd

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**Major– VI B. Voc. Paper-VI**  
**Advertising Art - II**  
**Theory: 30 Hours**  
**(Credits: 02)**

---

**Course Outcomes:**

The students will acquire knowledge of:

1. Understand **advertising media and media planning** – types of media, media selection, media scheduling.
2. Understand **advertising copywriting and visualization** – copy elements, headlines, slogans, creative layout.
3. Study **branding and campaign planning** – brand identity, positioning, campaign execution.
4. Understand **digital advertising and modern trends** – social media ads, online marketing, ethical digital practices.

**Unit 1: Advertising Media & Media Planning**

(7 hrss)

• **Types of Advertising Media:**

Print media (newspapers, magazines), Electronic media (TV, radio), Outdoor media (hoardings, billboards), Digital media (social media, websites).

• **Media Planning:**

Media planning is the process of selecting the most effective media to advertise a product, service or brand. It includes identifying target audience, selecting media channels and deciding timing.

• **Media Scheduling:**

Scheduling refers to planning the timing and frequency of advertisements. Types include continuous, flighting and pulsing schedules.

• **Media Selection Strategy:**

Choosing the right platform based on budget, audience reach, product type and campaign goals.

**Unit 2: Advertising Copywriting & Visualization**

(7 hrss)

• **Copywriting in Advertising:**

Copywriting is the art of writing persuasive text (copy) for advertisements to influence customers.

• **Elements of Copy:**

Headline, sub-headline, body copy, slogan, call-to-action (CTA).

• **Types of Headlines:**

Direct headline, indirect headline, question headline, command headline.

• **Visualization & Layout:**

Use of images, illustration, typography, color and composition to create effective advertisement design.

• **Slogan Creation:**

Short, catchy phrases used to represent a brand and make it memorable.

### Unit 3: Branding & Advertising Campaign

(8 hrss)

- **Branding Concept:**

Brand is the identity of a product or company. Branding helps in recognition and differentiation.

- **Brand Positioning:**

Positioning refers to how a brand is perceived in the minds of consumers compared to competitors.

- **Advertising Campaign Planning:**

A campaign is a series of advertisements with a common theme and message. It includes objective setting, idea generation and execution.

- **AIDA Model:**

Attention – Interest – Desire – Action: A model used to design effective advertising communication.

- **Campaign Execution:**

Implementing advertising strategies through different media channels.

### Unit 4: Digital Advertising & Modern Trends

(8hrss)

- **Digital Advertising:**

Advertising through online platforms like websites, social media, search engines and mobile apps.

- **Social Media Advertising:**

Platforms like Instagram, Facebook, YouTube used for targeted advertising campaigns.

- **Influencer Marketing:**

Using popular personalities to promote products and services.

- **Content Marketing:**

Creating valuable content (videos, blogs, posts) to attract and engage customers.

- **Ethics in Digital Advertising:**

Privacy concerns, misleading ads, fake news, responsible communication.

### Suggested References:

- **Advertising and Promotion** – George E. Belch & Michael A. Belch
- **Ogilvy on Advertising** – David Ogilvy
- **Advertising Management** – Jaishruti Jethwaney & Shrushti Jain
- **Digital Marketing** – Seema Gupta
- **Contagious: Why Things Catch On** – Jonah Berger

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**Major – P-III**  
**(Credits: 02)**  
**Advertising Art - I**

**Advertising Art – I (Practical) Group – I**

1. Create a **print advertisement (newspaper/magazine)** for a product using basic layout principles.
2. Design a **poster advertisement** using proper color scheme, typography, and images.
3. Develop a **logo and simple brand identity** for a product or service.
4. Create an advertisement using **rational appeal** (focus on logic, features, benefits).
5. Create an advertisement using **emotional appeal** (focus on feelings and storytelling).
6. Design an advertisement with effective use of **typography and slogan creation**.
7. Analyze an existing advertisement and prepare a report on its **design, message, and strategy**.
8. Study visit to a **printing press / advertising agency**.

---

**Advertising Art – II (Practical) Group – II**

1. Design a **social media advertisement** (Instagram/Facebook post).
2. Create a **digital banner ad (web advertisement)** with proper dimensions.
3. Develop a **complete advertising campaign** (minimum 3 ads with same theme).
4. Create a **brand positioning ad** using AIDA model.
5. Design a **product packaging label** with branding elements.
6. Create a **storyboard for video advertisement** (6–8 frames).
7. Prepare and present a **case study of a successful advertising campaign**.
8. Create an advertisement using **modern trends (influencer/digital concept)**.

---

**Suggested References:**

- Advertising Art and Ideas – Dr. G. M. Rege
- Ogilvy on Advertising – David Ogilvy
- Advertising and Promotion – Belch & Belch
- Digital Marketing – Seema Gupta
- Advertising Management – Jaishrsi Jethwaney

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**Minor- V B.Voc. Paper -V**  
**Calligraphy**  
**Theory: 30 Hours**  
**(Credits: 02)**

---

**Course Outcomes:** The students will acquire knowledge of

- 1) Understand basic of art in calligraphy by studying elements, principles, proportion and balance.
- 2) Understand and Study the art, symbolic expression, history and importance of calligraphy. Practice the calligraphy in ink and colour with pen, bamboo and brush in different types like English, Sanskrit, and Devanagiri etc.
- 3) Study Computer Graphics (Theory) - (i) Graphic Design for Calligraphers, (ii) Letters as Subject: Written, Drawn & Painted, (iii) The Joy of Calligraphy: Developing a Personal Script
- 4) Study Professional Calligraphy : (i) Lettering (ii) Logos (iii) Illustration (iv) Communication Design (Banners, Posters, Backdrops etc) (v) Illumination (vi) ICT in Graphic Design

**Unit 1 :Understand basic of art in calligraphy**

(8 hrs)

- studying elements, principles, proportion and balance : The **principles** of art are used to organize art **elements** and include **balance, proportion, emphasis, variety, movement, rhythm, and harmony**.

**Unit 2 :Understand and Study**

(7 hrs)

- Art, symbolic expression, history and importance of calligraphy.
- Practice the calligraphy in ink and colour with pen, bamboo and brush indifferent types like English, Sanskrit, and Devanagiri etc.

**Unit 3 :Study Computer Graphics**

(7 hrs)

- Graphic Design for Calligraphers :Calligraphy (from Greek: καλλιγραφία) is a **visual art related to writing**. It is the design and execution of lettering with a pen, ink brush, or other writing instrument. A contemporary calligraphic practice can be defined as "the art of giving form to signs in an expressive, harmonious, and skillful manner"
- Letters as Subject: Written, Drawn & Painted :**Begin with describing the source of your inspiration, be it a historic event, a person, a unique experience, or just something that appealed to you**. Don't just reference being inspired by an event, explain how that experience influenced your design, from shadow play and lighting to your chosen color palette.
- The Joy of Calligraphy: Developing a Personal Script: Calligraphy is **the artistic process of forming beautiful symbols by hand and arranging them in a way that inscribes words that possess integrity, harmony, some sort of ancestry and rhythm**. In this definition, integrity represents admirable proportions and design of letters and symbols in calligraphy images.

hrs)

- Lettering :Calligraphy is the art of writing letters with pressure-sensitive tools, usually in a script style. Today, you'll also often see people call it —modern calligraphy ,|| —brush calligraphy, || or —brush lettering ||
- Logos :A lot of the world's most recognizable logos are calligraphy logos. We have all been wowed by the craftsmanship seen on the logos of Coca-Cola, Kellogg's, and Tim Horton's, among many others. We could go on and on. This writing technique is **a form of visual art known for brushstrokes to create artistic lettering.**
- Illustration :Calligraphy is **the artistic process of forming beautiful symbols by hand and arranging them in a way that inscribes words that possess integrity, harmony, some sort of ancestry and rhythm.**
- Communication Design (Banners, Posters, Backdrops etc) :Poster design is **the creative construction of an idea, product, or event placed on a poster.** It typically combines graphic design with marketing as it includes both textual and graphical elements and should be informative as well as eye-catching.
- Illumination :It refers to **the addition of bright colors and especially gold and silver, to decorations in manuscripts.** Silver tends to blacken over time, so gold in various forms, such as powder and leaf, became the preferred choice of illuminators as it retains its brilliance.
- ICT in Graphic Design :Information and communication technologies (ICT) have influenced the teaching and learning of graphic design. The introduction of ICT has also brought in some challenges as far as the pedagogy is concerned, as it requires relearning, training and upgrading.

## Suggested References:

- The world of Calligraphy, AchyutPalav Navneet Education (I) Ltd.
- Start Calligraphy, John Gibbs Goodwill Publishing
- "Copperplate Calligraphy", Jackson House Dover Publication Inc.
- "Calligraphy Techniques" Noble Mary Annes Publishing
- Celtic hand stroke by stroke, William Hogarth, Dover Publication Inc.

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. IV**  
**Minor– VI B. Voc. Paper-VI**  
**Packaging**  
**Theory: 30 Hours**  
**(Credits: 02)**

**Course Outcomes:** The students will acquire knowledge of

1. To understand & study meaning of packaging and history.
2. To understand packaging for shipping. Different types and precautions taken for packaging for shipping.
3. To understand & study types of packaging and paper packaging methods.
4. To understand & study USP (Unique selling product).
5. To understand meaning and importance of FSSAI ( Food Safety and Standards Authority of India)
6. To understand & study 3R i.e. “Reduce, Reuse and Recycle”

**Unit 1: Packaging and Labeling**

**(7 hrs)**

**Topics:**

- History :The story began 3,500 years ago in Egypt with glass and continued with mulberry bark containers in China and Napoleon's push for canned food. Design and branding entered the story in the 1890s when NABISCO created the first branded consumer package.
- Ancient era : **Labeling is the display of all the information on the packaging material or product itself**
- Modern era :One of the biggest shifts in modern packaging designs is a move towards minimal and simplified versions. Packaging now uses bold colors and clean labeling that puts the product in the front, and not the brand
- Tinning :Tinning is the process of **thinly coating sheets of wrought iron or steel with tin**, and the resulting product is known as tinplate. The term is also widely used for the different process of coating a metal with solder before soldering.
- Canning: **Canning is the general term applied to the process of packaging a food in a container and subjecting it to a thermal process for the purpose of extending its useful life.**

**Unit 2 : Packaging**

**(8 hrs)**

**Topics:**

- Paper based packaging :Packaging can be described as **a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.**
- Packaging for shipping : Packaging Definition: **The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.**

### Unit 3 : Paper Packaging Methods

(8 hrs)

#### Topics:

- Corrugated boxes :Corrugated cardboard, sometimes just called corrugated, is **a sturdy packaging material made of three layers of Kraft paper**. It's named for the interior layer of wavy paper, also called the corrugated medium, which gives the cardboard its strength.
- Boxboard cartons :Cardboard is ribbed & has a honeycombed pattern of air pockets when viewed from the side, **boxboard is usually thinner, and has no honeycombed air pockets or ribs**.
- Paper bags and sacks :Paper bags are **100% biodegradable, reusable, and recyclable**. Many paper bags can withstand more pressure or weight than plastic bags. Paper bags present less of a suffocation risk to young children or animals.

### Unit 4 : Major Types of Packaging

(7 hrs)

#### Topics:

- Primary packaging : Primary packaging is **the packaging in direct contact with the product itself** and is sometimes referred to as a consumer unit. The main purpose of primary packaging is to contain, protect and/or preserve the finished product, particularly against contamination.
- Secondary packaging : Secondary packaging is **predominantly corrugated cardboard packaging print finished to a high standard**, such as being litho printed with well thought out branding and design, due to the integral part it has to play in the marketing funnel.
- Tertiary packaging : Tertiary packaging is generally **the shipping box used to protect the secondary packaging**. Warehouses use tertiary packaging to protect and transport goods. A type of tertiary packaging includes shrink wrapped boxes on pallets or the shipping box containing your printed carton. A box within a box, some may say
- Service packaging : Service Packaging means **packaging which may or may not bear a brand that is supplied at the point of sale by the retail, food-service or other service providers to facilitate the delivery of goods**, and includes all bags, boxes, and other items for the containment of goods at point of sale.

#### Suggested References:

- |                           |                                                               |
|---------------------------|---------------------------------------------------------------|
| • Packaging Design        | Marianne R. Klimchuk                                          |
| • The Package Design Book | Julius Wiedemann Wiley Bookseller 2nd Edition Pentawards 2012 |
| • "Food Packaging Design" | Douglas Ricardo Publishers, Chennai 2015                      |

SHIVAJI UNIVERSITY, KOLHAPUR  
B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026  
B. Voc. II (Graphic Design) Sem. III Minor – P-III  
Minor– VI B. Voc. Paper-VI  
(Credits: 02)  
Calligraphy

---

**Calligraphy Group – I**

1. Practice of **basic strokes and line variations** using calligraphy tools (pen/brush).
  2. Writing of **alphabet sets (A–Z, a–z)** in different calligraphy styles.
  3. Practice of **serif and sans-serif calligraphy styles**.
  4. Creation of **word compositions** using calligraphy techniques.
  5. Designing a **quote/poster using calligraphy lettering**.
  6. Experimentation with **brush calligraphy and ink techniques**.
  7. Creation of **decorative borders and patterns using calligraphy strokes**.
  8. Development of a **final calligraphy artwork (greeting card/poster)**.
- 

**Packaging Design Group – II**

1. Study of **different types of packaging** (primary, secondary, tertiary).
  2. Design of a **label for a food product** (milk, juice, etc.).
  3. Creation of **packaging layout (box/dieline design)**.
  4. Designing of **brand-based packaging (logo + color + typography)**.
  5. Development of **eco-friendly packaging concept**.
  6. Design of **creative packaging for a new product**.
  7. Case study of **existing packaging design (analysis of brand, material, usability)**.
  8. Preparation of a **complete packaging model (mock-up)**.
- 

**Suggested References:**

- Calligraphy Bible – Maryanne Grebenstein
- The Art of Calligraphy – David Harris
- Packaging Design: Successful Product Branding – Marianne R. Klimchuk
- Packaging Design Workbook – Steven DuPuis
- The Packaging Designer's Book of Patterns – László Roth

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**OPEN ELECTIVE (OE) III**  
**Digital Illustration (Practical)**  
**(Credits: 02)**

1. Study of **basic tools and interface of digital illustration software** (Adobe Illustrator/Photoshop).
2. Practice of **line drawing and digital sketching techniques**.
3. Creation of **basic shapes and vector illustrations**.
4. Study and application of **color theory in digital illustration**.
5. Creation of **flat illustrations using vector tools**.
6. Practice of **digital shading and highlighting techniques**.
7. Design of **character illustration (basic concept)**.
8. Creation of **icon sets and simple graphic elements**.
9. Study of **layer management and composition techniques**.
10. Practice of **typography integration in illustration**.
11. Creation of **poster or social media illustration**.
12. Study of **texture and effects in digital artwork**.
13. Development of **story-based illustration (scene creation)**.
14. Preparation of **final digital artwork (portfolio piece)**.
15. Exporting and saving files in **different formats (JPEG, PNG, SVG)**.
16. Presentation and evaluation of **final illustration project**.

**Suggested References:**

- Digital Illustration Fundamentals – Alan Pipes
- Adobe Illustrator Classroom in a Book – Adobe Creative Team
- The Complete Guide to Digital Illustration – Steve Caplin
- Illustration that Works – Greg Houston
- Creative Illustration – Andrew Loomis

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. III**  
**OPEN ELECTIVE (OE) III**  
**Digital Illustration (Practical)**  
**(Credits: 02)**

**प्रायोगिक (Practical) विषय**

1. डिजिटल इलस्ट्रेशन सॉफ्टवेअरचे )Adobe Illustrator / Photoshop) मूलभूत टूल्स आणि इंटरफेसचा अभ्यास.
2. रेषांकन )Line Drawing) आणि डिजिटल स्केचिंग तंत्रांचा सराव.
3. मूलभूत आकार )Shapes) आणि व्हेक्टर इलस्ट्रेशन तयार करणे.
4. डिजिटल इलस्ट्रेशनमध्ये रंगसिद्धांत )Color Theory) अभ्यास व उपयोग.
5. व्हेक्टर टूल्स वापरून फ्लॅट इलस्ट्रेशन तयार करणे.
6. डिजिटल शेडिंग आणि हायलाइटिंग तंत्रांचा सराव.
7. कॅरेक्टर इलस्ट्रेशन )Character Illustration) चे मूलभूत डिझाइन तयार करणे.
8. आयकॉन सेट्स आणि सोपे ग्राफिक घटक तयार करणे.
9. लेयर मॅनेजमेंट आणि कंपोजिशन तंत्रांचा अभ्यास.
10. इलस्ट्रेशनमध्ये टायपोग्राफीचा समावेश करण्याचा सराव.
11. पोस्टर किंवा सोशल मीडिया साठी इलस्ट्रेशन तयार करणे.
12. टेक्स्चर आणि इफेक्ट्सचा डिजिटल आर्टवर्कमध्ये वापर.
13. कथानकावर आधारित )Story-based) इलस्ट्रेशन तयार करणे.
14. अंतिम डिजिटल आर्टवर्क )Portfolio piece) तयार करणे.
15. फाइल्स JPEG, PNG, SVG अशा विविध फॉर्मॅटमध्ये सेव्ह व एक्सपोर्ट करणे.
16. अंतिम प्रोजेक्टचे सादरीकरण )Presentation) आणि मूल्यमापन )Evaluation).

---

**संदर्भ पुस्तके )Suggested References):**

- Digital Illustration Fundamentals – *Alan Pipes*
- Adobe Illustrator Classroom in a Book – *Adobe Creative Team*
- The Complete Guide to Digital Illustration – *Steve Caplin*
- Illustration that Works – *Greg Houston*
- Creative Illustration – *Andrew Loomis*

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.III**  
**Graphic Design Software (Photoshop & Illustrator) (VSC)-I**  
**Major Specific (Practical)**  
**(Credits: 02)**

1. Study of **interface and basic tools of Adobe Photoshop and Adobe Illustrator.**
2. Practice of **image editing techniques in Photoshop (Crop, Resize, Adjustment tools).**
3. Use of **layers, masking, and blending techniques in Photoshop.**
4. Study of **color correction and photo retouching in Photoshop.**
5. Creation of **basic shapes and vector graphics in Illustrator.**
6. Practice of **object drawing and tracing using Pen Tool in Illustrator.**
7. Design of a **basic logo using Illustrator.**
8. Creation of a **poster or social media creative using Photoshop.**
9. Practice of **typography design and text effects in Illustrator.**
10. Creation of **photo manipulation (background change, effects) in Photoshop.**
11. Design of **icons and simple illustrations in Illustrator.**
12. Practice of **digital painting and basic shading techniques in Photoshop.**
13. Handling of **file formats (JPEG, PNG, PSD, AI) in both software.**
14. Study of **file setup for print design (resolution, color mode – CMYK/RGB).**
15. Development of a **creative design project (poster/banner/branding).**
16. **Presentation and evaluation of final project work.**

---

**Suggested References:**

- Adobe Photoshop Classroom in a Book – Adobe Creative Team
- Adobe Illustrator Classroom in a Book – Adobe Creative Team
- Photoshop for Beginners – John Evans
- Illustrator CC for Beginners – Jennifer Smith
- Graphic Design School – David Dabner

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.III**  
**Skill Enhancement Courses (SEC)-I**  
**Logo Design and Brand Identity (Practical)**  
**(Credits: 02)**

1. Study of **basic principles of logo design** (simplicity, scalability, relevance).
2. Practice of **sketching and ideation** for logo concepts (thumbnail sketches).
3. Study of **types of logos** (wordmark, lettermark, symbol, combination mark, emblem).
4. Creation of **basic logo designs** using geometric shapes and grids.
5. Practice of **typography in logo design** (font selection and customization).
6. Development of **color schemes for brand identity** (color psychology).
7. Creation of **logo variations** (black & white, color, negative space).
8. Designing a **logo using vector tools** (Adobe Illustrator).
9. Study and creation of **brand identity elements** (business card, letterhead).
10. Development of a **brand style guide** (logo usage, color palette, typography rules).
11. Application of logo on **mockups** (packaging, stationery, social media).
12. Practice of **re-designing an existing logo** (case study approach).
13. Creation of **brand positioning concept** and visual identity.
14. Development of a **complete branding project** for a product/service.
15. Preparation of **presentation boards for logo and brand identity**.
16. **Presentation and evaluation of final branding project.**

---

**Suggested References:**

- Logo Design Love – David Airey
- Designing Brand Identity – Alina Wheeler
- Logo Modernism – Jens Müller
- Identity Designed – David Airey
- Grid Systems in Graphic Design – Josef Müller-Brockmann

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.III**  
**Co-Curricular Courses (CC-I)**  
**YOGA EDUCATION**  
(Credits: 02)

**Note:** For this course, follow the common syllabus and evaluation guidelines issued by the university separately.

**Examination Pattern: -**

- |                                                       |          |
|-------------------------------------------------------|----------|
| 1. Participation in activities                        | 30 marks |
| 2. Seminar, Report, Group Discussion, Viva Voce, etc. | 20 marks |
-

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**MAJOR – VII B.Voc. Paper – VII**  
**PRINTING TECHNOLOGY –I**  
**Theory: 30 Hours**  
**(Credits: 02)**

**Course Outcomes:** The students will acquire knowledge of

- 1) To understand Meaning of Printing and use of printing technology. History of printing, types of letters, printing press and industrial printing press
- 2) To understand & study Lithography Printing Process.
- 3) To understand & study types of Type Setting – Manual typesetting, hot metal typesetting and digital type setting.
- 4) To understand & study PAPER. History of paper, making process of paper, recycling of paper and types of paper.
- 5) To understand & study Screen Printing Process.
- 6) To understand & study Offset Printing Process and Plate Making Process.

**Unit 1 :To understand Meaning of Printing and use of printing technology**

(8 hrs)

- History of printing :The history of printing **starts as early as 3500 BCE**, when the proto-Islamite and Sumerian civilizations used cylinder seals to certify documents written in clay. Other early forms include block seals, hammered coinage, pottery imprints, and clothprinting.
- Types of letters :Letterpress printing is a technique of relief printing. Using a printing **press**,the process allows many copies to be produced by repeated direct impression
- Printing press and industrial printing press :A **printing press** is a mechanical device for applying pressure to an inked surface resting upon a print medium thereby transferring theink.

**Unit 2 :To understand & study types of Type Setting**

(7 hrs)

- Manual typesetting :**The compositor assembled these sorts into words, then lines, then pages of text, which were then bound tightly together by a frame, making up a form orpage.** If done correctly, all letters were of the same height, and a flat surface of type was created.
- Hot metal type setting :In printing and typography, hot metal typesetting (also called mechanical typesetting, hot lead typesetting, hot metal, and hot type) is **a technology for typesetting text in letterpress printing.** This method injects molten type metal into a moldthat has the shape of one or more glyphs.
- Digital type setting :Typesetting is **the way that text is composed using individual types — the symbols, letters and glyphs in digital systems.** It's a crucial part of the world of design that requires an understanding of fonts, corresponding font sizes and line spacing.

### Unit 3 :To understand & study paper.

(7 hrs)

- History of paper : The first paper-like plant-based writing sheet was papyrus in Egypt (4th Century BC), but the first true paper, the first true papermaking process was documented in China during the Eastern Han period (25–220 CE), traditionally attributed to the court official Cai Lun.
- Making process of paper : **The method of making paper is essentially a simple one—** mix up vegetable fibers, and cook them in hot water until the fibers are soft but not dissolved. The hot water also contains a base chemical such as lye, which softens the fibers as they are cooking.
- Recycling of paper and types of paper : The recycling of paper is **the process by which wastepaper is turned into new paper products**. It has a number of important benefits: It saves waste paper from occupying homes of people and producing methane as it breaks down.

### Unit 4 :Printing Process

(8 hrs)

- Screen printing : Screen printing is **the process of transferring a stenciled design onto a flat surface using a mesh screen, ink and a squeegee**. Fabric and paper are the most commonly screen-printed surfaces, but with specialized inks it's also possible to print onto wood, metal, plastic, and even glass.
- Offset printing : Offset printing, also called offset lithography, or litho-offset, in commercial printing, **widely used printing technique in which the inked image on a printing plate is printed on a rubber cylinder and then transferred (i.e., offset) to paper or other material**.

### Suggested References

- |                                                                                              |                    |                                         |
|----------------------------------------------------------------------------------------------|--------------------|-----------------------------------------|
| • The Complete Book on Printing Technology, NIIR Board Asia Pacific Business Press Inc. 2003 |                    |                                         |
| • Modern Printing Technology,                                                                | • NIIR Board       | • National Institute of Industrial 1993 |
| • The Gutenberg Galaxy,                                                                      | • Marshall McLuhan | • University of Toronto Press 1965      |
| • The All New Print Production                                                               | • David Bann       | • Rot vision 2006                       |
| • Print Media,                                                                               | • Helmut Kipphan   | • Springer 2001                         |

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**MAJOR – VIII B.Voc. Paper – VIII**  
**PRINTING TECHNOLOGY –II**  
**Theory: 30 Hours**  
**(Credits: 02)**

**Course Outcomes:**

The students will acquire knowledge of:

1. To understand **pre-press process and digital printing technology**.
2. To understand & study **flexography and gravure printing process**.
3. To understand & study **colour printing and colour management techniques**.
4. To understand & study **binding and finishing processes in printing**.
5. To understand **packaging printing techniques and materials**.
6. To understand **modern trends and innovations in printing technology**.

---

**Unit 1: Pre-Press and Digital Printing**

**(8hrs)**

• **Pre-press process:**

Pre-press is the stage where digital files are prepared for printing. It includes layout design, image editing, color correction, proofing, and plate making.

• **Digital printing:**

Digital printing is a modern method where digital-based images are directly printed onto media. It is fast, cost-effective for short runs, and widely used in commercial printing.

• **Proofing techniques:**

Soft proofing and hard proofing methods used to check design accuracy before final printing.

• **File formats and resolution:**

Understanding formats like PDF, TIFF, JPEG and importance of resolution in printing.

---

**Unit 2: Flexography and Gravure Printing**

**(7 hrs)**

Topics:

• **Flexography printing:**

Flexography is a rotary printing process that uses flexible relief plates. It is widely used for packaging materials like plastic, paper, and labels.

• **Gravure printing:**

Gravure is an intaglio printing process where the image is engraved onto a cylinder. It is used for high-quality, high-volume printing such as magazines and packaging.

• **Comparison of printing methods:**

Difference between flexography, gravure, offset, and screen printing.

• **Applications in industry:**

Use of these printing techniques in packaging, newspapers, and product labels.

---

## Unit 3: Colour Printing and Finishing

(7 hrs)

### Topics:

- **Colour models:**

CMYK and RGB colour systems and their importance in printing.

- **Colour management:**

Maintaining color consistency from design to final print using ICC profiles.

- **Registration and trapping:**

Techniques to align multiple colors accurately during printing.

- **Binding and finishing:**

Processes like cutting, folding, lamination, varnishing, embossing, and binding.

---

## Unit 4: Packaging Printing and Modern Trends

(8 hrs)

### Topics:

- **Packaging printing:**

Printing on packaging materials such as cartons, labels, and flexible packaging.

- **Types of packaging materials:**

Paper, plastic, metal, glass used in printing industry.

- **Security printing:**

Printing techniques used for currency, certificates, and important documents.

- **Modern trends in printing:**

3D printing, eco-friendly printing, UV printing, and digital advancements.

---

## Suggested References

- The Complete Book on Printing Technology – NIIR Board
- Modern Printing Technology – NIIR Board
- The Gutenberg Galaxy – Marshall McLuhan
- The All New Print Production – David Bann
- Print Media – Helmut Kipphan

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**Major – P-IV**  
**(Credits: 02)**  
**Printing Technology – I (Practical)**

**Group – I**

1. Study of **basic components of printing press and their functions.**
2. Study of **types of printing (letterpress, lithography, screen printing).**
3. Demonstration of **manual typesetting using basic tools.**
4. Study of **hot metal typesetting process (theoretical/demo).**
5. Practice of **digital typesetting using computer software.**
6. Study of **different types of paper used in printing industry.**
7. Observation of **paper properties (GSM, thickness, texture).**
8. Demonstration of **screen printing process (frame, mesh, ink application).**

---

**Printing Technology – II (Practical)**  
**Group – II**

1. Study of **pre-press process (layout preparation, proofing, plate making).**
2. Demonstration of **offset printing process and machine operation.**
3. Study of **flexography and gravure printing techniques (demo/video study).**
4. Practice of **colour printing (CMYK separation and registration).**
5. Study of **binding and finishing processes (cutting, folding, lamination).**
6. Observation of **packaging printing techniques and materials.**
7. Study of **digital printing process and output devices.**
8. Visit to **printing press / packaging industry.**

---

**Suggested References:**

- The Complete Book on Printing Technology – NIIR Board
- Modern Printing Technology – NIIR Board
- Print Media – Helmut Kipphan
- The All New Print Production – David Bann
- Introduction to Print Production – Sean Smyth

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**Minor– VII B. Voc. Paper-VII**  
**Digital Marketing Design**  
**Theory: 30 Hours**  
**(Credits: 02)**

**Course Outcomes:**

The students will acquire knowledge of:

1. Understand **introduction to digital marketing and design fundamentals** – definition, importance, and evolution of digital platforms.
2. Understand and study **design strategies for digital marketing** – target audience, content planning, branding, and visual communication.
3. Understand **digital marketing platforms and tools** – social media, websites, email marketing, and online advertising design.
4. Study **ethics, trends, and responsibilities in digital marketing design** – privacy, copyright, misleading ads, and user engagement.

**Unit 1: Introduction to Digital Marketing Design**

**(8 hrs)**

• **Definition of Digital Marketing:**

Digital marketing refers to the promotion of products or services using digital technologies such as the internet, mobile devices, social media, and search engines.

• **Evolution of Digital Marketing:**

Digital marketing has evolved from simple websites and email marketing to advanced strategies like social media marketing, influencer marketing, and data-driven campaigns.

• **Importance of Digital Marketing Design:**

Visual design plays a key role in attracting users, improving engagement, and communicating brand messages effectively.

• **Basic Elements of Digital Design:**

Typography, color, images, layout, and user interface elements used in digital platforms.

---

**Unit 2: Digital Marketing Strategies and Design**

**(7 hrs)**

• **Target Audience and Market Segmentation:**

Identifying audience based on age, gender, interests, and behavior for effective communication.

• **Content Strategy and Planning:**

Planning visual content such as posts, banners, videos, and stories for marketing campaigns.

• **Branding in Digital Marketing:**

Maintaining consistent visual identity across all digital platforms.

• **Types of Digital Ads:**

Display ads, social media ads, search ads, and video ads.

- **Call-to-Action (CTA):**

Designing effective CTA elements to encourage user interaction.

---

### Unit 3: Digital Platforms and Tools

(7 hrs)

- **Social Media Marketing:**

Designing creatives for platforms like Instagram, Facebook, and YouTube.

- **Website and UI Design Basics:**

Designing user-friendly layouts for websites and landing pages.

- **Email Marketing Design:**

Creating visually appealing email templates for marketing campaigns.

- **Tools for Digital Design:**

Use of software like Photoshop, Illustrator, Canva, and Figma.

- **Analytics and Performance:**

Understanding engagement, reach, impressions, and conversion metrics.

---

### Unit 4: Ethics, Trends and Modern Practices

(8 hrs)

- **Ethics in Digital Marketing:**

Avoiding misleading advertisements, respecting user privacy, and maintaining transparency.

- **Copyright and Intellectual Property:**

Use of licensed images, fonts, and content in design.

- **Modern Trends in Digital Marketing:**

Influencer marketing, short-form video content, interactive design, and AI-based marketing.

- **User Experience (UX) and Engagement:**

Designing for better user interaction and satisfaction.

- **Mobile-first Design:**

Creating designs optimized for mobile devices.

---

### Suggested References

- Digital Marketing – Seema Gupta
- Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry
- Jab, Jab, Jab, Right Hook – Gary Vaynerchuk
- Contagious: Why Things Catch On – Jonah Berger
- Building a StoryBrand – Donald Miller

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**Minor– VIII B. Voc. Paper-VIII**  
**Brand Strategy**  
**Theory: 30 Hours**  
**(Credits: 02)**

**Course Outcomes:**

The students will acquire knowledge of:

1. Understand **introduction to branding and brand strategy** – definition, importance, and role in business.
2. Understand and study **brand identity and positioning** – elements of brand, target audience, and differentiation.
3. Understand **brand communication and marketing strategy** – storytelling, visual identity, and customer engagement.
4. Study **brand management, ethics, and modern trends** – brand value, digital branding, and social responsibility.

**Unit 1: Introduction to Branding and Strategy**

**(7hrs)**

• **Definition of Brand:**

A brand is a name, symbol, design, or combination that identifies and differentiates a product or service from others.

• **Importance of Branding:**

Branding helps in recognition, trust building, and creating a unique identity in the market.

• **Brand vs Product:**

A product is what a company sells, while a brand is the perception of that product in the minds of consumers.

• **Elements of Brand:**

Logo, color, typography, tagline, and visual identity.

---

**Unit 2: Brand Identity and Positioning**

**(8 hrs)**

• **Brand Identity:**

Visual and verbal elements that represent a brand (logo, color palette, typography, tone).

• **Target Audience:**

Identifying and understanding the needs, preferences, and behavior of customers.

• **Brand Positioning:**

Positioning is how a brand is perceived in the minds of customers compared to competitors.

• **Unique Selling Proposition (USP):**

The unique feature that makes a brand different from others.

• **Brand Personality:**

Human characteristics associated with a brand (e.g., friendly, professional, luxury).

---

## Unit 3: Brand Communication and Strategy

(8 hrs)

### Topics:

- **Brand Communication:**

How a brand communicates its message through design, advertising, and media.

- **Storytelling in Branding:**

Using stories to connect emotionally with customers.

- **Integrated Marketing Communication (IMC):**

Consistent message across all marketing channels.

- **Customer Engagement:**

Building relationships through social media, campaigns, and interactions.

- **Brand Consistency:**

Maintaining uniform design and messaging across platforms.

---

## Unit 4: Brand Management, Ethics and Trends

(7 hrs)

- **Brand Management:**

Managing brand image, reputation, and long-term value.

- **Brand Equity:**

Value of a brand based on customer perception and loyalty.

- **Ethics in Branding:**

Honesty, transparency, and responsible communication.

- **Rebranding:**

Process of changing brand identity to stay relevant.

- **Modern Trends in Branding:**

Digital branding, personal branding, influencer branding, and sustainability.

---

### Suggested References

- Designing Brand Identity – Alina Wheeler
- Brand Thinking and Other Noble Pursuits – Debbie Millman
- Building a StoryBrand – Donald Miller
- Positioning: The Battle for Your Mind – Al Ries & Jack Trout
- Logo Design Love – David Airey

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B.voc. II (Graphic Design) Sem.IV**  
**Minor– P- IV**  
**(Credits: 02)**

**Digital Marketing Design (Practical)**  
**Group – I**

1. Study of **different digital marketing platforms** (social media, websites, email marketing).
2. Creation of **social media posts (Instagram/Facebook)** using design principles.
3. Design of **digital banner advertisements (web ads)**.
4. Development of **content calendar for digital marketing campaign**.
5. Creation of **email marketing template design**.
6. Design of **call-to-action (CTA) elements** for ads.
7. Practice of **visual storytelling for digital campaigns**.
8. Analysis of **performance metrics (reach, engagement, impressions)**.

---

**Brand Strategy (Practical)**  
**Group – II**

1. Study of **brand identity elements (logo, color palette, typography)**.
2. Development of **target audience profile (customer persona)**.
3. Creation of **brand positioning statement**.
4. Design of **brand mood board (visual inspiration)**.
5. Development of **brand style guide (rules for logo, color, typography)**.
6. Application of **brand identity on stationery (business card, letterhead)**.
7. Creation of **brand campaign concept (theme-based)**.
8. Preparation and presentation of **complete branding project**.

---

**Suggested References:**

- Digital Marketing – Seema Gupta
- Digital Marketing for Dummies – Ryan Deiss & Russ Henneberry
- Designing Brand Identity – Alina Wheeler
- Positioning: The Battle for Your Mind – Al Ries & Jack Trout
- Building a StoryBrand – Donald Miller

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. IV**  
**OPEN ELECTIVE (OE) IV**  
**Social Media Graphic Design (Practical)**  
**(Credits: 02)**

**Practical Syllabus:**

1. Study of **different social media platforms and their design requirements (Instagram, Facebook, YouTube).**
2. Creation of **social media posts using basic design principles (layout, color, typography).**
3. Design of **Instagram post and story creatives.**
4. Design of **Facebook banner and advertisement creatives.**
5. Creation of **YouTube thumbnail design.**
6. Study and application of **brand consistency in social media design.**
7. Design of **carousel posts (multi-slide content).**
8. Creation of **festival and promotional social media posts.**
9. Practice of **typography-based social media design.**
10. Design of **advertisement creatives with call-to-action (CTA).**
11. Creation of **engaging content using visual storytelling.**
12. Study of **image editing and enhancement for social media.**
13. Design of **animated or motion-based social media content (basic level).**
14. Development of a **complete social media campaign (set of posts).**
15. Preparation of **content calendar for social media marketing.**
16. **Presentation and evaluation of final social media design project.**

---

**Suggested References:**

- Social Media Marketing Workbook – Jason McDonald
- Jab, Jab, Jab, Right Hook – Gary Vaynerchuk
- Digital Marketing – Seema Gupta
- The Art of Social Media – Guy Kawasaki
- Graphic Design School – David Dabner

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. IV**  
**OPEN ELECTIVE (OE) IV**  
**Social Media Graphic Design(Practical)**  
**(Credits: 02)**

**प्रायोगिक अभ्यासक्रम )Practical Syllabus):**

1. वेगवेगळ्या सोशल मीडिया प्लॅटफॉर्म्सचा अभ्यास (Instagram, Facebook, YouTube) आणि त्यांचे डिझाइन आवश्यकता समजून घेणे.
2. मूलभूत डिझाइन तत्वांचा वापर करून सोशल मीडिया पोस्ट तयार करणे (लेआउट, रंग, टायपोग्राफी).
3. Instagram पोस्ट आणि स्टोरी डिझाईन्स तयार करणे.
4. Facebook बॅनर आणि जाहिरात डिझाईन्स तयार करणे.
5. YouTube थंबनेल डिझाइन तयार करणे.
6. ब्रँड कन्सिस्टन्सी सोशल मीडिया डिझाइनमध्ये लागू करणे (एकसारखेपणा).
7. कॅरोसेल पोस्ट डिझाइन करणे (स्लाइड कंटेंट-मल्टी).
8. सणासुदीच्या आणि प्रमोशनल सोशल मीडिया पोस्ट तयार करणे.
9. टायपोग्राफी आधारित सोशल मीडिया डिझाइनचा सराव.
10. Call-to-Action (CTA) असलेले जाहिरात डिझाइन तयार करणे.
11. व्हिज्युअल स्टोरीटेलिंग वापरून आकर्षक कंटेंट तयार करणे.
12. सोशल मीडियासाठी इमेज एडिटिंग आणि सुधारणा )Enhancement) तंत्रांचा अभ्यास.
13. ॲनिमेटेड किंवा मोशन आधारित सोशल मीडिया कंटेंट-तयार करणे (मूलभूत स्तर).
14. पूर्ण सोशल मीडिया कॅम्पेन तयार करणे (चा संचपोस्ट्स).
15. सोशल मीडिया मार्केटिंगसाठी कंटेंट कॅलेंडर तयार करणे.
16. अंतिम प्रोजेक्टचे सादरीकरण )Presentation) आणि मूल्यमापन )Evaluation).

---

**संदर्भ पुस्तके (Suggested References)**

- *Social Media Marketing Workbook* – Jason McDonald
- *Jab, Jab, Jab, Right Hook* – Gary Vaynerchuk
- *Digital Marketing* – Seema Gupta
- *The Art of Social Media* – Guy Kawasaki
- *Graphic Design School* – David Dabner

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026**  
**B. Voc. II (Graphic Design) Sem. IV**  
**Skill Enhancement Courses (SEC)- II**  
**Portfolio Design and Presentation (Practical)**  
**(Credits: 02)**

1. To study **purpose and importance of portfolio in graphic design.**
2. To identify and select **best design works for portfolio development.**
3. To organize and categorize **portfolio content (branding, posters, social media, etc.).**
4. To design **portfolio layout using grid and composition principles.**
5. To apply **typography and color schemes for portfolio presentation.**
6. To create **digital portfolio using software tools (PDF / Behance format).**
7. To design **cover page and introduction page for portfolio.**
8. To write **project descriptions and concept explanations.**
9. To create **mockups for showcasing design work professionally.**
10. To develop **personal branding elements (logo, name style, identity).**
11. To design **resume/CV for portfolio inclusion.**
12. To prepare **online portfolio (website or social media presentation).**
13. To study **presentation techniques for portfolio (verbal + visual).**
14. To practice **client presentation and pitching skills.**
15. To prepare **final portfolio (print + digital format).**
16. To present and evaluate **final portfolio before panel/jury.**

---

**Suggested References:**

- Show Your Work! – Austin Kleon
- Steal Like an Artist – Austin Kleon
- Graphic Design Portfolio Builder – Steven Heller
- Designing Your Portfolio – Sara Eisenman
- Creative Confidence – Tom Kelley & David Kelley

SHIVAJI UNIVERSITY, KOLHAPUR  
B. Voc. Part II (Graphic Design) NEP 2.0 Syllabus with effect from June 2026  
B. Voc. II (Graphic Design) Sem. IV  
Community Engagement Program in Graphic Design (CEP)- I  
(Credits: 02)

## 1. INTRODUCTION:

New generation of graphic design students are often more exposed to digital and urban environments, while remaining less aware of rural and local community needs. In India, a large population still lives in rural and semi-urban areas where visual communication plays a crucial role in awareness and development.

This course focuses on connecting graphic design students with real-world community challenges. It provides opportunities to apply design skills in areas such as awareness campaigns, local branding, education, and social communication.

Through this programme, students will understand local culture, traditions, and communication needs while contributing creatively to society through design solutions.

---

## 2. OBJECTIVES:

- To develop **social responsibility and community awareness** among students.
- To promote **respect for rural culture, lifestyle, and local knowledge**.
- To apply **graphic design skills in real-life community projects**.
- To create **awareness through visual communication (posters, campaigns, etc.)**.
- To support **local communities through design-based solutions**.

This programme will help students contribute towards **socio-economic development** and align with **Sustainable Development Goals (SDGs)** by creating locally relevant visual communication.

---

## 3. LEARNING OUTCOMES:

After completing this course, students will be able to:

- Understand **social and cultural realities** of rural and urban communities.
- Develop **empathy and communication skills** with local people.
- Apply **graphic design knowledge to solve real-world problems**.
- Create **effective awareness campaigns and visual materials**.
- Build **community-based design portfolio projects**.

**4. CREDITS:** Two Credit Course; Students are expected to complete 30 hours of participation

## 5. COURSE STRUCTURE:

| Sr. | Module Title                     | Module Content                                                                 | Teaching / Learning Methodology    |
|-----|----------------------------------|--------------------------------------------------------------------------------|------------------------------------|
| 1   | Understanding CEP                | Introduction, importance of community engagement in graphic design, guidelines | Classroom discussion, field visit  |
| 2   | Identification of Topic and Area | Selection of community issue (health, education, environment, etc.)            | Survey, interaction with community |
| 3   | Organization of Activities       | Designing campaigns, workshops, awareness materials                            | Group work, field activity         |
| 4   | Project                          | Preparation of final design project and report                                 | Presentation, viva                 |

Note: Faculty can make addition in the list of activities as per domain content:

### Recommended Field-Based Activities (Tentative):

- Design **awareness posters** for cleanliness, health, education, etc.
- Create **social media campaigns for local NGOs or communities**.
- Develop **branding for small local businesses (logo, packaging, banners)**.
- Design **informational charts, brochures, and pamphlets** for public awareness.
- Conduct **visual communication workshops for school students**.
- Design **signage systems for villages or public places**.
- Create **digital literacy awareness posters and materials**.
- Develop **environmental awareness campaigns (plastic-free, water saving)**.
- Work with **self-help groups (SHGs) to design product labels and marketing materials**.
- Prepare **educational infographics for health and hygiene awareness**.
- Document **local culture and traditions through visual storytelling**.
- Create **campaigns for government schemes awareness**.
- Design **exhibition materials for community events**.

## **6. IMPORTANT RULES AND REGULATIONS FOR CEP:**

### **Concurrent Fieldwork:**

- Students must actively participate in **community-based design work**.
  - Maintain a **field diary/journal** to record activities, ideas, sketches, and learnings.
  - Submit **detailed report of fieldwork and design outcomes**.
  - Fieldwork conferences are **mandatory and conducted regularly**.
  - Students must complete **100% attendance (60 hours)**.
  - In case of absence, **additional fieldwork must be completed**.
  - Participation in **community awareness programs and design activities is compulsory**.
- 

## **7. EVALUATION / ASSESSMENT SCHEME:**

### **• Internal Assessment (30 Marks):**

- Field participation & activities – 40%
- Project work, report & journal – 40%

### **• External Assessment (20 Marks):**

- Final presentation & viva – 20%

**Shivaji University, Kolhapur**  
**B. Voc. II Syllabus (NEP-2.0)**  
**To be implemented from June 2026 onwards**

**Name of College**  
**Bhogawati Mahavidyalaya Kurukali**  
**Graphic Design**

|                         |                      |
|-------------------------|----------------------|
| <b>Name of Student:</b> |                      |
| <b>Roll No.</b>         | <b>Exam Seat No:</b> |

| No. | Date | Activity | Type of Activity | Time Duration | Sign of Student | Signature of Teacher |
|-----|------|----------|------------------|---------------|-----------------|----------------------|
| 1   |      |          |                  |               |                 |                      |
| 2   |      |          |                  |               |                 |                      |
| 3   |      |          |                  |               |                 |                      |
| 4   |      |          |                  |               |                 |                      |
| 5   |      |          |                  |               |                 |                      |
| 6   |      |          |                  |               |                 |                      |
| 7   |      |          |                  |               |                 |                      |
| 8   |      |          |                  |               |                 |                      |
| 9   |      |          |                  |               |                 |                      |
| 10  |      |          |                  |               |                 |                      |

**Total 30 Hours participation is required.**

**Teacher in Charge**

**H.o.D.**

**Principal**

## **B. Voc. II Syllabus (NEP-2.0)**

**To be implemented from June 2026 onwards Semester – III & IV**

### **Nature of a Question Paper**

**Time: 1 hours**

**Total Marks: 30**

**Solve questions from the following.**

#### **Q. 1 Multiple choice Question**

**06 Marks**

- i.
- ii.
- iii.
- iv.
- v.
- vi.

#### **Q. 2 Long answer Question (Any Two out of three)**

**12 Marks**

- i.
- ii.
- iii.

#### **Q. 3 Short Answer Questions (Any Four out of six)**

**12 Marks**

- i.
- ii.
- iii.
- iv.
- v.
- vi.

#### **Internal Assessment**

**20 Marks**

- Home Assignment
- Class Assignment (Tutorial Type)
- Quiz
- Mid-Term Test

#### **Nature of Practical Question Paper:**

##### **Internal practical examination**

**50 marks**

1. Group I 20 Marks
2. Group II 20 Marks
3. Submission of Certified Journal 10 Marks