SCHOOL OF DESIGN (SOD)

BACHELOR OF DESIGN (B.Des.)
PROGRAMME STRUCTURE-2023

B.Des. - Communication Design

I Semester

Course	CMRU Category	CMRU Subcategory	AICTE/ UGC Category	School/ Dept.	Contact Hours/ week	Credit Distribution L-T-P-C
Program Core						
Fundamentals of Design I	Foundation	FC	CC (Core Course)	SOD	5	2-1-1-4
Typography I	Foundation	FC	CC	SOD	3	1-0-1-2
Visual Identity Design I	Foundation	FC	CC	SOD	4	2-0-1-3
Layout Design I	Foundation	FC	CC	SOD	3	1-0-1-2
Introduction to Product Design (Idea to Prototype)	Foundation	FC	CC	SOD	6	3-1-1-5
Project I	Foundation	FC	CC	SOD	6	1-1-2-4
Common Core						
Design Thinking I	PS	-	HSMC	DCCC	2	0-0-2-2
Community Service - I (COS-I) *	CS	-	-	DCCC	(30)	0-0-1-1*
TOTAL					**29**	**22 + 1***
Common Core (Non-Credit) - Graduate Requirement: **TOTAL:**						

The Community Service-I(COS-I) of 30 hours has to be carried out in the I Semester. The corresponding 1 credit and the CIE will be reflected in the VIII Semester.

II Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Drawing	Foundation	FC	CC	SOD	8	0-0-4-4
Introduction to Fashion Design (Idea to Prototype)	Foundation	FC	CC	SOD	6	3-1-1-5
Introduction to Interior Design (Idea to Prototype)	Foundation	FC	CC	SOD	6	3-1-1-5
Project II	Foundation	FC	CC	SOD	6	1-1-2-4
Common Core						
Oral and Written Communication	PS	-	HSMC	DCCC	4	0-0-4-4
Arts & Philosophy	PS	-	HSMC	DCCC	1	1-0-0-1
Community Service - II (COS - II) *	CS	-	-	DCCC	(30)	0-0-1-1*
TOTAL					31	23 + 1*
Common Core (Non-Credit) - Graduate Requirement: **GPSDR1081:** Personal Effectiveness 1 GR **TOTAL: 1 GR**						

† Internship- I of 2 credits to be carried out between II and III Semester break. The corresponding 2 credits will be reflected in the VIII Semester.

*The Community Service-II (COS-II) of 30 hours has to be carried out in the II Semester. The corresponding 1 credit and the CIE will be reflected in the VIII Semester.

III Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Fundamentals of Design II	Foundation	FC	CC	SOD	4	1-1-1-3
History of Art & Design I	Foundation	FC	CC	SOD	2	2-0-0-2
Packaging Design - Elements of Graphics	Foundation	FC	CC	SOD	6	0-0-3-3
Packaging Design	Foundation	FC	CC	SOD	11	2-1-4-7
Internship - I †	Foundation	Internship	CC	SOD		
Project III - Packaging Design	Foundation	FC	CC	SOD	6	1-1-2-4
Common Core						
Community Service - III (COS - III) *	CS	-	-	DCCC	(30)	0-0-1-1*
Critical Inquiry	CC			DCC	1	1-0-0-1
Ethics & Values	CC			DCC	2	2-0-0-2
TOTAL					**32**	**22 + 1***
Common Core (Non-Credit) - Graduate Requirement: (GPSBD1171-GPSBA1081): Career Preparedness Program-I (Career essentials + Prepare for Aptitude Tests-I) **TOTAL: 1 GR**						

† Internship - I credits are reflected in the VIII Semester.

*The Community Service-III (COS-III) of 30 hours has to be carried out in the III Semester. The corresponding 1 credit and the CIE will be reflected in the VIII Semester.

IV Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Elective – I			CC	SOD	3	1-0-1-2
History of Art & Design I	Foundation	FC	CC	SOD	2	2-0-0-2
Branding I	Foundation	FC	CC	SOD	6	2-0-2-4
Responsive Website Design and Social Media Design	Foundation	FC	CC	SOD	11	1-2-4-7
Project III - Branding - Web and Social Media Design	Foundation	FC	CC	SOD	6	1-1-2-4
Common Core						
Indian Constitution	KSC	-	MC	DCCC	2	2-0-0-2
Community Service - IV (COS - IV) *	CS	-	-	DCCC	(30)	0-0-1-1*
Hindi / Kannada / English / FL	CC			DCC	2	2-0-0-2
TOTAL					33	23 + 1*
Common Core (Non-Credit) - Graduate Requirement: (GPSBD1191-GPSBA1091): Career Preparedness Program-II (Career Readiness + Prepare for Aptitude Tests-II) **TOTAL: 1 GR**						

† Internship- II of 3 credits to be carried out between IV and V Semester break. The corresponding 3 credits will be reflected in the VIII Semester.

V Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Elective II			CC	SOD	3	1-0-1-2
History of Art and Design III	Foundation	FC	CC	SOD	2	2-0-0-2
Design Management	Foundation		CC	SOD	4	2-0-1-3
Branding II	Foundation	FC	CC	SOD	6	2-0-2-4
Design for Outdoor Advertising	Foundation	FC	CC	SOD	3	1-0-2-3
Internship - II †	Foundation	Internship	CC	SOD		
Project V - Retail Branding	Foundation	FC	CC	SOD	8	0-0-4-4
Common Core						
Environment and Sustainability	PS	-	HSMC	DCCC	2	2-0-0-2
TOTAL					28	20
Common Core (Non-Credit) - Graduate Requirement: GPSBA1101: Prepare for Aptitude Tests - III **TOTAL: 1 GR**						

VI Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Elective III			CC	SOD	2	1-0-1-2
History of Art & Design IV	Foundation	FC	CC	SOD	2	2-0-0-2
Research Methodology	Foundation		CC	SOD	1	1-0-0-1
System Design	Foundation		CC	SOD	8	2-0-3-5
UI, UX/DX & Instruction Design	Foundation	FC	CC	SOD	8	1-1-3-5
Project VI - Digital Experience Design	Foundation	FC	CC	SOD	8	0-0-4-4
Common Core						
Sociology of Globalization & Sustainable Development				DCC	2	2-0-0-2
Design Thinking - II				DCC	4	0-0-2-2
TOTAL					**35**	**23**
Common Core (Non-Credit) - Graduate Requirement: (GPSBA1111, GPSBD1201): Career Preparedness Program-III (Career Insights + Prepare for Aptitude Tests-IV) **TOTAL: 1 GR**						

† Internship- III of 3 credits to be carried out between VI and VII Semester break. The corresponding 3 credits will be reflected in the VIII Semester.

VII Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Elective 04			CC	SOD	3	1-0-1-2
History of Art & Design V	Foundation	FC	CC	SOD	2	2-0-0-2
Universal Design	Foundation		CC	SOD	4	2-0-1-3
Internship - III †	Foundation	Internship	CC	SOD		
Project VII	Foundation	FC	CC	SOD	8	3-0-5-8
Common Core						
TOTAL					17	15
Common Core (Non-Credit) - Graduate Requirement: GPSDL1061: Career Advancement **TOTAL: 1 GR**						

† Internship - III credits are reflected in the VIII Semester.

VIII Semester

Course	CMRU Category	CMRU Subcategory	AICTE Category	School	Contact Hours/per week	Credit Distribution L-T-P-C
Program Core						
Graduation Portfolio	Foundation	FC	CC	SOD	2	0-0-1-1
Exhibition	Foundation	FC	CC	SOD	4	0-0-2-2
Internship I	Foundation	Internship		SOD		x-x-x-2

Internship II	Foundation	Internship		SOD		x-x-x-3
Internship III	Foundation	Internship		SOD		x-x-x-3
Project VIII - Graduation Project	Foundation	FC	CC	SOD	24	0-0-12-12
Common Core						
Community Service - I (COS-I) *	CS	-	-	SOD	(30)	0-0-1-1
Community Service - II (COS-II) *	CS	-	-	SOD	(30)	0-0-1-1
Community Service - III (COS-III) *	CS	-	-	SOD	(30)	0-0-1-1
Community Service - IV (COS-IV) *	CS	-	-	SOD	(30)	0-0-1-1
TOTAL					**30**	**27**

† The credits of Internship - I taken up after the II Semester is reflected in the VIII Semester

†† The credits of Internship - II taken up after the IV Semester is reflected in the VIII Semester

††† The credits of Internship III - taken up after the VI Semester is reflected in the VIII Semester

* The credit of Community Service - I (COS-I) / Community Service - II (COS-II) / Community Service - III (COS-III) / Community Service - IV(COS-IV) of 30 hours each that was carried out in the I / II / III and IV Semesters respectively is reflected in the VIII Semester.