



SHIVAJI UNIVERSITY, KOLHAPUR - 416 004,
MAHARASHTRA
PHONE : EPABX - 2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in
शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र
दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग - ०२३१-२६०९०९४



जा.क्र./शिवाजी वि./अ.मं./७४३

दि. १३/१०/२०२३

प्रति,

मा. प्राचार्य/संचालक,
सर्व संलग्नित महाविद्यालये/मान्यताप्राप्त संस्था,
शिवाजी विद्यापीठ, कोल्हापूर

विषय : Building Technology & Interior Design - Part-III व Graphic Design Part-II
कोर्सच्या अभ्यासक्रम बाबत...

संदर्भ : या कार्यालयाचे पत्र क्र. जा.क्र. SU/BOS/IDS/५५६ दि.२५/०७/२०२३ व
जा.क्र. SU/BOS/IDS/५७४ दि.०२/०८/२०२३ चे

महोदय,

उपरोक्त संदर्भित विषयास अनुसरून आपणास आदेशान्वये कळविण्यात येते की, शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यात आलेल्या Building Technology & Interior Design - Part-III व Graphic Design Part-II अभ्यासक्रमामध्ये किरकोळ दुरुस्ती करण्यात आलेली आहे. सोबत सदर अभ्यासक्रमाची प्रत जोडली आहे. तसेच विद्यापीठाच्या www.unishivaji.ac.in (Online Syllabus) या संकेतस्थळावर ठेवण्यात आला आहे.

सदर अभ्यासक्रम सर्व संबंधित विद्यार्थी व शिक्षकांच्या निदर्शनास आणून द्यावी ही विनंती.

कळावे,

आपला विश्वासू,

डॉ. स. सो. कुबल
(उपकुलसचिव)

सोबत : अभ्यासक्रमाची प्रत.

प्रत : १. अधिष्ठाता, आंतरविद्याशाखा अभ्यास विद्याशाखा.

२. समन्वयक, व्यावसायिक शिक्षण अभ्यास मंडळ.

३. संचालक, परीक्षा व मुल्यमापन मंडळ कार्यालयास.

४. परिक्षक नियुक्ती ए व बी विभागास.

५. इतर परीक्षा विभागास.

६. संगणक केंद्र/आय. टी. सेल विभागास.

७. दूरस्थ व ऑनलाईन शिक्षण विभाग.

माहितीसाठी व पुढील कार्यवाहीसाठी.

Ref.No. SUK/BOS/ 574

Date:02/08/2023

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

Subject : Regarding syllabi of Graphic Design Part - II under the Faculty of Inter-Disciplinary Studies.

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 Graphic Design Part - II under the Faculty of Inter-Disciplinary Studies.

This syllabi and equivalence shall be implemented from the academic year 2023-2024 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website www.unishivaji.ac.in. (Students / Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2023 & March/April 2024. 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,

Dr. S.M.Kubal
(Dy Registrar)

Copy to:

1	Director Board of Evaluation and Examination	9	Centre for Distance Education
2	The Dean, Faculty of IDS	10	Computer Centre
3	The Chairman, Respective Board of Studies	11	Affiliation Section (U.G.)
4	B.A.,B.Com., B.Sc. Exam	12	Affiliation Section (P.G.)
5	Eligibility Section	13	P.G.Admission Section
6	O.E. I, II, III, IV Section	14	Appointment Section
7	Dy.registrar (On Exam)	15	P.G.Seminar Section
8	Dy.registrar (Pre. Exam)	16	I.T.cell



SHIVAJI UNIVERSITY KOLHAPUR

“A⁺⁺” Recognized by NAAC (2021) with CGPA 3.52

Faculty of Interdisciplinary Studies

Advanced – Diploma (B.Voc.II)

Scheme & Syllabus for Advanced Diploma

(GRAPHIC DESIGN)

Part – II Sem – III & IV

As per NEP 2020

National Education Policy (NEP-2020)

Second Year Bachelor of Vocation in Graphic Design

(B. Voc.- Advanced Diploma in Graphic Design) Course Structure for (Level-6)

With Multiple Entry and Multiple Exit option

(To be implemented from the Academic Year 2023-24)

Semester III – Duration: 6 Months											
Sr. No.	Teaching Scheme					Evaluation Scheme					
	Course	No. of Lectures		Hours (T + P)	Credits	Theory	Internal/ Practical	Total Marks	Min Marks (Separate passing)	Exam Duration (Hrs.)	
		T	P							T	P
1.	Environmental Science - I	4	2	6	-	-	-	-	-	-	-
2.	Fundamentals of Financial Accounting - I	4	2	6	4	40	10	50	18	2	-
3.	Advertising Art – I	4	-	4	4	50	-	50	18	2	-
4.	Printing Technology – I	4	-	4	4	50	-	50	18	2	-
5.	Calligraphy	4	-	4	4	50	-	50	18	2	-
6.	GD Practical 31	-	4	4	2	-	50	50	18	-	3
7.	GD Practical 32	-	4	4	2	-	50	50	18	-	3
8.	GD Practical 33	-	4	4	2	-	50	50	18	-	3
9.	GD Project 31	-	-	2	2	-	50	50	18	-	-
	Total	20	16	38	24	190	210	400	-	-	

Semester II – Duration: 6 Months (Advance Diploma)											
Sr. No.	Teaching Scheme					Evaluation Scheme					
	Course	No. of Lectures		Hours (T + P)	Credits	Theory	Internal/ Practical	Total Marks	Min Marks (Separate passing)	Exam Duration (Hrs.)	
		T	P							T	P
1.	Environmental Science - II	4	2	6	4+4	70	30	100	28+14	3	-
2.	Fundamentals of Financial Accounting - II	4	2	6	4	40	10	50	18	2	-
3.	Advertising Art – II	4	-	4	4	50	-	50	18	2	-
4.	Printing Technology – II	4	-	4	4	50	-	50	18	2	-
5.	Packaging	4	-	4	4	50	-	50	18	2	-
6.	GD Practical 41	-	4	4	2	-	50	50	18	-	3
7.	GD Practical 42	-	4	4	2	-	50	50	18	-	3
8.	GD Practical 43	-	4	4	2	-	50	50	18	-	3
9.	GD Project 41	-	-	2	2	-	50	50	18	-	-
	Total	20	16	38	32	260	240	500	-	-	
	Grand Total	40	32	76	56	450	450	900	-	-	

• Student Contact Hrs Per week: 36 hrs	• Total marks for B.Voc.- Advanced Diploma: 900
• Theory and Practical Lectures: 48 Minutes Each	• Total credits for B.Voc.- Advanced Diploma: 56
• AECC: Ability Enhancement Compulsory Course (Compulsory Environmental Science)	
• Practical workload will for batch of 20 students	
• Practical Examination will be conducted Semester wise for 50 Marks per course (subject).	
• DSC: Discipline Specific Core Course - Candidate can opt three courses (Subjects) from DSC.	
• GEC: Generic Elective Compulsory Course - Candidate can opt any one course (Subject).	
• There shall be separate passing for theory and practical courses.	
• AECC & GEC Internal Evaluation should be done at college or respective departmental level	
• Exit option after Level 6: Students can exit with Advance Diploma Course in Bachelor of Vocation with the completion of courses equal to minimum of 56 credits and also shall have to acquire additional CCC credits by successfully completing CCC-I and CCC-II courses which are assisted by Compulsory Civic Courses	
• SEC-C & SEC-D are two parts of Vocational Advance Diploma Course-II.	

Eligibility:

Eligibility for Admission: For Advance Diploma: Diploma or equivalent in any related stream.

Eligibility for Faculty: 1) Post Graduate with NET / SET/Ph. D. Or
2) Five Year Industry Experienced Personal
2) M. Sc. (Environmental Science) with NET/SET for Environmental Science

Eligibility for Lab Assistant: Graduation with related field

Staffing Pattern: Teaching: In the 1st year of B. Voc. – One Full Time
one C. H. B. for Environmental Science

Lab. Assistant: For 1st Year of B. Voc. – 1 Part Time
For 2nd and 3rd Year (Inclusive of 1st Year) of B. Voc. – 1 Full Time

**Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III
(AECC-CD)**

Paper – I: Environmental Science-I

Paper No:.....

Credits: 08

Theory: 4 lectures/week

Total Marks: 100 (Theory 70 + Project 30)

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory: 70 Marks.

*****COMMON TO ALL*****

Pattern of a Question Paper
B. Voc. in Graphic Design Part-II Semester –III
Environmental Science (AECC-CD)

Paper No:

Time: 3 hours

Total Marks: 70

- | | |
|--|----|
| Q. 1 Do as directed. Question items on Unit 1 to be asked.
(10 out 12) | 10 |
| Q. 2 Write a letter of application.
OR
Draft a CV/ Resume for a particular post. | 20 |
| Q. 3 Present a given information or data using a table/ chart/ pie diagram, etc.
(Any one diagram to be drawn.) | 20 |
| Q. 4 Fill in the blanks in the given interview. | 20 |

Project Evaluation: 30 Marks

Oral and Presentation based on the units prescribed.

Note:

The above structure is designed as per the guidelines of NSQF and NEP. The structure may be flexible for B.Voc.-II courses as per their requirements.

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III

Generic Elective Compulsory Course (GEC- C)

Paper Title: Fundamentals of Financial Accounting - I

Paper No:.....

Credits: 04

Theory: 4 lectures/week

Total Marks: 50 (Theory 40 + Internal 10)

Practical: 2 lectures/week/batch

Course Outcomes: The students will acquire knowledge of

- 1) Preparation of Journal entries and Ledger accounts
- 2) Preparation of subsidiary books
- 3) Preparation of Trial Balance
- 4) Practical problems on Final Accounts of sole traders and partnership firms
- 5) Practical problems on methods of depreciation

Content of syllabus: (60 hr)

Unit I :	Introduction to Accounting (15 hr) Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque
Unit II :	Journal and Ledger (15 hr) Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper
Unit III:	Depreciation (15 hr) Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.
Unit IV:	Final Accounts (15 hr) Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms

Books Recommended: (List of Minimum 5 Books)

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.
- 5) Advanced Accountancy – R. L. Gupta.

Note:

Scheme of Internal Practical Evaluation

10 Marks

- | | |
|------------------------------|---------|
| 1) Submission of Record Book | 5 Marks |
| 2) Viva – Voce | 5 Marks |
-

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III
Discipline Specific Core Course (DSC- C-I)
Paper Title: Advertising Art - I

Paper No:.....
Theory: 4 lectures/week

Credits: 04
Total Marks: 50 (Theory)

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

Content of syllabus: (60 hr)

Unit 1 :Understand introduction to advertisingTopics: (15hr)

- 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 withthe 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 (15 hr)

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: (15 hr)

- 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 Topics: (15 hr)

- 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 Practice", Sandra Moriarty Nancy D. Michal William Pearson Education India10th
- 4) "Advertising Promotion and Marketing Communication "KermethClow DonaldBaackPearson Education India6th
- 5) Advertising Management, JaishriJethwaneyShrutiJainOxfordUniversity Press India 2nd

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III
Discipline Specific Core Course (DSC– C-II)
Paper Title: Printing Technology - I

Paper No:.....

Theory: 4 lectures/week

Credits: 04

Total Marks: 50 (Theory)

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.

Content of syllabus:

(60 hr)

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

(15 hr)

Topics:

- 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

(15 hr)

Topics:

- 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.

(15 hr)

Topics:

- 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 waste paper 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

(15 hr)

Topics:

- 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 on 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**.

Books Recommended:

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

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III
Discipline Specific Core Course (DSC– C-III)
Paper Title: Calligraphy

Paper No:.....

Theory: 4 lectures/week

Credits: 04

Total Marks: 50 (Theory)

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

Content of syllabus:

(60 hr)

Unit 1 :Understand basic of art in calligraphy

(15 hr)

Topics:

- 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

(15 hr)

Topics:

- 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

(15 hr)

Topics:

- 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 offorming 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.

Unit 4 :Study Professional Calligraphy

(15 hr)

Topics:

- 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.

Books Recommended:

- | | | |
|---|----------------------------|---------------------------|
| 1) The world of Calligraphy, Achyut Palav | Navneet Education (I) Ltd. | |
| 2) Start Calligraphy, | John Gibbs | Goodwill Publishing House |
| 3) "Copperplate Calligraphy", | Jackson Dick | Dover Publication Inc. |
| 4) "Calligraphy Techniques" | Noble Mary | Annes Publishing |
| 5) Celtic hand stroke by stroke, | William Hogarth, | Dover Publication Inc. |

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. III
Skill Enhancement Courses (SEC- C-I)
Paper Title: GD PRACTICAL 31

Paper No:.....

Practical: 4 lectures/week

Credits: 02

Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Corel Draw Advance Tools
2. Layout and Composition
3. Colors & Color Schemes
4. Screen Printing
5. Flex Printing

Pre requisites Note: (If Any- such as Knowledge of the topics in the theory papers.)

List of Practical's: (Minimum 10)

1. Corel Draw Text Tool
2. Flyer Design
3. One Fold Brochure Design
4. Mug Design
5. Business Card Design
6. Letterhead Design
7. Envelope Design
8. Greeting Card Design
9. Sticker Design
10. T-Shirt Design

Nature of Practical Question Paper:

- | | |
|---|-----------|
| 1) Question based on above practical | 25 |
| 2) Question based on above practical | 25 |

Bachelor of Vocation (B. Voc.) Part II - Sem. III
Skill Enhancement Courses (SEC– C-II)
Paper Title: GD PRACTICAL 32

Paper No:.....

Practical: 4 lectures/week

Credits: 02

Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Photoshop Software
2. Image Light Adjustment
3. Image Colour Adjustment
4. Gradient Apply
5. Pattern Apply

Pre requisites Note: (If Any- such as Knowledge of the topics in the theory papers.)

List of Practical's: (Minimum 10)

1. Image Selection
2. Image Crop
3. Mask Tool
4. Stamping Tool
5. Brush Tool
6. Move, Copy and Resize
7. New File, Open and Save
8. JPEG, PNG, Tiff and PSD file formats
9. Quick Selection Tool
10. Image Rotate

Nature of Practical Question Paper:

- | | |
|---|-----------|
| 1) Question based on above practical | 25 |
| 2) Question based on above practical | 25 |

Bachelor of Vocation (B. Voc.) Part II - Sem. III
Skill Enhancement Courses (SEC– C-III)
Paper Title: GD Practical 33

Paper No:.....
Practical: 4 lectures/week

Credits: 02
Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Booklet Designing
2. Campaigning
3. Branding
4. Pre-printing Process
5. Sizes of all printing products

Pre requisites Note: (If Any- such as Knowledge of the topics in the theory papers.)

List of Practical's : (Minimum 10)

1. CMYK Printing Process
2. RGB Designing Process
3. Vector Graphics
4. Raster Graphics
5. Printing Techniques
6. Artwork Making
7. Composition
8. Contrast
9. Colour Schemes
10. Proximity

Nature of Practical Question Paper:

- | | |
|--------------------------------------|----|
| 1) Question based on above practical | 25 |
| 2) Question based on above practical | 25 |

Bachelor of Vocation (B. Voc.) Part II - Sem. III
Skill Enhancement Courses (SEC– C-IV)
Paper Title: GD Project 31

Paper No:.....
Term Work: 2 lectures/week

Credits: 02
Total Marks: 50(Internal)

Course Outcomes: The students will acquire knowledge of

1. Designing Trends in current Market
2. Market Needs
3. Current Technology for printing
4. Process of handling problem of clients
5. Pre-printing, Printing and Post Printing process

Important Note: Field Work/Industrial Visit/Study Tour should be of **minimum five days** in or out of Maharashtra.

Suggested Places:

1. In Maharashtra:
2. Out of Maharashtra:

Student Instructions:

1. Need to collect all basic information of company
2. Need to collect basic information of product
3. Need to collect all raw data for project designing

Laboratory Requirements:

1. Rough drawing, sketching and story writing
2. Create designs as per instructions and guidelines

Nature of Evaluation: INTERNAL

Bachelor of Vocation in Graphic Design (B. Voc.) Part II - Sem. IV (Advanced Diploma)
Generic Elective Compulsory Course (GEC– D)

Paper Title: Fundamentals of Financial Accounting - II

Paper No:.....

Credits: 04

Theory: 4 lectures/week

Total Marks: 50 (Theory 40 + Internal 10)

Practical: 2 lectures/week/batch

Course Outcomes: The students will acquire knowledge of

1. Understanding computerized accounting practices applied in different retail malls.
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profitmaking organizations
5. Solving the problems on conversion of Single Entry system into Double entry system.
Oral / Seminar

Content of syllabus: (60 hr)

Unit I Computerized Accounting System (15 hr)
Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

Unit II Computer Application through Accounting Package Tally (15 hr)
Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation. Generation of various Accounting Reports.

Unit III Accounts of Professionals (15 hr)
Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

Unit IV Single Entry System (15 hr)
Conversion of Single Entry System into Double Entry System.

Books Recommended:

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
3. Advanced Accountancy, S.N. Maheshwari.
4. Theory and practice of Computer Accounting, Rajan Chougule and Dhaval Chougule.

Note: (If any - such as

- (1. In theory examination, the weightage to numerical problems should not exceed 30%.
2. Students can use scientific calculators in theory examination.)

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)

Discipline Specific Core Course (DSC– D-I)

Paper Title: Advertising Art - II

Paper No:.....

Theory: 4 lectures/week

Credits: 04

Total Marks: 50 (Theory)

Course Outcomes: The students will acquire knowledge of

- 1) Understand advertising and marketing – marketing plan, Advertising role in marketing: Types of market, Approaching market, The marketing concept and relationship marketing, Channel of distribution, Pricing.
- 2) Understand and Study Campaign planning objectives and basic principles, Campaign objectives, Factors influencing the planning of advertising campaign, The selling methods, Campaigning a new product, Layout design principles.
- 3) Understand and study Creative side of the advertising – what is creative advertising, Creative leap, Creative concept, Strategy and creativity, Creativity and strategy in the message design, Creative thinking.
- 4) Study Level aspects of advertising – copyright, Trade mark, Consequences of advertising, Status of advertising agents – outdoor advertising, advertisements in newspapers and magazine, cinematography – radio and television advertising.

Content of syllabus:

(60 hr)

Unit 1: Understand advertising and marketing

(15 hr)

Topics:

- Marketing plan: A marketing plan is **the advertising strategy that a business will implement to sell its product or service**. The marketing plan will help determine who the target market is, how best to reach them, at what price point the product or service should be sold, and how the company will measure its efforts.
- Advertising role in marketing: Types of market :In marketing, the term market refers to **the group of consumers or organizations that is interested in the product, has the resources to purchase the product, and is permitted by law and other regulations to acquire the product**.
- Approaching market, The marketing concept and relationship marketing
- Channel of distribution, Pricing: A distribution channel **represents a chain of businesses or intermediaries through which the final buyer purchases a good or service**. Distribution channels include wholesalers, retailers, distributors, and the Internet. In a direct distribution channel, the manufacturer sells directly to the consumer.

Unit 2 : Understand and Study Campaign planning objectives and basic principles

(15 hr)

Topics:

- Campaign objectives: Advertising has three primary objectives: **to inform, to persuade, and to remind**. Informative Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
- Factors influencing the planning of advertising campaign: A campaign plan is **a short-term integrated communications plan to generate lead or sales**. Its purpose is to engage audiences, it typically has a content marketing focus and an integrated media schedule. A solid marketing campaign plan has: Clear, realistic goals which you can be confident of hitting.

- The selling methods :Advertising **involves the use of a sponsored, non-personal message or content for promoting or selling any product or service or for engaging the customer.**It is a form of marketing communication that is quite effective in optimizing the reach, presence, lead generation and sales of any product or service.
- Campaigning a new product: An advertising campaign is **a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within aspecific market.** All of this is accomplished through advertising.
- Layout design principles :Layout is **a plan, arrangement, overall structure, blue print of advertising copy.** It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner

Unit 3 :Understand and study Creative side of the advertising

(15 hr)

Topics:

- what is creative advertising : Creative advertising is **when a team of creative's come together to make a campaign or commercial that creatively and effectively tells the storyof a brand or nonprofit.** Creative agencies can perform any number of functions for clients; from strategy and design, to technology or media – all creatively or expert lead.
- Creative leap, Creative concept : Creative leap is **the way to resolve any paradox via going up a level of abstraction.** Innovation is about having new knowledge and new processes. Innovation is about too much knowledge in terms of too many good creative ideasand too little available resources.
- Strategy and creativity: Creative strategy is **a strategy that is created by a team, usually consisting of copywriters, an art director and a creative director.** These professionals come together to create a strategy that is going to help the marketing campaign meet the specific goals that the company has set out.
- Creative thinking :Ads with a high level of artistic creativity contain **aesthetically appealing verbal, visual, or sound elements.** Their production quality is high, their dialogueis clever, their color palette is original, or their music is memorable.

Unit 4 :Study Level aspects of advertising

(15 hr)

Topics:

- copyright, Trade mark, Consequences of advertising: trademark, **any visible sign or deviceused by a business enterprise to identify its goods and distinguish them from those made or carried by others**
- Status of advertising agents – outdoor advertising :Outdoor advertising, or out of home advertising, refers to **advertising that consumers are exposed to outside of their homesand offline.** Far from just large billboards, you see adorning the freeway, outdoor advertising is everywhere and has the ability to reach consumers in a more impactful way.

advertisements in newspapers and magazine, cinematography – radio and televisionadvertising

Books Recommended: (List of Minimum 5 Books)

- | | | | |
|----|--|-------------------------------|-------------------------------|
| 1) | Advertising Art and Ideal, | Dr. G. M. Rege | Ashutosh Prakashan1987 |
| 2) | Indian Advertising Laughter and tearsI, | ArunChaudhuri | Niyogi Books 2014 " |
| 3) | Advertising and IMC Principles and Practical, | Sandra Moriarty | Nancy D.Wells Pearson |
| 4) | Education India 10th "Advertising Promotion and Marketing Communication" | KermethClow | Pearson Education India6th |
| 5) | Advertising Management, | Jaishri Jethwaney Shruti Jain | Oxford University Press India |

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)

Discipline Specific Core Course (DSC– D-II)

Paper Title: Printing Technology - II

Paper No:.....

Theory: 4 lectures/week

Credits: 04

Total Marks: 50 (Theory)

Course Outcomes: The students will acquire knowledge of

1. To understand & study digital printing process and fine art inkjet printing process.
2. To understand spiral binding, centre pinning, loop centre pinning, perfect binding and perfect sewing binding.
3. To understand & study process of die making, creasing process and die cutting process.
4. To understand & study process of advance technology of 3D printing.
5. To understand & study gold / silver foiling and Vinyl or flex printing process.
6. understand & study process of UV coating and types of UV coating.

Content of syllabus:

(60 hr)

Unit 1: Digital Printing Process

(15 hr)

Topics:

To understand & study digital printing process and fine art inkjet printing process. : Print advertising is **a form of marketing that uses physically printed media to reach customers on a broad scale**. Ads are printed in hard copy across different types of publications such as newspapers, magazines, brochures, or direct mail.

Unit 2 :Types of Binding

(15 hr)

Topics:

To understand spiral binding, center pinning, loop center pinning, perfect binding and perfect sewing binding.

- Saddle stitch binding. When there's brevity to be bound, there's saddle-stitching to be found. ...
- PUR binding. ...
- Hardcover or case binding. ...
- Singer sewn binding. ...
- Section sewn binding. ...
- Coptic stitch binding. ...
- Wire, comb or spiral binding. ...
- Inters crew binding.

Unit 3 : Plates

(15 hr)

Topics:

Positive to Plates : **The electrode of a voltaic cell or storage cell that is at the higher potential when the circuit is open.**

Computer to Plates (C.T.P) :In a CTP workflow, **removing one generation of image reproduction** (imaging plates directly from the digital information rather than producing film and then burning plates from the film) increases the sharpness of the type and image detail.

Unit 4 : Coating

(15 hr)

Topics:

To understand & study process of UV coating and types of UV coating.

A UV coating (or more generally a radiation cured coating) is **a surface treatment which either is cured by ultraviolet radiation, or which protects the underlying material from such radiation's harmful effects**

Books Recommended: (List of Minimum 5 Books)

- 1) The Complete Book on Printing Technology, NIIR Board Asia Pacific Business Press Inc. 2003
- 2) Modern Printing Technology, NIIR Board National Institute of Industrial Research 1998
- 3) "The Gutenberg Galaxy Marshall McLuhan University of Toronto Press 1965
- 4) The All New Print Production David Bann Rotovision 2006
- 5) Print Media, Helmut Kipphan Springer 2001

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)
Discipline Specific Core Course (DSC– D-III)
Paper Title: Packaging

Paper No:.....

Theory: 4 lectures/week

Credits: 04

Total Marks: 50 (Theory)

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”

Content of syllabus:

(60 hr)

Unit 1: Packaging and Labeling

(15 hr)

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

(15 hr)

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

(15 hr)

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

(15 hr)

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.

Books Recommended:

- | | |
|----------------------------|---|
| 1) Packaging Design | Marianne R. Klimchuk |
| 2) The Package Design Book | Julius Wiedemann Wiley Bookseller 2nd Edition Pentawards 2012 |
| 3) "Food Packaging Design" | Douglas Ricardo Publishers, Chennai 2015 |

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)

Skill Enhancement Courses (SEC– D-I)

Paper Title: GD Practical 41

Paper No:.....

Practical: 4 lectures/week

Credits: 02

Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Image Colours Adjustment
2. Pattern Apply
3. Photoshop Software
4. Image Light Adjustment
5. Gradient Apply

Pre requisites Note: (If Any- such as Knowledge of the topics in the theory papers.)

List of Practical :

1. **Illustrator Advance** :Advertising Illustrators **research and create drawings and pictures to visually portray their own or other people's ideas**. They create illustrations for items such as commercial packaging, brochures, and various other forms of advertisement.
2. **High Pass** : A high-pass filter (HPF) — **passes the high-frequencies above their cutoff frequency while progressively attenuating frequencies below the cut-off frequency**. In other words, high-pass filters remove low-frequency content from an audio signal below a defined cut-off point
3. **Creative Calendar** : A marketing calendar is exactly what it sounds like: **a plan that covers your marketing activities for the entire year**. Like most aspects of a business plan, it requires some initial investment in time and resources, but it pays off later.
4. **Social Campaign** : A social media campaign is **a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms**. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability.
5. **Box Design** : Product packaging design refers to **the creation of the exterior of a product**. That includes choices in material and form as well as graphics, colors and fonts that are used on wrapping, a box, a can, a bottle or any kind of container.
6. **Product Editing**: The **Product Description Editor** Tool helps Amazon sellers - experienced and new to create professional **product** listings for Amazon that are readable, attractive
7. **Product cutting** : In the context of machining, a cutting tool or cutter is typically a hardened metal tool that is used **to cut, shape, and remove material from a work piece** by means of machining tools as well as abrasive tools by way of shear deformation. The majority of these tools are designed exclusively for metals.

Nature of Practical Question Paper:

- | | |
|--------------------------------------|----|
| 1) Question based on above practical | 25 |
| 2) Question based on above practical | 25 |

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)

Skill Enhancement Courses (SEC– D-II)

Paper Title: GD Practical 42

Paper No:.....

Practical: 4 lectures/week

Credits: 02

Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Branding
2. Booklet Designing
3. Sizes of all printing products
4. Campaigning
5. Pre-printing Process

List of Practical's:

1. **Advertising Designing** :The advertising design is **the artwork that is visual and created for advertisements specifically**. Graphic design has become synonymous with the world of advertising, and visual representations of products and services are essential for any brand to get its message across to the public.
2. **Artwork Making** :As you know, the visual characteristics of artwork are **lines, colors, values, shapes, textures, space, and movement**. To describe them, you must think beyond straight or curved, red or orange, light or dark, round or square, striped or polka dot, shallow or deep, and small or large.
3. **Clipping mask** :
Hold down Alt (Option in Mac OS), position the pointer over the line dividing two layers in the Layers panel (the pointer changes to two overlapping circles), and then click.
in the Layers panel, select the top layer of a pair of layers you want to group, and choose Layer Create Clipping Mask.
4. **Masking** :When talking about editing and processing images the term 'masking' refers to **the practice of using a mask to protect a specific area of an image**, just as you would use masking tape when painting your house. Masking an area of an image protects that area from being altered by changes made to the rest of the image.
5. **Blending Text** :19 original Blending Modes are: Normal, Dissolve, Darken, Multiply, Color, Burn, Darker Color, Lighten Screen, Color Dodge, Lighter Color, Overlay, Soft Light, Hard Light, Difference, Exclusion, Hue, Saturation, Color, and Luminosity.
6. **Photo With Blending Text** :**Mixing two images**. The output image is a combination of the corresponding pixel values of the input images.
7. **Background Change** :
Step 1: Select the photo you want to edit. Open Photo Scissors online, click the Upload button then select an image file. ...
Step 2: Change the background. You can keep background transparent or change it to any color or even set another image as new background.
8. **Background Editing** :What Is Photo Editing? Photo editing (also called post-processing or postproduction) is **the process in digital photography of making adjustments to photographs in a photo editing program**. It's digital photography's version of a darkroom, where photos can be tweaked after a photography shoot

Nature of Practical Question Paper:

1) Question based on above practical	25
2) Question based on above practical	25

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)
Skill Enhancement Courses (SEC– D-III)
Paper Title: GD Practical 43

Paper No:.....
Practical: 4 lectures/week

Credits: 02
Total Marks: 50 (Practical)

Course Outcomes: The students will acquire knowledge of

1. Flex Printing
2. Layout and Composition
3. Colour & Colour Schemes
4. Corel Draw Advance Tools
5. Screen Printing

List of Practical's: (Minimum 10)

- 1) Portrait Finishing :a race or finish in which contestants are so close that a photograph of them as they cross the finish line has to be examined to determine the winner.
- 2) Background change :
- 3) Step 1: Select the photo you want to edit. Open Photo Scissors online, click the Upload button then select an image file. ...
- 4) Step 2: Change the background. You can keep background transparent or change it to any color or even set another image as new background
- 5) Creative Album Design : You will have the chance to select your favorites from a designated online gallery. Once the images are selected, we will **design** the first
- 6) Logo Design: Logo designers are **professional graphic designers who create unique and custom brand imagery for the individual or company who hired them.** Logo designers can either be freelancers, full-time employees at a design firm or advertising agency, or work under a temporary contract.
- 7) Photo With Gradient map effect: Gradient maps are **a Photoshop CC tool that creates a new adjustment layer which choose a new color for each pixel of a certain value.** In layman's terms, the darkest areas of your gradient replace the shadows and below of your image, the middle replaces your general exposure, and the end replaces your highlights
- 8) Color Matching :Color matching is **the process in which pigments, dyes, and special effect colors are combined to achieve a specified color in a specific polymer.** A color match often contains additives in addition to the colors, such as dispersants and stabilizers.
- 9) Booked Effect :Good Booked means **a background without any hard edges or sharpness.** Nothing in the background should distract the audience or viewer. The blurry area should have circles of light that are round and smooth. Lines that are out-of-focus should be blurred and the points that intersect should blur into each other.
- 10) Landscape Product Finishing :**Product Description.** Capitalizing on our in-depth industry expertise, we are offering Natural **Landscape Finishing** Services. For offering these services

Nature of Practical Question Paper:

- | | |
|--------------------------------------|----|
| 1) Question based on above practical | 25 |
| 2) Question based on above practical | 25 |

Bachelor of Vocation (B. Voc.) Part II - Sem. IV (Advanced Diploma)
Skill Enhancement Courses (SEC– D-IV)
Paper Title: GD Project 41

Paper No:.....
Term Work: 2 lectures/week

Credits: 02
Total Marks: 50(Internal)

Course Outcomes: The students will acquire knowledge of

1. Advance Technology for printing
2. Client Needs
3. Create design as per client's need
4. Latest Designing Trends in current Market
5. Pre-printing, Printing and Post Printing process

Important Note: Field Work/Industrial Visit/Study Tour should be of **minimum five days** in or out of Maharashtra.

Suggested Places:

1. In Maharashtra:
2. Out of Maharashtra:

Student Instructions:

1. Need to collect all basic information of company
2. Need to collect basic information of product
3. Need to collect all raw data for project designing

Laboratory Requirements:

1. Rough drawing, sketching and story writing
2. Create designs as per instructions and guidelines

Nature of Evaluation: INTERNAL

Date: 13.07.2023

To,
The Registrar
Shivaji University, Kolhapur

Subject: **Submission of B. Voc. - II Year Advanced Diploma structure as per NEP guidelines**

Dear Sir,

I'm submitting herewith First Year **Bachelor of Vocation (B. Voc.-II) – Advanced Diploma** Course structure (LEVEL-6) to be implemented from Academic Year 2023-24.

Kindly accept it and Acknowledge.

Thanking You

Yours Faithfully

(Principal)

BOS -

Dean -