SYLLABUS STRUCTURE
FOR
DIPLOMA IN
GRAPHIC DESIGN

SHIVAJI UNIVERSITY, KOLHAPUR

B.Voc in Graphic Design

Syllabus

For

B. Voc. Part-I (Diploma)

Diploma in Graphic Design

(To be implemented from Academic Year 2020-2021onwards)

SHIVAJI UNIVERSITY, KOLHAPUR
PROPOSED STRUCTUCTURE AND SYLLABUS (SEMESTER PATTERN)

Bachelor of Vocation (B. Voc.) Part I – 2020-21

1. TITLE: B. Voc. Part– I**DiplomainGraphicDesign**
Syllabus (SemesterPattern)

2. YEAR OF IMPLEMENTATION : Syllabus will be implemented fromthe academic year2020-2021
3. DURATION: B. Voc. Part I, II and III (ThreeYears)
B. Voc. Part I - Diploma (First Year)
B. Voc. Part II - Advanced Diploma (Second Year)
B. Voc. Part III – Degree (Third Year)

4. PATTERN OF EXAMINATION –SemesterPattern
• Theory Examination – At the end of semester as per ShivajiUniversityRules
• PracticalExamination–
i)   In the 1$_{st}$, 3$_{rd}$ and 5$_{th}$ semester of B. Voc. there will be internal assessment of practical record, related report submission andprojectreports.
ii)   In the second semester of B. Voc. I there will be internalpracticalexamination.
iii)   In the 4$_{th}$ and 6th semester of B. Voc. There will be external practical examination at the end of thesemester.

5. MEDIUM OF INSTRUCTION : English/Marathi

6. STRUCTURE OF COURSE : B. Voc. Part – I, II andIII
Two Semester Per Year
Two General Papers per year / semester
Three Vocational Papers per Year / Semester
Three Practical papers per Year / Semester
One Project / Industry Visit/ Study Tour / Survey

7. SCHEME OF EXAMINATION – A)**THEORY**–
• The theory examination shall be at the end of theeachsemester.
• All the general theory papers shall carry 40 marks and all the vocationaltheory papers shall carry 50marks.
• Evaluation of the performance of the students in theory shall be on thebasisof semester examination as mentioned above

marks.

Question paper will be set in the view of entire syllabus preferably coveringeach
unit of the syllabus.

- Nature of question paper for Theory examination (excludingBusiness
Communication paper)–

i. There will be seven questionscarryingequal

ii. Students will have to solveanyfive

questions.Q. No. 1 : Short answer type question with internal choice (Two out of Three)
Q. No. 2 to Q. No. 6 : Long answer type
questions
Q. No. 7 : Short Notes with internal choice (Two
out of Three)

B) PRACTICAL
Evaluation of the performance of the students in practical shall be on the basis of semester

examination (Internal assessment at the end of I, III and V Semester and external

examination at the end of IV and VI semester as mentioned separately in each paper.

STANDARD OF PASSING –

As per the guidelines and rules of B. Voc. (Attached separately – Annexure I)

8. STRUCTURE OF THECOURSE
B. Voc. Part I (Diploma) Semester – I

Sr.No.	Paper No.	Title	Theory/Practical /Project	Marks (450)	Theory	Practical
1.	I	Business Communication –I	Theory	50	40	10
2.	II	Drawing/Sketching-I	Theory/ Practical	50	40	10
3.	III	Elements of Art and Principle of design	Theory	50	50	-
4.	IV	History Of Graphic Design	Theory	50	50	-
5.	V	Color Theory – I	Theory	50	50	-
6.	VI	Laboratory Work Paper No.III	Practical	50	-	50
7.	VII	Laboratory Work Paper No.IV	Practical	50	-	50
8.	VIII	Laboratory Work Paper No.V	Practical	50	-	50
9.	IX	Project	Project	50	-	50

B. Voc. Part I (Diploma) Semester – II

Sr.No.	Paper No.	Title	Theory/Practical /Project	Marks (450)	Theory	Practical
10.	X	Business Communication –II	Theory	50	40	10
11	XI	Drawing/Sketching-II	Theory/ Practical	50	40	10
12.	XII	Typography	Theory	50	50	-
13	XIII	Perspective	Theory	50	50	-
14	XIV	Color Theory-II	Theory	50	50	-
15	XV	Laboratory Work Paper No.XII	Practical	50	-	50
16	XVI	Laboratory Work Paper No.XIII	Practical	50	-	50
17	XVII	Laboratory Work Paper No.XIV	Practical	50	-	50
18	XVIII	Project	Project	50	-	50

SCHEME OF TEACHING :

B. Voc. Part I (Diploma) Semester – I

Sr.No.	Paper No.	Title	Distribution of workload		
			Theory	Practical	Total
1	I	Business Communication –I	4	2	6
	II	Drawing/Sketching-I	4	2	6
3	III	Elements of Art and Principle of design	4	-	4
4	IV	History Of Graphic Design	4	-	4
5	V	Color Theory – I	4	-	4
6	VI	Laboratory Work Paper No.III	-	4	4
7	VII	Laboratory Work Paper No.IV	-	4	4
8	VIII	Laboratory Work Paper No.V	-	4	4
9	IX	Project	-	-	-
			20	16	36

B. Voc. Part I (Diploma) Semester – II

Sr.No.	Paper No.	Title	Distribution of workload		
			Theory	Practical	Total
10	I	Business Communication –II	4	2	6
11	II	Drawing/Sketching-II	4	2	6
12	III	Typography	4	-	4
13	IV	Perspective	4	-	4
14	V	Color Theory – II	4	-	4
15	VI	Laboratory Work Paper No.III	-	4	4
16	VII	Laboratory Work Paper No.IV	-	4	4
17	VIII	Laboratory Work Paper No.V	-	4	4
18	IX	Project	-	-	-
			20	16	36

Eligibility for Admission: 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related stream.

Eligibility for Faculty: **B.Voc, M.voc, GD art, BFA, MFA**

Eligibility for Lab Assistant: Graduation with related field

Staffing Pattern

Teaching: In the 1st year of B. Voc. – OneFullTime
One C. H. B. for Business Communication
Lab. Assistant: For 1st Year of B. Voc. – 1 PartTime

For 2nd year of B.Voc.–   OneFullTime
One C. H. B. for Accountancy

For 3rd year of B.Voc. –   OneFullTime
One C. H. B.

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Paper – I: Business Communication-I
Total Workload: 06 lectures per week of 60 mins.
Distribution of Workload:

Theory: 04 lectures per week
Practical: 02 lectures per week per batch of 20 students
Units Prescribed for Theory: 40 Marks.

Unit 1: Use of English in Business Environment
Topics:
Business Vocabulary: Vocabulary for banking, marketing and for maintaining
public relations
What is a sentence?
Elements of a sentence
Types of sentence: Simple, compound, complex

Unit 2: Writing a Letter of Application and CV/ Resume
Topics:
Structure of a letter of application for various posts
CV/ Resume and its essentials

Unit 3: Presenting Information/Data
Topics:
Presenting information/data using graphics like tables, pie charts, tree diagrams, bar
diagrams, graphs, flow charts

Unit 4: Interview Technique
Topics:
Dos and don'ts of an interview
preparing for an interview
Presenting documents
Language used in an interview

Practical: Based on the theory units 10 Marks.

Reference Books:

- Sethi,Anjanee&BhavanaAdhikari.*Business Communication*. New Delhi: Tata McGrawHill
- Tickoo, Champa& Jaya Sasikumar.*Writing with a Purpose*. New York:OUP,1979.
- Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi:Student
- Aid Publication,2008.
- Herekar, Praksh. *Business Communication.* Pune: Mehta Publications,2007.
- Herekar, Praksh. *Principals of Business Communication.* Pune: Mehta Publications,2003.

- Rai, Urmila& S. M. Rai.*BusinessCommunication.* Himalaya PublishingHouse,2007.
- Pradhan, N. S. *Business Communication.* Mumbai: Himalaya PublishingHouse,2005.
- Pardeshi, P. C. *Managerial Communication.* Pune: NiraliPrakashan, 2008.

Pattern of a Question Paper
       B. Voc. Part-I Business Communication-I
  Semester –I Paper

Time: 2 hours

                                          Total Marks: 40

Q. 1 Do as directed. Question items on **Unit 1** to be asked.
                         10
(10 out 12)

Q. 2 Write a letter of application.
                         10
OR
Draft a CV/ Resume for a particular post.

Q. 3 Present a given information or data using a table/ chart/ pie diagram, etc.
                         10
(Any one diagram to be drawn.)

Q. 4 Fill in the blanks in the given interview.
                         10

Practical Evaluation: 10 Marks
Oral and Presentation based on the units prescribed.

Bachelor of Vocation (B.Voc.) Part I – Sem I
Paper II
Drawing / Sketching - I
Total Workload: 06 lectures per week of 60 mins.

Theory:4 lectures / week
Practical :2 lectures/week/batch   **Total Marks : 50**(Theory 40 + Practical10)

Unit 1 :Pencil Work
A pencil is a writing or drawing implement with a solid pigment core encased in a sleeve, barrel, or shaft that prevents breaking the core or marking a user's hand. Pencils create marks by physical abrasion, leaving a trail of solid core material that adheres to a sheet of paper or other surface

Unit 2 :Drawing With Different type of Pencil
* Graphite pencils. Graphite pencils have their core made from a mix of graphite and clay while the casing is made ofwood.
* Colored pencils. These are also known as pencil crayons. They are writing and drawing pencils with cores made of waxor...
* Watercolor pencils. Also known as water-soluble pencils, this is a subtype of colored pencils. The marks madeby...
* Grease pencils. Grease pencils are made of hardened colored wax core and have very versatile usage. This type ofpencil...

Unit 3:Drawing with Colors
You can design your drawings and set the mood for the pictures using monochromatic, complementary, or analogous color schemes. You can rely on either the Munsell color chips or the color wheel to make your choice. One color such as red that changes in chroma and value
.
Unit 4: Types of Drawing
Red, yellow and blue are the primary colors. Primary colors are the most basic colors. You can't make them by mixing any other colors. Orange, green and purple are the secondary colors. A secondary color is made by mixing two primary colors. For instance, if you mix red and yellow, you get orange

Practical :
Basic Sketches.
Create Hand Made 3D Models
Presentation of basic works created by students.
Creative Handmade Presentation of work

Reference Books :

−KeystoDrawing‖   Bert Dodson   PenguinPublishingGroup.   1990

−DrawingfortheAbsoluteBeginner‖MarkWillenbrinNorthLightBooks2006

Bachelor of Vocation (B.Voc.) Part I – Sem I
Paper III
Elements of Art and Principles of Design
Total Workload: 06 lectures per week of 60 mins.

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1 :Basic Elements
Topics:
Line : For instance, with respect to a conic (a circle, ellipse, parabola, or hyperbola), lines can be: a directrix, whose distance from a point helps to establish whether the point is on the conic
Shape : What are Shapes? [Definition, Facts & Example] What are Shapes? In geometry, a shape can be defined as the form of an object or its outline, outer boundary or outer surface. Everything we see in the world around us has a shape.
Texture : In the visual arts, texture is the **perceived surface quality of a work of art**. It is an element of two-dimensional and three-dimensional designs and is distinguished by its perceived visual and physical properties. Use of texture, along with other elements of design, can convey a variety of messages and emotions.
Perspective :one point perspective, two point perspective
Color:
    Red is for energy, passion and danger.
    Orange is for creativity, youth and enthusiasm.
    Yellow is for happiness, hope and spontaneity.
    Green is for nature, growth and harmony—but also wealth and stability.

Unit 2 :Principles ofDesign
Topics:
Balance and Alignment : Wheel alignment is the term for how your wheels sit when mounted to your car and wheel balancing is what's done to perfectly balance the weight of a tire and wheel assembly so that it travels evenly. Surprisingly, wheel alignment has very little to do with your wheels and more to do with your car's suspension system.
Contrast : Contrast is the **difference in luminance or colour**that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the colour and brightness of the object and other objects within the same field of view
Proportion : Generally, we say that proportion defines that the equality of the two fractions of the ratios. If two sets of given numbers are increasing or decreasing in the same ratio with respect to each other, then the ratios are said to be directly proportional to eachother.
Movement and White Space

Unit 3 : Creative Thinking
Topics:
Provide an overview of how the ideas in this course illuminate understanding of all two dimensional art including drawing, painting, printing, photography, graphic design, and 3D modeling..etc
Developing your vocabulary in art to be able to articulate visual ideas more fully.

Unit 4 : Visual Art
Topics:
Rhythm: Rhythm This design principle is vocated when the artist uses one or more of the elements of design repeatedly in order to create a sense of organized movement. Variety is key to keep rhythm in art exciting and active. Rhythm also benefits the art work by moving the eye of the audience around your artwork.

Repetition : Repetition is the **reusing of the same or similar elements throughout the design**. Now this is not to be mistaken for repetition of visual elements as a pattern. Visual elements as a pattern is more to do with visual style or visual artwork in an overall piece of design work

Pattern

Grouping and Interruption

Similarity figure and ground

Structure, Gradation, Radiation

ReferenceBooks :

- ‒ElementsofIndianArt   S.P.Gupta   D.K.PrintWorldLtd.2004

- ‒TheElements‖,   AlpnaKataria   WorldArtCommunity2003

- "DigitalDesign‖,   Wakerly   Pearson Education2008

- "Principles of Compiler Design" Alfred V AhoNarosa Publishing House2002

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1: Material History of Indian Art
Topics:
Sculpture :
Sculpture, an artistic form in which hard or plastic materials are worked into three-dimensional art objects. The designs may be embodied in freestanding objects, in reliefs on surfaces, or in environments ranging from tableaux to contexts that envelop the spectator

Wall Painting :
Wall painting designs are economical options to inventively decorate your room. There is a great deal of wall paint designs available in the market, which can help give your room a totally amazing and modern look. We have compiled wall paint images in this post to help our readers in their home makeover process

Miniature Painting :
Their works, both large and small, are painted ―in miniature‖. Miniature painting is a traditional style of art that is very detailed, often referred to as painting or working ―in miniature‖. Because of their origins as illuminations, they are also painted to have as smooth of a surface as possible

Unit 2 : Art of Mauryan Period
Topics:
Masarhlion :
It was built by Ashoka in the 3rd century BCE. Originally, it was smaller than its present dimensions. It was expanded in later periods. The original structure was made out of bricks.

MauryanStatue :
Mauryan art is the art produced during the period of the Mauryan Empire, which was the first empire to rule over most of the Indian subcontinent, between 322 and 185 BCE. It represented an important transition in Indian art from use of wood tostone

LohanipurTorso :
The Lohanipur torso is a **damaged statue of polished sandstone**, dated to the 3rd century BCE ~ 2nd century CE, found in Lohanipur village, a central Division of Patna, ancient Pataliputra, Bihar, India. There are some claims however for a later date (not earlier than the Kushana period), as well as of Graeco-Roman influence in the sculpting.

Yakshi :
The SanchiYakshi Figure is a sandstone statue of the ShalabhanjikaYakshi from the ancient Buddhist site of Sanchi in the state of Madhya Pradesh, India. One of the earliest Buddhist sculptures from the Indian subcontinent, it has been part of the British Museum 's collection since 1842

Unit 3 : Historical Themes
Topics:
Abstract Art :
All art consists largely of elements that can be called abstract—elements of form, colour, line, tone, and texture. Prior to the 20th century these abstract elements were employed by artists to describe, illustrate, or reproduce the world of nature and of human civilization—and exposition dominated over expressive function.

Abstract Figure :
abstract art, also called nonobjective art or nonrepresentational art, painting, sculpture, or graphic art in which the portrayal of things from the visible world plays little or no part. All art consists largely of elements that can be called abstract—elements of form, colour, line, tone, and texture.

Unit 4 : Caves

Topics:

BhimbetkaCaves :

Bhimbetka is also one of the largest prehistoric complexes in India. The most impressive cave is**Auditorium Cave**, the largest shelter at Bhimbetka with a cathedral-like form, two large passages with "gothic" vaults. The passages formed along cracks in the rock which form the top of the pointed vault.

Ajanta Caves :

The first Buddhist cave monuments at Ajanta date from the 2nd and 1st centuries B.C. During the Gupta period (5th and 6th centuries A.D.), many more richly decorated caves were added to the original group. The paintings and sculptures of Ajanta, considered masterpieces of Buddhist religious art, have had a considerable artistic influence.

ElephantaCaves :

The Elephanta Caves are located in Western India on Elephanta Island (otherwise known as the Island of Gharapuri), which features two hillocks separated by a narrow valley. The small island is dotted with numerous ancient archaeological remains that are the sole testimonies to its rich cultural past. These archaeological remains reveal evidence of occupation from as early as the 2nd century BC. The rock-cut Elephanta Caves were constructed about the mid-5th to 6th centuries AD. The most important among the caves is the great Cave 1, which measures 39 metres from the front entrance to the back. In plan, this cave in the western hill closely resembles Dumar Lena cave at Ellora, in India. The main body of the cave, excluding the porticos on the three open sides and the back aisle, is 27 metres square and is supported by rows of six columns each.

Karla Caves :

Brief Description of the Places of Interest ... Karla Caves. The Karla Caves, Karli Caves, Karle Caves or Karla Cells, are a **complex of ancient Buddhist Indian rock-cut caves** at Karla near Lonavala,in Pune District, Maharashtra, India. It is just 10.9 Kilometres away from Lonavala. The shrines were developed over the period – from the 2nd century BCE to the 5th century CE. The oldest of the cave shrines is believed to date back to 160 BCE, having arisen near a major ancient trade route ...

Reference Books :

- ‒Historyof Graphic Design   Jens Muller   TaschenGmbH2007

- ‒Meggs'Historyof Graphic Design‖, Philip B. MeggsJohnWiley&Sons2016

- "GraphyDesignHistory‖,   Georgette Balance Allworth2001

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1 : Color Theory
Topics:
Understand the relationship between Value, Hue, Chroma-Show and discern incremental differences in value gradation and match color values to an established gray scale. Show High/Low Value and High/Low Chroma.
The Physics of Color: Color Systems-the Color Wheel: Munsell, Goethe, Runge, Itten.
Theories of Color Relationships/Harmonies: Monochromatic, Analogous, Diad, Triad, Tetrad, Complementary, Split Complementary, Achromatic, and Polychromatic.
Theories of Successive and Simultaneous Contrast. Additive and Subtractive color.

Unit 2: Color Mixing
Topics:
Value/Brilliance Scale, Colour wheel. Tetrad and Complementary Colour. Neutralize colour through Complementary colour mixes. Split complementary colour mixes. Match any given colour.
Colour Symbolism, Colour Psychology, Historical& Contemporary use of Colour.
Local Colour and subjective use of colour.EmotionaleffectsPersonalColour preferences.

Unit 3: Color Perception and Phenomenology
Topics:
Demonstrate ability to change face of one colour by adjusting light, adjacent colour, and/or reflective colour. Make one Colour Appear as two, One Colour Appears as the opposite ground, Two Colours Appear as one colour.

Unit 4: Compositional Effects of Colour
Topics:
Illustrate the application of colour in three different colour harmonies on a repeat side to side pattern of one's original design.
Illustrate understanding of colour proportion and extension.
Develop and demonstrate ability to recognize colour harmonies and proportions of colour used by designers in existing spaces.
Final project: Develop three original colour schemes for interior or exterior spaces.
Develop more mature and varied colour skills using Graphic Software.
Projects will be assigned to study exact color effect on paper and computer.

Reference Books :

- ‖Color‖   Mr. Betty Edwards   Penguin USA 2004
- ‖Color Theory‖   Patti Mollica   Walter Foster Publishing 2013
- "ColorChoices‖   Stephen Quiller   Watson-Guptill2002
- "Color SchemeBible"   Anna Starmer   Firefly Books Ltd. 2006

Bachelor of Vocation (B.Voc.) Part I – Sem I
Paper VI
Laboratory Work Paper III

Total Marks:50   Practical : 4 lectures /week/Batch

Practical's :

Basic Drawing :
At its most basic, drawing is simply about leaving a visible mark with a tool. A burnt stick was one of the first drawing tools, used in primitive cave paintings in locations such as Lascaux

Basic Sketches :
A sketch (ultimately from Greek σχέδιος – schedios, "done extempore") is a **rapidly executed freehand drawing** that is not usually intended as a finished work. A sketch may serve a number of purposes: it might record something that the artist sees, it might record or develop an idea for later use or it might be used as a quick way of graphically demonstrating an image, idea or principle.

Basic Colouring :
Primary Colors: Red, yellow and blue
In traditional color theory (used in paint and pigments), primary colors are the 3 pigment colors that cannot be mixed or formed by any combination of other colors. All other colors are derived from these 3 hues. **Secondary Colors**: Green, orange and purple
These are the colors formed by mixing the primary colors.
Tertiary Colors: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green
These are the colors formed by mixing a primary and a secondary color. That's why the hue is a two word name, such as blue-green, red-violet, and yellow-orange.
Corel Draw
- Basic
- Tool Bar
- PropertyBar
Process of Digital Design
Use of Elements for Creation of Design
Colour Scheme Implementation
Basic Layout
Designing and Effects:
1. Line. I'm sure we're all aware of what lines are, but just to be sure, lines can be defined as any…
2. Scale. Scale is a large part of design, sometimes literally. In a very basic definition, scale is…
3. Colour. I know I don't really need to preach about how important colour is to designs, but I'm…
4. Repetition. Think about any big name brand, Coca-Cola, Google, Apple, Nike, I'm sure you can…

Reference Books :

* ‒ElementsofIndianArt   S. P. Gupta   D. K. Print World Ltd. 2004

* ‒TheElements‖,   AlpnaKataria   World Art Community 2003

* "DigitalDesign‖,   Wakerly   Pearson Education 2008

* "Principles of Compiler Design" AlfredVAho   Narosa Publishing House2002

* Drawing the Head and Figure: A How-To Handbook That Makes Drawing Easy by Jack…
* Figure Drawing: Design and Invention by Michael Hampton. (Perfect Paperback – August31)
* Anatomy for the Artist by Sarah Simblet.(Hardcover – October 3, 2001)

Total Marks:50   Practical : 4 lectures /week/Batch

Practical's :

- Visiting CardDesign:

A visiting card, also known as a calling card, is a **small card used for social purposes**. Before the 18th century, visitors making social calls left handwritten notes at the home of friends who were not at home.

- Letterhead:

1 :**stationery** printed or engraved usually with the name and address of an organization also : a sheet of such stationery 2 : the heading at the top of a letterhead Examples of letterhead in a Sentence

- Envelope :An**envelope** is a common packaging item, usually made of thin, flat material. It is designed to contain a flat object, such as a letter or card.

Traditional envelopes are made from sheets of paper cut to one of three shapes: a rhombus, a short-arm cross or a kite. These shapes allow the envelope structure to be made by folding the sheet sides around a central rectangular area. In this manner, a rectangle-faced enclosure is formed with an arrangement of four flaps on the reverse sid

- ID Card design :WithCanva, you can customize an **ID card** template from our selection of layouts to create your own unique **ID card** for your company or group.
- One Fold Flyer :
  Sure, you can fold a flyer, but if the fold is part of its design, it's not a flyer…it's a brochure. The fold is key. There are lots of different ways to fold a brochure, and the best fold choice depends on the brochure's size and its design. Commonly used brochure fold types include: and more
- Two FoldFlyer;

Two Fold Flyer Inspirational designs, illustrations, and graphic elements from the world's best designers

- Photo Finishing :A photo finish occurs in a sporting race when **multiple competitors cross the finishing line at nearly the same time**. As the naked eye may not be able to determine which of the competitors crossed the line first, a photo or video taken at the finish line may be used for a more accuratecheck

Reference Books :

- **Making andBreaking the Grid**AuthorName – Timothy Samara Latest Edition – May 1, 2005

- **The Elements ofGraphicDesign**AuthorName–AlexW.WhiteLatestEdition–May1,2005

- **DesigningBrandIdentity**AuthorName–AlinaWheelerLatestEdition–Wiley;3edition(August31, 2009)

- **Paul Rand: A Designer`s Art**Author Name – Mr. Paul RandLatest Edition –New Ed edition (September 11, 2000)

Bachelor of Vocation (B.Voc.) Part I – Sem I
Paper VIII
Laboratory Work Paper V

Total Marks:50   Practical : 4 lectures / week/Batch

Practical's :

Boucher Design :
Good brochures **present a logical pathway through the panels**. a very detailed brochure with eight panels or more. Remember, making your brochure longer is not always a good idea. People often prefer brief information and may not be motivated to read something lengthy

Standee :
Standee Design is **an innovative way to display the name of your company which makes the viewer to read it aloud**. The standee lets the banner stand out, promoting the company and marking its unique presence among the prospective customers

Invitation Card :
The definition of an invitation is **a request for a person's attendance at an event**. An example of an invitation is a printed card asking family and friends to come to the sender's wedding. noun. The act of inviting; solicitation; the requesting of a person's company.

Magazine :
The definition of a magazine is a storage place, a place where ammunition is stored, or a publication with articles, photographs, and advertisements published at regular intervals

Advertising Magazine :
Magazine Ads continues to be **an effective form of communicating both brand and product-specific messages to targeted audiences**. Magazine advertisements major benefit to businesses is its ability to display higher quality images than either direct mail or newspaper.

News paperAdvertisement :
Newspaper advertising simply means **advertising your business through ads on publications/newspapers in print or digital form**. Newspaper advertising has been one of the oldest and widespread forms of advertising different brands, products, and services.

Receipt :

Reference Books :

- "BookDesign References"   ExploreDaneshDaryanani'sboard   Mar 23, 2020
- Dictionary ofMarketingand   Jerry M.Rosenberg   March 1995
  Advertising

- books on advertising strategyDavidOgilvy13-Nov-2021

Paper –IX :Project Work
Bachelor of Vocation (B.Voc.) Part I – Sem I
Paper IX

Project

Internal Practical evaluation 50 Marks

    i)   Submission of practical record book = 20Marks

    ii)   Submission of visit report = 15Marks

    iii)   Viva-voce = 15Marks

SEM - II

Total Workload :06 lectures per week of 60 mins.
Distribution of Workload :
Theory :04 lectures per week
Practical:02 lectures per week per batch of 20 students
Units Prescribed for Theory: 40 Marks.

Unit 5 : Group Discussion
Topics:
Preparing for a Group Discussion
Initiating a Discussion
Eliciting Opinions, Views, etc.
Expressing Agreement/ Disagreement
Making Suggestions; Accepting and Declining Suggestion Summing up.

Unit 6 : Business Correspondence
Topics:
Writing Memos, e-mails, complaints, inquiries, etc.
Inviting Quotations
Placing Orders, Tenders, etc.

Unit 7 : English for Negotiation
Topics:
Business Negotiations
Agenda for Negotiation
Stages of Negotiation

Unit 8 : English for Marketing
Topics:
Describing/ Explaining a Product/ Service
Promotion of a Product
Dealing/ bargaining with Customers
Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement, Public Function/ Festival

Practical: Based on the theory units 10 Marks.

Reference Books :

‒Business Communication‖   Herekar, Praksh   MehtaPublications   2007.

‒Principals of BusinessCommunication‖Herekar, PrakshMehtaPublications   2003

" GroupDiscussions.‖   StephenQuiller   John, David.2002

" ManagerialCommunication. "   Pardeshi,P. C.   NiraliPrakashan   2008

Bachelor of Vocation (B.Voc.) Part I– Sem II
Paper XI
Drawing / Sketching - II
Total Workload: 06 lectures per week of 60 mins.

Theory :4 lectures / week

Practical : 2 lectures / week/batch   **Total Marks : 50** (Theory 40 + Practical10)

Unit 1 :Object Drawing :
A Drawing object **describes visible content, such as a shape, bitmap, video, or a line of text**. Different types of drawings describe different types of content. The following is a list of the different types of drawing objects. GeometryDrawing – Draws a shape. ImageDrawing – Draws an image.

Unit 2 :2D/3D Drawing :
2D is to display length and height information on a flat surface without depth. Although 3D is defined as 3D drawings or models, they describe objects in terms of height, width, and depth

Unit 3: Outdoor Drawing :
Outdoor sketching is **a form of art in which we create pieces of inspired by our outdoor**. It can be a busy city or a peaceful valley scene. It can be a oil painting or a sketch.
.
Unit 4:Landscape Drawing :
Landscape painting, also known as landscape art, is the depiction of natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view—with its elements arranged into a coherent composition.

Practical:
Creative Display of work completed by students
Corporate Stationery
Eye Level Study of Perspective

Presentation of assignments completed by students

Reference Books :

–Drawingon theRight Side Of TheBrain‖BettyEdwards PenguinPublishingGroup.1979

 –PerspectiveMadeEasy‖   ErnestRalph Norling   Dover Publications1999

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1 :History of Typography

Topic :
- Johannes Gutenberg : Johannes Gutenberg (born Johannes Gensfleischzum Gutenberg; circa 1400—February 3, 1468) was a **German blacksmith and inventor** who developed the world's first mechanical moveable type printingpress
- Roman Influence:Roman art, like Greek art, is **one of the formative influences of the Renaissance and later artistic movements**. The Roman tradition of copying classical Greek sculptures helped preserve an important artistic movement that ended up shaping the rest of the art world.

Unit 2 : Type Properties
Topics:
- Baseline: A baseline is **a fixed point of reference that is used for comparison purposes**. In business, the success of a project or product is often measured against a baseline number for costs, sales, or any number of other variables. A project may exceed a baseline number or fail to meetit.
- 4dp Grid :**Type**can be placed outside of the **4dp grid** when it's centered within a component, such as a button or list item. When placed outside of the **grid** butcentered
- Cap Heignt :**The imaginary line that most characters are situated on. Capline (19): Another imaginary line that dictates the height of all uppercase characters**. This is sometimes called the capheight. Meanline: The imaginary line that marks the top of lowercaseletters
- X-Height :X-height refers to **the height of the lowercase x for a typeface**, and it indicates how tall or short each glyph in a typeface will be. Typefaces with tall x-heights have better legibility at small font sizes, as the white space within each letter is morelegible
- Ascenders and Descenders :**Ascenders refer to the upward vertical stroke that extend beyond the cap height**, as seen in the letter b in the example below. These are found in certain lowercase letters and can vary by typeface. Descenders are the downward vertical stroke that extend below the baseline, as seen in the letter ybelow.

Unit 3 :Type Classification
Topics:
- Serif :Serifs include **slight projections that finish off the strokes of their letterforms** (called serifs, where the style gets its name). Emerging in the 1500s, the first serifs were Old Style serifs. This style includes Garamond and Goudy OldStyle
- Sans Serif :There are five basic classifications of typefaces: serif, sans serif, script, monospaced, and display. As a general rule, serif and sans serif typefaces are **used for either body copy or headlines** (including titles, logos, etc.), while script and display typefaces are only used forheadlines
- Monospace: **Monospaced characters have a fixed width, or the same amount of horizontal space**. These fonts were invented to comply with the mechanical requirements of typewriters. Because the spacing of each character is the same, the text can become difficult toread.
- Handwriting :Although handwriting is unique to each different writer, there are three different types of handwriting styles that it can be divided into. Children will be taught these at different stages of their primary levels of education. These include **cursive, precursive and printstyles**.

Unit 4 :Readability

Topics:

- Letter Spacing :Letterspacing (also known as character spacing or tracking) is **the adjustment of the horizontal white space between the letters in a block of text**. Unlike kerning, which affects only designated pairs of letters, letterspacing affects everypair
- Line Length :Ruder concluded that the optimal line length for body text is **50–60 characters per line**,includingspaces(‖Typographie‖, E. Ruder). Othersources suggestthatupto 75 charactersis acceptable.
- Line Height : Most UX designers learn line spacing of **130-150 per cent** is best for readability (1.3-1.5), with 140 per cent (1.4) the golden ratio, but that formula won't benefit allusers
- Type Aligned(left,right,centered) : Text alignment is **a paragraph formatting attribute that determines the appearance of the text in a whole paragraph**. For example, in a paragraph that is left-aligned (the most common alignment), text is aligned with the leftmargin.

Reference Books :

- ‖Thinkingwithtype‖, Ellen Lupton Princeton Architectural Press2010

- "New Perspectives in Typography‖, Scott WilliamsLaurence KingPublishing2015

- "The Elements of Typography Style" Robert BringhurstHartley& Marks2013

- ‖Typography‖ RuariMcLean Thames &HudsonLtd.1980

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1 : Meaning of Perspective
Topics:
- Two Dimensional(2D) :Perspective in art usually refers to **the representation of three-dimensional objects or spaces in two dimensional artworks**. Artists use perspective techniques to create a realistic impression of depth, 'play with' perspective to present dramatic or disorientatingimages.
- Three Dimensional(3D) :Perspective projection or perspective transformation is **a linear projection where three dimensional objects are projected on a picture plane**. This has the effect that distant objects appear smaller than nearerobjects

Unit 2 : Types of Perspective
Topics:
- One Point Perspective :A drawing has one-point perspective **when it contains only one vanishing point on the horizon line**. This type of perspective is typically used for images of roads, railway tracks, hallways, or buildings viewed so that the front is directly facing theviewer.
- Two Point Perspective : A graphical technique in which a three-dimensional object is represented in two dimensions, and in which parallel lines in two of its dimensions are shown to converge towards two vanishingpoints
- Three Point Perspective : in three-point perspective, **the viewer is looking up or down so that the verticals also converge on a vanishing point at the top or bottom of the image**. This is the most complex form of perspective. Unlike in one-point and two-point perspective, none of the lines in the drawing are perpendicular to theviewer.

Unit 3 : Perspective (geometry)
Topics:
- Perspective from a Line :**Two figures in a plane are perspective from a point O if the lines joining corresponding points of the figures all meet at O**. Dually, the figures are said to be perspective from a line if the points of intersection of corresponding lines all lie on oneline.
- Perspective from a Point :One point perspective is **a type of drawing created on a 2D plane that uses one point in the distance from which everything in the drawing is set out**. It was first discovered during the Renaissance, and was art's version of going from acoustic to electric, such was the huge and lasting impact it had on thediscipline

Unit 4 :Vanishing Points
Topics:
- Orthogonal Lines :In a linear perspective drawing, orthogonal lines are **the diagonal lines that can be drawn along receding parallel lines (or rows of objects) to the vanishing point**. These imaginary lines help the artist maintain perspective in their drawings and paintings to ensure a realistic view of theobject.
- Transversal Lines: Transversal lines are **parallel to the picture plane and to one another**. Transversal lines establish a fixed height or width between two orthogonal lines. Transversal lines form the nearest and furthest edges of a rectangle as it recedes fromview.

Reference Books :

‒PerspectiveDrawingHandbook‖,JosephD'Amelio   Dover PublicationsInc.2004

‒PerspectiveDrawingforBeginners‖,LenA.Doust   Dover PublicationsInc.2006

"Perspective‖,   MilindMulick   JyotsnaPrakashan2006

Bachelor of Vocation (B.Voc.) Part I – Sem II
Paper XIV
Color Theory - II
Total Workload :06 lectures per week of 60 mins.

Theory :4 lectures/ week   **Total Marks : 50** (Theory)

Unit 1 :
Topics:
- Color Wheel :The color wheel, sometimes called a color circle, is **a circular arrangement of colors organized by their chromatic relationship to one another**. The primary colors are equidistant from each other on the wheel, and secondary and tertiary colors sit betweenthem.
- Artists Color Wheel :The Artists' Color Wheel is **an important learning tool for artists of all ages**. Featuring a circular design, it provides a visual illustration of how colors mix and relate to each other. One side of the wheel demonstrates color mixing, while the other side illustrates color harmonies.
- Light, Moderate and dark value :Value refers to the lightness or darkness of a color. **A light color is a tint**. For example, pink is a tint of red. A dark color is called ashade.

Unit 2 : Color System
Topics
- Subtractive Colors (CMYK) :CMYK stands for **Cyan, Magenta, Yellow and Key**. The CMYK color system works by applying blends of the four colors, in printed ink, to create the right color, shade and hue for designs when they're printed. It's as simple as blending the right combination of colors to create the desiredresult.
- Additive Colors (RGB) :RGB (red, green, and blue) refers to **a system for representing the colors to be used on a computer display**. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum. Levels of R, G, and B can each range from 0 to 100 percent of fullintensity.

Unit 3 : Color Harmonies
Topics:
- Complementary Colors :**Two colors on opposite sides of the hue wheel** are called a complementary color harmony. Three colors adjacent to each other are defined as analogous color harmony.
- Split Complementary Colors :Split-complementary is **a color scheme using one base color and two secondary colors**. Instead of using a complementary color, two colors placed symetrically around it on the color wheel are used. The base color is main, while the secondary colors should be used only for highlights andaccents
- Analogous Colors :Analogous color schemes **use colors that are next to each other on the color wheel**. They usually match well and create serene and comfortable designs. Analogous color schemes are often found in nature and are harmonious and pleasing to theeye.
- Triadic Harmonies: A triadic color scheme is **comprised of three colors evenly spaced on the color wheel**. The two most basic triadic palettes are the primary colors red, blue, and yellow, and the secondary hues orange, purple, andgreen
- Monochromatic Harmonies :In a Monochromatic color harmony we use any single color plus tints, shades and tones of the same color. For example, **orange with black, white and grey added**. A tint is a color to which white was added, a shade is a color to which black was added, and a tone is a color to which white wasadded.

Unit 8 : Color Psychology

Topics :

- <u>What is Color Psychology?</u>: Color psychology is **the study of how certain colors impact human behavior**. Different colors have different meanings, connotations, and psychological effects that vary across different cultures. Along with cultural differences, color psychology is largely impacted by personalpreference.
- <u>Applying Color Psychology to EverdayLife</u>: Color is important because **it helps us to have better memories**. According to ColorCom —color helps us store and process images more efficientlythancolorless(blackandwhite)scenes‖,thereforeweremembercolorfulimagesbetter.
- <u>Psychological Effects of Cool Colors</u>: Colors on the blue side of the spectrum are known as cool colors and include blue, purple, and green. These colors are often described as calm, but can also call to mind **feelings of sadness orindifference**.
- <u>Psychological Effects of Warm Colors</u>: Colors close to the red spectrum are warmer colors, including red, orange, and yellow. These warm colors evoke emotions ranging from **feelings of warmth and comfort to feelings of anger and hostility**. Whereas blue colors like purple and green are known for evoking feelings of calm, sadness, orindifference.
- <u>Pyschology of Color for Marketing & Advertising</u>: Color is an essential part of any advertising campaign as it **conveys the right mood and allows potential customers to associate those emotions with your products or services**. The proper color combination leads to the right emotions.

Reference Books :

- —Color‖   Mr.BettyEdwards   Penguin USA   2004
- —ColorTheory‖   Patti Mollica   Walter Foster Publishing2013
- "ColorChoices‖   StephenQuiller   Watson-Guptill   2002
- "ColorSchemeBible"AnnaStarmer   FireflyBooksLtd.   2006

Bachelor of Vocation (B.Voc.) Part I – Sem II
Paper XV
Laboratory Work Paper No.XII

Total Marks:50   Practical : 4 lectures / week/ Batch

Practicals :

- Basic Typography :There are five basic classifications of typefaces: **serif, sans serif, script, monospaced, anddisplay**.
- Color Scheme Management :A color scheme consists of **a combination of colors used in a range of design disciplines, from fine art to interior design to graphic design**. Each color scheme consists of one or more of the twelve colors present on the colorwheel
- Perspective Drawing :Perspective drawing is **a technique to create the linear illusion of depth**. As objects get further away from the viewer they appear to decrease in size at a constant rate. The box in the sketch below appears solid and three dimensional due to the use ofperspective
- Corel Draw – Advance :CorelDRAW is a vector-based software, developed by Corel Corporation, and was first released in 1989. Most commonly, it is used for **creating logos, invitation cards, brochures, or any kind of project that requires vector-baseddesigns**.
- Photoshop – Basic:
  1. Brightness and contrast. As a fundamental skill, the brightness and contrast feature manipulates the lightness and darkness of the image....
  2. Cropping. Cropping is another basic ability for photo editing....
  3. Saturation....
  4. Sharpening. ...
  5. Layers. ...
  6. Typography....
  7. Pen tool. ...
  8. Healingbrush

- Layout:
    i. Use white space to draw attention to headings....
    ii. Widen the margins....
    iii. Add whitespace between paragraphs....
    iv. Use bullet points when appropriate....
    v. When using lists, give them plenty ofspace

- Corporate Stationery :The corporate stationery is **made up of several printed products**. It can include cards, notebooks, envelopes, letters, diaries, bookmarks, labels, receipts, papers, forms, delivery notes, invoices, etc. But it also includes objects such as pencils, USB flash drives, office supplies andmerchandising
- DesigningMug :Apply a layer of dishwasher safe Mod Podge. Paint drip: Using painters tape off the top of the mug. Turn the mug upside down and place on a piece of parchment paper. Pick your favorite colors of acrylic paint and pour on the bottom of themug
- Greeting Design : The primary task of a **greeting card designer** is to envision and create a **design** that complements the copy inside thecard
- Image Editing : image editing refers to **modifying or improving digital or traditional photographic images using different techniques, tools or software**. Images produced by scanners, digital cameras or other image-capturing devices may be good, but notperfect
- ImageCut out: –**Cutout**|photographyis awaytomanipulate an **image** with the purposeto

distinguish one ore more items at the **picture** as if it was coming in or out of

- Image Mixing :Mixing two images. The output image is **a combination of the corresponding pixel values of the input images**
- Image Finishing : The meaning of **PHOTO FINISH** is a race or **finish** in which contestants are so close that a photograph of them as they cross the **finish** line has to beexamined
- Vector –Raster :**Vector graphics are digital art that is rendered by a computer using a mathematical formula. Raster images are made up of tiny pixels, making them resolution dependent and best used for creatingphotos**.

Reference Books :

- Typographie   (1967)
- Culturalconnectives   (2011)
- **Color** Psychology and**Color**Therapy   FaberBirren15-May-2014
- Perspective DrawingHandbookJosephD'Amelio   17- May2004
- Adobe PhotoshopCCAndrewFaulkner   15- June2018

Bachelor of Vocation (B.Voc.) Part I – Sem II
Paper XVI
Laboratory Work Paper XIII

Total Marks:50   Practical : 4 lectures / week/Batch

Practicals :

- Creative Flyer:
1. Grab your audience's attention with color....
2. Choose imagery that makes an impact on your audience....
3. Use icons and graphics as imagery....
4. reate an impression with an incentive....
5. Experiment with typography for your messaging....
6. Make a statement with boldtype

- Creative Broucher :A brochure is **a single or multi page folded paper used to sell a company's products or services**. This piece of paper can be folded several times to create separate pages, or are several pagesstapledtogether.Theterm‖booklet‖issometimesusedwhenreferringtoabrochure.
- Indoor / Outdoor Standee :Standee Design is **an innovative way to display the name of your company which makes the viewer to read it aloud**. The standee lets the banner stand out, promoting the company and marking its unique presence among the prospectivecustomers.
- Advertising Poster :Advertising posters are **a common print promotional technique used by small businesses**. A poster includes a visual design, images, colors and copy. It provides a message intended to promote brand awareness or call attention to a companyevent.
- Social Poster :A social poster needs to **alert and engage the viewer in a compelling and provocative fashion**. It needs to challenge and call an audience into action. In order to achieve this impact; the social poster ought to be swift and in your face. The Cultural poster utilizes the same tools but it delivers a differentmessage.
- Social Media Advertisement :Social media design is **visual content used in digital marketing**. Whether it's your Facebook profile, Twitter background, Google+ header or graphics for timeline posts and blogs, social media design is an important element toincorporate.
- Dangler :In a business sense, promotional danglers are **the point of sales materials and signs hanging from the ceilings and shelves of stores**. Danglers are a promotional and marketing item used for advertising sales, discounts, and offers regardingproducts.
- Creative Typography :Good typography is measured by **how well it reinforces the meaning of the text, not by some abstract scale of merit**. Typographic choices that work for one text won't necessarily work for another. Corollary: good typographers don't rely on rote solutions. One size never fitsall.

Reference Books :

- **Thinking with TypeEllenLuptonOctomber2010**

- **ADVERTISING**ruchigupta**1 January2017**

- **ModernMarketing.   R S NPillainov2007**

Bachelor of Vocation (B.Voc.) Part I – Sem II
Paper XVII
Laboratory Work Paper XIV

Total Marks:50   Practical : 4 lectures / week/Batch

Practicals :

- Creative Dangler : In a business sense, promotional danglers are the point of sales materials and signs hanging from the ceilings and shelves ofstores
- Bus Pannel :**Bus**advertising is a popular way for advertisers to reach the public in metropolitan areas. Ads are placed in **bus** shelters and **Bus** back side/Inside andon
- Label :Designing a product label not only means **creating an eye-catching design that will help to sell the product but also providing vital information to consumers**. Certain elements obviously demand prominence on the label, namely the name of the product, the slogan and the companylogo.
- Sticker :Sticker design is much like a subcategory of label design because they are both **printed materials that contain information about a brand or product**. Their striking difference (aside from stickers being strictly adhesive) is that stickers don't necessarily need to contain plaintext.
- Campaign :Design is visual communication, so campaign design is **the visual vocabulary of your ads**. Campaign design includes: The imagery you create (illustrations, photographs, images and videos) The style of youradvertisements
- Calender :Business identity is expressed through visual elements that fit into a company's story and which usually include: logo, business card, memo, calendars, folders, and agendas.
- Cap Design :CAP stands for **consistency, availability, and partition resistance**. The CAP Principle states that it is not possible to build a distributed system that guarantees consistency, availability, and resistance to partitioning. Any one or two can be achieved but not all three simultaneously
- T-Shirt Design:We look at how to write a detailed product **description** to elevate your campaign and to tell the story of your **T-shirtdesign**.

Reference Books :

- **Handbook of Marketing**BartonWeitz andRobin Wensley   2002
- **Designing BrandIdentity**AlinaWheeler   2003
- **ADVERTISING**ruchigupta1 January2017
- Modern brandingand
- **stationery design**   -   Feb 29,2016

Bachelor of Vocation (B.Voc.) Part I – Sem II
Paper XVIII
Project

Internal Practical evalution 50 Marks
   i)   Submission of practical record book = 20Marks
   ii)   Submission of visit report = 15Marks
   iii) Viva-voce = 15Marks

Annexure I

Standard of passing:

A. For B.Voc. programme total credits shall be 180 with 30 credits for each semester. There shall be 12 credits for theory and 18 credits for practical persemester.

B. Subject wise credits are mentioned in the concerned syllabus of every B.Voc.Program.

C. The standard of passing shall be 35 % where the student will have to score 18 marks out of 50, 14 marks out of 40 and 4 marks out of10.

D. Rules for ATKT are mentionedbelow:

    I.   Internal examination will be compulsory for all students. If the student is absent/fail in the internal examination then he/she will have to clear the internal examination. However ATKT rules will be followed in respect of theory and practical papers only. Then the student is allowed to keep term in the third fifth semester even if he/she has failed in the three or less than three heads (i.e. theory and practical) of passing each semester. However he/she shall have to clear all the papers of semester I & II before taking admission to the fifthsemester.

    II.   In the B.Voc. Part II, every student has to complete internship of concernedindustry.

Award of degree:

- B.Voc.is a six semester integrated course spread over the period of 3 years. The course of B.Voc. will be 3 years integrated course commencing from the years as mentionedbelow:

    a.   B.Voc. Part – I : Semester I & II –Diploma

    b.   B.Voc. Part – II : Semester III & IV – Advanceddiploma

    c.   B.Voc. Part- III: Semester V & VI – B.Voc.Degree

- The candidate may take exit after one year of successful completion of the course. After successful completion of one year (Semester I & II) the candidate will get Diploma. After successful completion of two years (Semester III & IV), the candidate will get Advanced Diploma. The students those who have completed the entire three years (Semester V & VI) integrated course shall be awarded B.Voc. Degree programme, inclusive of Diploma and AdvancedDiploma.

- The candidate admitted for direct second year or third year will get Class (First/Second/Pass class) as per their performance forB.Voc.

Scheme of mark:
Grading chart:

A. Grading Chart of 100points:

Sr.No.	Marks obtained	Numerical grade (Grade Point)		CGPA	Letter Grade
1	Absent	0 (Zero)		-	-
2	0 – 34	0 (Zero)		0.0 – 4.99	F (Fail)
3	35 -44	5		4.50 – 5.49	C (Satisfactory)
4	45 – 54	6		5.50 – 6.49	B (Average)
5	55 – 64	7		6.50 – 7.49	B+ (Good)
6	65 – 74	8		7.50 – 8.49	A (Very Good)
7	75 - 84	9		8.50 – 9.49	A+ (Excellent)
8	85 - 100	10		9.50 – 10.00	O (Outstanding)

B. Grading chart of 50 points:

Sr. No.	Marks Obtained	Numerical grade (Grade point)	CGPA	Letter grade
1	Absent	0 (Zero)	-	-
2	0 -17	0 (Zero)	0.0 – 4.99	F (Fail)
3	18 – 22	5	4.50 – 5.49	C (Satisfactory)
4	23 – 27	6	5.50 – 6.49	B (Average)
5	28 – 32	7	6.50 – 7.49	B+ (Good)
6	33 – 37	8	7.50 – 8.49	A (Very Good)
7	38 – 42	9	8.50 – 9.49	A+ (Excellent)
8	43 - 50	10	9.50 – 10.00	O (Outstanding)

Note:
 i. Marks obtained >= 0.5 shall be rounded off to next higherdigit.
 ii. The SGPA & CGPA shall be rounded off to 2 decimalpoints.
 iii. Marks obtained in 50 marks or 200 marks paper shall be converted to 100marks.

Calculation of SGPA & CGPA
 1. Semester Grade Point Average**(SGPA)**

$$SGPA = \frac{\sum (\text{Course Credits X Grade Points Obtained}) \text{ of a semester}}{\sum (\text{course credits}) \text{ of respective semester}}$$

 2. Cumulative Grade Point Average**(CGPA)**

$$CGPA = \frac{\sum (\text{Total Credits Of A Semester X SGPA Of Respective Semester}) \text{ of all semesters}}{\sum (\text{Total Course Credits}) \text{ of all semester}}$$