

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX – 2609000, BOS Section – 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४. २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in		
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Ref.: SU/BOS/ IDS / 569

Date: 18 - 09- 2025

To,

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

Subject : Regarding revised syllabi **B.F.A. (Applied Art) Part -3** degree programme under the Faculty of Inter- Disciplinary Studies as per NEP-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 revised syllabi, nature of question paper and equivalence of **B.F.A. (Applied Art) Part -3** for follower's degree programme under the Faculty of Inter- Disciplinary Studies as per National Education Policy, 2020 (NEP 2.0).

This syllabus, nature of question and equivalence shall be implemented from the academic year **2025-2026** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (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 2025 & March/April 2026. 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

Encl. : As above.

Copy to: For Information and necessary action.

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

SHIVAJI UNIVERSITY, KOLHAPUR



ESTABLISHED :1962

A⁺⁺ Accredited by NAAC (2021) with

CBCS Syllabus for Bachelor Of Fine Art (APPLIED ART) B.F.A. Part III

**STRUCTURE & SYLLABUS
HAVING CHOICE BASED CREDIT SYSTEM**

(TO BE IMPLIMENTED FROM ACADEMIC YEAR 2025-26 ONWARDS)

Shivaji University, Kolhapur

To be implemented from the academic year 2025-2026

Title of the course:

**Third Year Bachelor of Fine Arts BFA (Applied Art)
T.Y.B.F.A (Applied Art)**

Course Duration: 4 years

- **First Year Bachelor of Fine Arts (Applied Art)**
F.Y.B.F.A (Applied Art)
- **Second Year Bachelor of Fine Arts (Applied Art)**
S.Y.B.F.A (Applied Art)
- **Third Year Bachelor of Fine Arts (Applied Art)**
T.Y.B.F.A (Applied Art)
- **Final Year Bachelor of Fine Arts (Applied Art)**
Final B.F.A (Applied Art)

Preamble of the syllabus:

The proposed curriculum is with the view to enhance the existing syllabus and make it more contextual, industry affable and suitable to cater the needs of society and nation in present day context. The committee examined the drawbacks of the existing syllabus and after analyzing other curricula of existing universities in respective subjects in terms of content, relevance, quality and pattern of teaching and examination has synthesized the present proposal. After guidance from industry professionals and senior faculty, feedbacks from the core faculty and intensive discussions, the syllabus was suitably finalized.

Globalization demands that professionals be trained to seamlessly fit into a multidisciplinary work environment. Many of our students aspire to jobs in a global environment and look for opportunities not just in design houses but also the IT industry and multinational corporations. Thus there is an urgent need to elevate the syllabus to global levels, to facilitate easier transitions for Job prospects, overseas.

The syllabus needs revision in terms of preparing the student for the professional scenario with relevance to specializations. The number of assignments also requires reconsideration with reference to learning objectives for every subject and the time available. As the students specialize they have to work in multidisciplinary subjects so as to prepare to multidisciplinary work environment.

Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to rise to meet global standards and align seamlessly to changing trends.

The modern world seems to be growing exponentially in the digital domain. Digital domain becomes a base for design development hence skills in relevant software should be acquired by the students and yet print is also evolving like never before.

Thus the syllabus needs to be structured with balance in learning skills in both the domains of design. The syllabus needs to be made to promote flexibility and freedom of approach in teaching, within the structure of learning objectives.

A holistic approach includes providing industry training via internships, handling live projects, visits to advertising and design houses and also print and production units. Regular interaction with experts will help to build a bridge between students and their future mentors from industry.

Objectives: In the third year of Four year course students are expected to

1. To understand and to know the role of human body and its application through various forms of communication design like dance, drama, music, actions, words, sounds, face expressions, body language, masks, costumes and colors and its relation to the advertising illustration in picture or photographs.
2. To understand about various advertising media and their selection with reference to marketing and market research and function of advertising agency.
3. To understand the objective of copy writing its elements and various functions.
4. To understand and develop the knowledge of basic human anatomy, and develop the understanding of proportion, shade and light, sketching techniques and rendering style.
5. To acquaint the learners with the concept of Corporate and Brand identity and develop the understanding of application of symbol - logo for communication design.
6. To understand the principles of structural and functional packaging design and develop the knowledge of various materials their suitability and costing & estimation of package.
7. To understand the concept of book design as part of publication design, its importance in communication design and various functional and structural designing aspects.
8. To impart to learners the knowledge of various principals of design for press and magazine advertisement and study of different appeals for Product, Service, Public Welfare.
9. To impart to learners the knowledge of various kinds of posters and their utilization for advertising as well as public welfare subjects.
10. To acquaint the student with application of calligraphic styles and typography for advanced communication designs.
11. To acquaint the student with various technical perspective drawing methods.
12. To introduce the basic knowledge of elective subjects and their importance in communication designs.

3. Pattern: Semester/Credit System:

Semester Pattern Credit System

4. Eligibility:

Admission to Third Year Bachelor of Fine Arts (Applied Art):

Pass Second year B.F.A Applied Art or equivalent

5.Examination

A. Pattern of Examination

50% - 50 %

50% of total marks are reserved for University examination and 50% marks reserved for internal assessment.

B. Standard of Passing:

To pass the examination a candidate must obtain:

To pass the candidate must obtain at least 40% in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

C. ATKT Rules: Allow to Keep Term (ATKT) available for Group-I (Theory) subjects for only one consecutive attempt.

D. Award of Class:

- a. Those of the successful candidates who obtained 40 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in the Pass Class.
- b. Those of the successful candidates who obtained 50 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Second Class.
- c. Those of the successful candidates who obtained 55 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in Higher Second Class.
- d. Those of the successful candidates who obtained 60 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class.
- e. Those of the successful candidates who obtained 70 % and above of the total aggregate marks in all subjects in Group-I & Group-II for internal assessment and university examination taken together at one and same sitting, shall be placed in First Class with Distinction.

E) External Students:

Not applicable as this is a Practical oriented course.

f. **Setting of Question Paper/ Pattern of Question Paper**

- i. Question papers will be set by the panel of paper setters appointed by Shivaji University Kolhapur

Verification / Revaluation

- ii. Verification will be done by panel appointed by University of Kolhapur. Revaluation will be done only for theory subjects by panel appointed by Shivaji University Kolhapur. , not for practical subjects.

I. External Assessment

A university exam shall serve as the external assessment for theory courses. While the practical exam will not be conducted, students will participate in a viva & presentation before external/internal jury at the end of each semester. During this jury session they will present their artworks and provide an accompanying presentation on their work. Esteemed professional artists from the field will be invited as external juries by the department

6) Structure of Course

Compulsory Paper All papers are compulsory.

Optional papers : T.Y.B.F.A and FINAL YEAR B.F.A have a choice / option in elective subjects.

Question paper pattern etc.

- Theory subject: 20% Objective and 80% subjective questions.
- Total Three question having different marks (5 marks for 1st & 2nd question)
- Remaining 15 Marks for Question Number 3 having 3 long answer questions (3x5=15)
- Total marks 25
- Practical: As per requirement of the subject.

Medium of Instruction

Medium of Instruction for the course will be English / Marathi

7)Equivalency of previous syllabus along with propose syllabus

The revised syllabus has some changes in the subjects offered as compared to the old syllabus. Some components are added to make the syllabus more comprehensive and modified to suitably align with the industry

8)University Terms

Academic calendar of Shivaji University, Kolhapur will be followed

7) Structure of Course

1)Compulsory Paper: All papers are compulsory.

2)Optional papers: BFA part 3 semester V & VI have a choice / option in elective subjects
No subjects are optional. However T.Y.B.F.A. and FINALLYEAR B.F.A. have a choice / option in elective subjects

3)Question paper: Theory subject: 20% Objective and 80% subjective questions. Total five question having equal marks (5 marks each question) (5 Questions x 5 = 25)

4)Nature of Question paper

Theory subject: Written Exam

Total five question having equal marks (5 marks each question) (5 Question X 5 = 25*)

Question 1 (5Marks) – Objectives (Fill in the Blanks/Answer in One sentence/Match the following)

Question 2 (5Marks) – Short Notes (Word Limit: 200 - 300)

Question 3 (15 Marks) – Descriptive Questions (Word Limit: 500 - 700)

Practical: Jury Pattern

Time Duration: 1 hour 30 minutes

Medium of Instruction: Medium of Instruction for the course will be English /Marathi

Nature of Question Paper

BFA APPLIED ART Semester V & VI

SUBJECT:

Date:

Duration: 1 Hours 30 mins

SUBJECT CODE:

TIME:

MARKS:25

Instructions

All questions carry equal Marks.

Expected Answer of Q.2 & 3 (200 to 300 words)

Expected Answer of Q.3 (500 to 700 words)

Draw diagrams or graphs where ever necessary

All digital devices, Mobile, laptop are strictly prohibited.

Q.1. Fill in the blanks

(5M)

i) to v) MCQ one mark each with four options

a) b) c) d)

Q.2. Write Note on (any two)

(5M)

c)

a)

b)

Q.3. Attempt any Three of the of the following.

(15M)

a)

b)

c)

d)

e)

X-----X-----X

Structure & Examination Pattern of Third Year, Semester -V
Bachelor Fine Art (Applied Art)

B.F.A programme Structure (Teaching and Examination Scheme) Part - III for Semester V												
Subject Type	Sub ject cod e	Subject	Teaching Scheme (in hours/week)			Total Credi ts /sem	Tota l Hou rs /se m	Examination Scheme (marks)				
			L	S	No. of Assi gnm ents			I.A		U.E		Total MAX
								MA X	MIN	MA X	MIN	
Core Theory		Research	2		4	2	30	25	10	25	10	50
		Theory of Communication Design	2		4	2	30	25	10	25	10	50
		History of Art & Design (Indian & Western) Concise	2		4	2	30	25	10	25	10	50
Ability Enhancemen t		Human right	1		1	1	30	25	10	25	10	50
		Experiential learning – community work	1		1	1	30	25	10	25	10	50
Core practical		CDI-I Communication Campaign for advertising		6	5	6	60	50	20	50	20	100
		CDI-II Designing Brand expenses		4	4	4	60	50	20	50	20	100
		CDI-II Publication Design		4	4	4	60	50	20	50	20	100
		CDI-II Storytelling & Visual Scripting		4	4	4	60	50	20	50	20	100
Elective Practical		Elective (Illustration/ Typography/ Photography/Vis ualization/UIUX		4	4	4	60	50	20	50	20	100
	Tot al		8	22	35	30	450	375	150	375	150	750

Theory Subjects : Group I							
Sr. No	Subject	Pattern of annual Exam	Exam Duration (Hours)	Description	Examination Marks(Out of) (Theory) U.E	Class work tutorials Marks (Out of) I.A	Total Marks
1	a) Research	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
2	b) Theory of Communication design	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
3	c)) History of Art & design (Indian & western) concise	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
4	Human right	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
5	Experiential learning – community work	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
Practical Subjects : Group II							
6	CD-I Communication campaign for advertising	Practical	01	Topic based explorations & final comprehensive	External Jury for Practical Presentation and portfolio assessment (50 marks)	50	100
7	CD-II Designing Brand Experiences	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50marks)	50	100
8	CD-II Publication design	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
9	Story telling & visual scripting	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
10	Elective	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
a)	Illustration	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100

b)	Typography	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
c)	photography	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
d)	Visualization,	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
e)	UIUX	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
	Total					375	750

Structure & Examination Pattern of Third Year, Semester –VI

B.F.A programme Structure (Teaching and Examination Scheme) Part - III for Semester VI												
Subject Type	Subje ct code	Subject	Teaching Scheme (in hours/week)			Tota l Cred its /se m	Tota l hou r /se m	Examination Scheme (marks)				
			L	S	No. of Assign ments			I.A		U.E		Total MAX
								MAX	MIN	MA X	MIN	
Core Theory		Research	2		4	2	30	25	10	25	10	50
		Theory of Communication Design	2		4	2	30	25	10	25	10	50
		History of Art & Design (Indian & Western) Concise	2		4	2	30	25	10	25	10	50
Ability Enhancement		Physical Education	1		1	1	30	25	10	25	10	50
		Experiential learning – outdoor study	1		1	1	30	25	10	25	10	50
development Skill		CDI-I (b)Communicat ion Campaign for advertising		6	5	6	60	50	20	50	20	100
Skill Base course		Design for Social awareness		4	4	4	60	50	20	50	20	100
		CDI-II Publication Design		4	4	4	60	50	20	50	20	100
		CDI-II Storytelling & Visual Scripting		4	4	4	60	50	20	50	20	100
		Elective (Illustration/ Typography/ Photography/ Visualization/ UIUX)		4	4	4	60	50	20	50	20	100
	Total		8	22	35	30	450	375	150	375	150	750

Theory Subjects : Group I							
Sr. No	Subject	Pattern of annual Exam	Exam Duration (Hours)	Description	Examination Marks(Out of) (Theory) U.E	Class work tutorials Marks (Out of) I.A	Total Marks
1	a) Research	Project report Written	01	80 % Subjective& 20% Objective questions (25 marks)	25	25	50
2	b) Theory of Communication design	Written	01	80 % Subjective &20%Objective questions (25 marks)	25	25	50
3	c)) History of Art & design (Indian & western) concise	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
4	Physical Education	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
5	Experiential learning –outdoor study	Written	01	80 % Subjective & 20% Objective questions (25 marks)	25	25	50
Practical Subjects : Group II							
6	CD-I Communication campaign for advertising	Practical	01	Topic based explorations & final comprehensive	External Jury for Practical Presentation and portfolio assessment (50 marks)	50	100
7	Design for Social awareness	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
8	CDI-II Publication Design	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
9	CD-II Story telling & visual scripting	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
10	Elective	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment	50	100
a)	Illustration	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100

b)	Typography	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
c)	photography	Practical	01	Indoor shoot in lab (Material & lights will be provided) & its digital prints For rough work 05 hours & for lab work Half an hour	Presentation and portfolio assessment (50 marks)	50	100
d)	Visualization,	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
e)	UIUX	Practical	01	Topic based explorations & final comprehensive	Presentation and portfolio assessment (50 marks)	50	100
	Total					375	750

Outcomes : Theory Subjects

1. Research (in Design)

- Ability to formulate research questions relevant to design.
- Understanding qualitative & quantitative research methods.
- Capability to conduct user-centered and ethnographic research.
- Skill in analysing and applying research findings to design processes.
- Development of critical thinking and problem-solving approaches in design.

2. Theory of Communication Design

Outcomes:

- Understanding of core principles of communication (sender, message, medium, receiver).
- Ability to decode and create visual narratives.
- Awareness of semiotics (signs, symbols, meaning-making).
- Knowledge of visual hierarchy, typography, color theory, and layout in communication.
- Skill in crafting messages that resonate with specific audiences and contexts.

3. History of Art & Design (Indian & Western)

Outcomes:

- Appreciation of the evolution of visual art and design through time.
- Understanding key movements (e.g., Company School, Begal School, All isms from Baroque to pop art, Modernism, Indian folk and tribal arts, etc.).
- Ability to analyze and compare Indian and Western aesthetic values and contributions.
- Contextual knowledge that informs contemporary design practices.
- Development of visual literacy through exposure to historical styles and techniques.

4 Physical Education

Outcomes ;

- Communication Skills,
- Personality Development,
- Language training Physical Education
- To make student industry ready.

5 Experiential learning –outdoor study

- Experiential learning –
 - Observation skills, Compositions, On field experience, Signage, New age Media, Print Media and its techniques
 - Example: Mall Visit (to learn about digital New age media)
- 2. Offset printing press
- Understanding of New age medias
- Understanding of Print Machines, Print material, techniques and Print Media

Revised Bloom's Taxonomy (with Action Verbs)

Definition	Remember	Understand	Apply	Analyze	Evaluate	Create
Blooms Definition	Identify principles of advertising design. Recall types of media used in integrated campaigns. List key functions of layout and typography.	Identify principles of advertising design. Recall types of media used in integrated campaigns. List key functions of layout and typography.	Implement layout and composition rules in a brochure design. Demonstrate the use of Adobe Illustrator for vector illustration. Use color theory to develop mood in visual communication.	Analyze client briefs to develop concept strategies. Compare various ad layouts for effectiveness. Differentiate between traditional and digital media design approaches.	Critique the visual appeal and functionality of peer artwork. Assess the success of a multi-platform advertising campaign. Justify design decisions based on marketing objectives.	Design a complete branding campaign for a product or service. Produce a professional portfolio showcasing advanced applied art projects. Develop original advertising concepts using multiple media formats.
Verbs	Define Identify Recall Recognize List Match Name Omit Select Show Spell Tell What When Where Which Who Why	Classify Compare Contrast Demonstrate Describe Explain Extend Illustrate Interpret Outline Relate Rephrase Show Summarize Translate	Apply Build Choose Construct Develop Experiment Identify Interview Make use of Model Organize Plan Select Solve Utilize Demonstrate Execute Implement Illustrate Use	Analyze Assume Categorize Classify Compare Conclusion Contrast Conclusion Contrast Discover Dissect Distinguish Divide Examine Function Inference Inspect List Motivate Relationship Simplify Survey Take part in Test for Theme Differentiate Compare Analyze Examine Categorize	Agree Assess Award Choose Compare Conclude Criteria Citizen Critique Decide Deduct Defend Determine Disprove Estimate Evaluate Importance Influence Interpret Judge Justify Mark Measure Opinion Perceive Prioritize Prove Rate Recommend Select Support Value	Adapt Build Change Choose Combine Create Compose Construct Delete Discuss Design Develop Elaborate Estimate Formulate Happen Imagine Improve Invent Makeup Maximize Minimize Modify Original Originate Predict Propose Produce Solve Suppose Test Theory

Detailed Syllabus

Theory Subjects : Group I Sem V				
Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	a) Research	Research Methodology Analysing current design house set ups/advertising agency	Research study will facilitate - Understanding research methods and tools - Learning methods to analyses -Learning to use research for design solutions	50
	B) Theory of Communication Design	Copy Writing New Age Media - Digital and Non-digital -Understanding brands and Branding Marketing and Market Research Product research and Competitive research Consumer and User	Theoretical inputs form the base for developing practical outputs as in-depth study and findings on relevant topics will become the base reference for communication design	50
	c) History of Art & Design (Indian & Western Concise)	Concise history of Indian Art (Company School, Bengal School, Bombay School, Madras School, Delhi Shilpi Chakra & Contemporary Art- Analysis of five artist)	Student should acquire awareness of history of art & design so as to understanding its origin, development & modern days status, so as to appreciate its influence in art & design today.	50
	Human right	universality: Human rights belong to everyone, regardless of nationality, sex, race, religion, language, or any other status. Inalienability: They cannot be taken away, except in specific situations and according to due process of law (e.g., a person's right to liberty may be restricted if they are convicted of a crime).	Inherent Dignity: The most common justification is the idea that all human beings are born with equal dignity. To live a life worthy of a human being, certain basic needs—both material and non-material—must be protected. Human rights define these minimum standards necessary for a life of dignity.	50
	Experiential learning – community work	Concrete Experience: The student has a direct, hands-on experience in the community, such as volunteering at a food bank or participating in a park cleanup. Reflective Observation: The student thinks critically about the experience. This often involves journaling, group discussions, or creating presentations to process what they did, what they saw, and how it made them feel.	Deeper Learning and Skill Development □ Community-based experiential learning provides a hands-on environment where students can actively apply classroom knowledge. Instead of just memorizing concepts, they engage in problem-solving and critical thinking within an	50

			authentic context. This process strengthens their understanding and helps them develop essential soft skills like communication, collaboration, and empathy. For example, a student studying sociology might volunteer at a local homeless shelter. This experience allows them to directly observe and reflect on the social issues they read about in textbooks, leading to a much deeper and more nuanced understanding.	
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Practical Subjects: Group I Sem V

Skill Based Course	CD I-(b) Communication on Campaign for Advertising	Product or service promotion through 4/5 suitable media	This will generate understanding of creative 360 degree communication articulation through relevant media	100
	CD-II Designing Brand Experiences	-proposing business proposal and its design touches points for range of Product/Service/Event -Establish offerings & attributes -Establish USP/PPD through competitive study of target audience & markets -Creating mind maps	The Project Developing of Business proposal which will be backed by research of Targeted audience and Market study. - Understanding of scope for design intervention -Selection of appropriate collaterals as per topic area selected	100
	CD-II Publication Design	Print and Web - Book Design - Education Design / 1 General	Publication design requires Understanding the specific character of individual publications with reference to significance of its info, layout, grid, readership	100
	CD-II Story Telling and Visual Scripting	1) Bring a story – simple Illustration - Convert into a small story board 6/8 frames	Most communications tells a story to connect with audiences -Students will understand the difference between still and moving images, techniques Use of sequential design as a communication format	100
	Elective	Exploration experimentation	Relevant visualization & application will provide scope for development.	100
		1. Illustration -Advertising Illustration Indoor / Outdoor Media -Publication Illustration -Story Characters	1. Illustration - To enhance Drawing, Contextual experimentation illustration with relevant use of software's like Photoshop, Illustrator	
		2. Typography Develop a font by some Inspirations Digital treatment to type	2. Typography - To review variety of type styles, forms and characteristics, explore new type - To become aware Typography as significant communication tool. - Experimental typography -Digital Typography: emerging directions and new possibilities	
		3. Photography -Table top, Model, Product etc. -Photography as a communication tool	3. Photography -Utilisation of photography within communication	
		4. Visualisation -Converting ideas into visual articulations through direct & indirect context	4. Visualisation -To develop student's conceptual thinking and building a strong visual language/articulation	

		5. User Interface Introduction to complex digital interfaces such as Website - Based on sound user study/contextual development /wireframes/page layouts with reference to navigation -Understanding Goal and User.	5. User Interface - To develop understanding of interface design which is a contemporary media and a substantial tool of interactive communication	
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Detailed Syllabus Sem(VI)

Theory Subjects : Group I Sem VI				
Subject Category	Subject Name	Details	Justification	Marks
Theoretical Subjects	Research	Research Paper - Colloquial Presentation-analysing current medias in ref to layout, print and production	Research study will facilitate - Understanding research methods and tools - Learning methods to analyse -Learning to use research for design solutions	50
	Theory of Communication Design	research- Behavioral and Motivational Research -Visualisation - a) Understanding the process b) Types of visualisation - appeals c) Analysing creativity in visualisation	Theoretical inputs form the base for developing practical outputs as in-depth study and findings on relevant topics will become the base reference for communication design	50
	c)History of Art & Design (Indian & Western)- Concise	Western Art (cover all isms from Baroque to pop Art & Contemporary Art - five artist) Advertising design -Advertising print & production development (from print to digital) five prominent graphic designers of the 20 th century	-Student should acquire awareness of history of art & design so as to understanding its origin, development & modern days status, so as to appreciate its influence in art & design today.	50
	Physical Education	• Physical Health: PE improves cardiovascular health, muscular strength, flexibility, and body composition. It also helps in weight management and builds strong bones. • Motor Skill Development: Students learn fundamental movement skills (like running, throwing, and jumping) and more complex sport-specific skills. This proficiency builds confidence and encourages lifelong participation in physical activities.	• Holistic Development: PE fosters not just physical fitness but also mental and emotional well-being. It provides a crucial outlet for stress and anxiety, boosting mood and self-esteem through physical activity. • Enhanced Academics: Far from being a distraction, research consistently shows that physical activity improves blood flow to the brain, leading to better concentration, memory, and problem-solving skills, ultimately enhancing academic performance.	50
	Experiential learning – outdoor study	• Adventure Education: This involves physically and mentally challenging activities like hiking, rock climbing, orienteering, and ropes courses. These challenges build resilience, problem-solving skills, and self-confidence. • Environmental and Place-	Deeper Retention Instead of just hearing information, students experience it firsthand. This active engagement creates stronger neural connections, making the learning more memorable and increasing knowledge retention significantly compared to	

		Based Education: Students learn about ecosystems, biodiversity, and conservation by directly observing and interacting with their local environment. This can involve field studies, citizen science projects, and even maintaining a school garden.	traditional lecture-based methods. Development of Real-World Skills Experiential learning is crucial for building essential 21st-century skills. It cultivates critical thinking, problem-solving, teamwork, and communication as students navigate challenges and collaborate on projects that mirror real-life scenarios.	50
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Practical Subjects: Group II Sem VI

Skill Based Courses	CD I-(b) Communicati on Campaign for Advertising	Product or service promotion through 4/5 suitable media	This will generate understanding of creative 360 degree communication articulation through relevant media	100
	Design for Social awareness	• Impact-Driven: The success of the design is measured by its ability to influence behavior or shift public opinion on a specific issue, such as climate change, gender equality, or mental health awareness. • Empathy-Focused: Effective social awareness design uses powerful storytelling, emotional imagery, and compelling data to build a connection with the audience and foster empathy.	Simplify Complexity: It breaks down multifaceted problems like climate change or public health crises into digestible, shareable content that a broad audience can understand and relate to. Create Emotional Connections: Effective design uses visual storytelling to evoke an emotional response, making people feel personally connected to an issue, rather than viewing it as a distant or abstract problem.	100
	CD-II Publication Design	1).Magazine Design - 2).Cover+Editorial+1 Article 3).Newspaper – Supplement	Publication design requires -Understanding the specific character of individual publications with reference to significance of its info, layout, grid, readership	100
	CD-II Story Telling and Visual Scripting	2) Select a brand - 30sec film for product or service - strategies and make a small story board – (Camera /Angles/Lights)	Most communications tells a story to connect with audiences -Students will understand the difference between still and moving images, techniques -Use of sequential design as a communication format	100
	Elective	2)Application orientation (Either one mini campaign or suitable non advertising project)	Relevant visualization & application will provide scope for development.	100
		1. Illustration -Backgrounds -Fashion Illustration -Digital Illustration	1. Illustration - To enhance Drawing, Contextual experimentation illustration with relevant use of software's like Photoshop, Illustrator	
		2. Typography Font stylisation – Digital treatment to type	2. Typography - To review variety of type styles, forms and characteristics, explore new type -To become aware Typography as significant communication tool. Experimental typography - Digital Typography: emerging directions and new possibilities.	
		3. Photography -Thematic photography and photographic portfolio	3. Photography -Utilisation of photography within communication	

		4. Visualisation -Building a series of synergetic visuals (pictorial/typographic for a product or service	4. Visualisation -To develop student's conceptual thinking and building a strong visual language/articulation	
		5. User Interface UI Process: Analysis, Paper Based Design Prototype, Design evaluation, Static Prototype, Dynamic Design Prototype, User Testing, Final Interface, Usability Testing, UI Evaluation techniques, User Guidance: Usability Attributes etc. Designing a Website/Complex Interactive App screens	5. User Interface - To develop understanding of interface design which is a contemporary media and a substantial tool of interactive communication	

9) Recommended Books

- Advertising Art and Ideas, Rege G.M., Himalaya Art Book
- The World of Visual Communication, Rege G.M., Himalaya Art Book
- Kleeppners Advertising Procedure, J.T. Russel, W.R. Lane, Prentice Hall Inter
- Fundamentals of Advertising, John Wilmshux, Adrin Mackay, ISBA
- Advertising Principles and Practice, Prentice Hall Inter
- Encyclopedia of Calligraphy Techniques, D.H. Wilson, Headline Book
- Aksharanubhav, Achyut Palav, Callographic Expressions
- Colour- A Workshop for artists and designers, David Harnung, Laurence King Publishing
- Druk Kala, Shantinath Arwade
- Perspective Drawing, Milind Mulik, Jyotsna Prakashan
- Designers Poster, Rockport
- Calligraphy Today, Ajit Mukherjee, Over Publication
- Anatomy and Drawing, Victor Perard, Grace Prakashan
- Designer's Guide to Colour, James Stockton, Chronicle Books
- Type and Colour, Richard Emery, Batsford, London
- Communication Arts, International Periodical
- Archive, Walter Lurzer, Germany, International Periodical
- Introduction of the History of Fine Art in India and the West by Edith Tomory

10) Qualification of Teachers:

Qualification of teachers as per AICTE and Qualification of teachers as per AICTE and Shivaji University, Kolhapur Norms.

11) We are submitting here with the draft syllabus & will make changes according the board of studies committee members recommendation if any

12) The syllabus of Savitribai Phule University is utilized as a point of reference