



# **Silver Oak University**

**Institute of Design**

**Bachelor of Design –**

**Visual Communication Design**

**Curriculum Booklet**

**Academic Year: 2022-23**

# Department of Design

## **Vision :-**

As a premier design institute, our vision is to be recognized for excellence in education and pioneering research, making significant contributions to societal advancement and national progress.

## **Mission :-**

1. To provide a dynamic academic environment where design education intersects with scholarly inquiry, fostering a culture of critical thinking, creativity, and interdisciplinary collaboration.
2. To integrate inquiry-driven approaches into our curriculum, empowering students to explore, experiment, and discover at the intersection of design and research.
3. To empower students with the knowledge, skills, and ethical framework necessary to navigate complex design challenges ethically, equipping them to become compassionate and conscientious leaders in the global design community.

## **Program Educational Objectives (PEOs)**

**PEO1** Foster graduates who demonstrate proficiency in visual communication principles, techniques, and technologies.

**PEO2** To excel in creating impactful visual content and adapting to evolving technologies and industry trends, ensuring continuous professional growth and innovation.

**PEO3** Prepare graduates to effectively communicate ideas, messages, and narratives through diverse visual mediums, fostering creativity and innovation in professional practice.

## **Program Outcomes (POs)**

- PO1 Design Knowledge: The ability to give comprehensive knowledge of design methodology, production and its management in the field of design.
- PO2 Problem analysis: systematically identifying, understanding, and defining the challenges or opportunities that require creative solutions within a given context or problem space, guiding the design process towards effective problem-solving and innovation.
- PO3 Design/development of solutions: The ability to design a system, component, or process to meet desired needs within realistic projects related to economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
- PO4 Problem Solving: The ability to identify, formulate, and solve technical problems.
- PO5 Professional Skills: To demonstrate Entrepreneurial and Business Skills, Management, Leadership and Team Work.
- PO6 Individual and team work: The ability to function effectively as an individual, and as a member or leader in diverse teams on multidisciplinary environments.
- PO7 Communication Skills: effectively conveying ideas, concepts, and solutions to various stakeholders through visual, verbal, and written means, facilitating collaboration, understanding, and alignment throughout the design process.
- PO8 Ethics: The understanding of professional and ethical responsibility.
- PO9 Project Management and Finance: planning, organizing, and overseeing tasks, resources, and timelines to ensure efficient execution of design projects, while finance in design encompasses budgeting, cost estimation, and financial analysis to optimize resources and achieve project goals within financial constraints.
- PO10 Life-long learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- PO11 The Designer and society: Apply reasoning informed by contextual knowledge to assess craft, societal, health, safety, legal issues and the consequent responsibilities relevant to the professional design practice.
- PO12 Environment and Sustainability: Understand the impact of the professional design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

## **Program Specific Outcomes (PSOs)**

PSO1 Creative Proficiency equips graduates with the ability to generate innovative and effective visual solutions, ensuring their designs communicate clearly and resonate with target audiences.

PSO2 Technical Mastery equips graduates with proficiency in design software and media techniques, ensuring they can create high-quality visual communications and adapt to evolving industry technologies.

# Bachelor of Design

## Visual Communication Design

### Credit Structure

Course Code	Course Name	L	T	P	Credits
<b>Semester 1</b>					
1130393113	Digital Representation I	0	30	60	4
1130393102	History of World Art	15	0	30	2
1130393114	Basics of Design Drawing	0	15	150	6
1130393115	Basics of Colour Theory	0	15	30	2
1130393116	Geometrical Construction	0	15	90	4
1130393117	Material Studies	0	0	60	2
<b>Semester 2</b>					
1130393107	History of Indian Art	15	0	30	2
1130393118	Basic Photography	0	15	30	2
1130393119	Advanced Design Drawing	0	0	90	3
1130393120	Advanced Colour Appreciation	0	15	30	2
1130393121	Principles & Elements of Design	0	30	60	4
1130393122	Design Thinking	0	15	90	4
<b>Semester 3</b>					
1130393213	Elements of Graphic Design	0	0	60	2
1130393202	History of Typography	30	0	0	2

1130393203	Introduction to Digital Media	0	15	90	4
1130393204	Drawing & Illustration	0	15	90	4
1130393214	Typography	0	15	90	4
1130393206	Colour & Form	0	15	90	4
<b>Semester 4</b>					
1130393207	Strategic Communication & Consumer Behaviour	15	15	0	2
1130393208	Advanced Photography	0	15	30	2
1130393209	Advertising Design	0	15	90	4
1130393210	3D Modeling & Illustration	0	15	90	4
1130393211	Motion Graphics - I	0	15	90	4
1130393212	Design Project - I	0	0	120	4
<b>Semester 5</b>					
1130393301	Intellectual Property Rights	30	0	0	2
1130393302	Printing & Production Methods	0	0	60	2
1130393303	3D Texturing & Rendering	0	15	90	4
1130393304	Packaging Design	0	15	90	4
1130393305	Motion Graphics - II	0	15	90	4
1130393336	Design Project - II (Communication Design)	0	15	90	4
1130393337	Design Project - II (Video Production)	0	15	90	4
<b>Semester 6</b>					
1130393306	Entrepreneurship Development	30	0	0	2

1130393307	Computer Graphic - I	0	15	60	3
1130393308	Web Designing	0	15	60	3
1130393309	White Board Animation	0	15	90	4
1130393310	Design Project - III	0	0	120	4
1130393338	3D (Animation, Camera & Visualization)	0	15	90	4
1130393339	Application Design	0	15	90	4
<b>Semester 7</b>					
1130393401	Research Methodology	30	0	0	2
1130393402	Computer Graphic - II	0	15	120	5
1130393403	Animation Design	0	15	90	4
1130393404	Design Project - IV	0	0	90	3
1130393405	Design Project - V	0	15	90	4
1130393406	Portfolio Development	0	15	30	2
<b>Semester 8</b>					
1130393491	Graduation Project	0	0	600	20



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Art Appreciation**  
**Course Code: 1130393101**  
**Semester: 1**

**Prerequisite:**

1. Art Acknowledgement.

**Objective:**

1. To consider the definitions and boundaries of visual art, with an eye towards tolerance, understanding, and appreciation of the artist's intentions.
2. To impart an understanding of the physical techniques and expressive qualities of the various media used in the making of art.
3. To examine the art in its context, this means, against the cultural and historical backdrop of the societies that produced it.
4. To discuss visual arts in relation to other products of human activity and imagination, among which are history, literature, economics, philosophy, religion, science and the other arts.
- 5.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
15	0	30	45	2

**Content:**

Unit No.	Contents	Teaching Hours
1	Aesthetics: Concept of beauty, Aesthetic experience, Multi-sensory factors affecting aesthetics	6
2	Introduction of Art: What is Art? Its purpose and its function	4

3	Visual Elements of Art: Line and Shape, Color, Texture, Space and Mass, Composition, Scale, Movement	6
4	Art, Craft and Design: Interrelationship and differences between art, craft and Design	5
5	Medium: Fresco, Oil, Pastel, Acrylic, Watercolor, Ink, Gouache, Tempera, etc.	5
6	Artists & Styles: Art movements, individual style, group style, cultural style, regional style, representational, abstract	5
7	Introduction Performing & Mainstream art: Dance, music, opera, theatre and musical theatre, magic spoken word, puppetry	5
8	Music: Pop, rock, Funk, Classical, Techno, Country, Metal	4
9	Dance: Ballet, Ballroom, Contemporary, Hip-Hop, Jazz, Folk Dance, Classical, etc.	5

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop an appreciation for each other and how we are all unique in our own way. Express creatively.	1 to 9
CO-2	Explain about visual art and art techniques. Interpret quality as a key value.	
CO-3	Develop intuition, reasoning, imagination, and dexterity into unique forms of expression and communication.	
CO-4	Appraise the role of diversity (gender, nationality, ethnicity, politics, and religious beliefs) in the development of visual culture – past, present and future.	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.







**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: History of World Art**  
**Course Code: 1130393102**  
**Semester: 1**

**Prerequisite:**

1. Indian and Western Art History.

**Objective:**

1. Developing a method to interpret history based on ecological, geographic, and climatic influences rather than focusing solely on dynastic successions and conflicts.
2. Investigating changes and patterns in the lifestyles of ethnic groups, particularly when they reside in urban environments.
3. Documenting and safeguarding traditional skills and artistic practices.
4. As designers, it's crucial to analyze historical patterns and problem-solving approaches to learn from past skills and innovations.
5. Being able to recognize the cultural or artistic influences behind a particular aesthetic or product, whether observing or creating it.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
15	0	30	45	2

**Content:**

Unit No.	Contents	Teaching Hours
1	Introduction to Art History: What is Art? Its purpose and its function, Formal and Contextual Analysis, Style	4
2	Prehistoric Art in Europe: Prehistoric Background, Prehistoric Sculpture & Cave Paintings, Neolithic Art, Prehistoric Architecture	4

3	Indus Valley Civilization: Homes, Society & Culture, toys, art, terracotta pottery, seals, jewelry	4
4	Mesopotamia: The ziggurat, Architecture, Sculpture, Relief, Linearism & Cylindrical formation, jewels & Metal craft, Materials & techniques	4
5	Egypt: Architecture, Pyramids & Mummies, Characteristics of Egyptian Sculptures & Paintings, Materials & Techniques, ancient Egyptian symbols, God & Goddess, Gold & precious stones	4
6	Greek: Cycladic art, Sculpture, Geometric and Orientalizing Art, Archaic Art, Classical Art, Late Classical Art, Hellenistic Period, Ancient Greek Architecture and architectural sculpture	4
7	Rome: Roman portraiture, Architecture, Relief sculpture, God & Goddess, Painting, Mosaics in the Roman World, Roman Coinage, jewels & metal craft, Society & Culture	4
8	Byzantine: Society & Culture, Architecture, Early Byzantine period, Middle Byzantine period, Late Byzantine period, Byzantine Paintings, icons & Mosaics	4
9	Medieval Europe: Architecture, Society & Culture, Science and superstition, Paintings	4
10	Renaissance: Major Themes of the Renaissance, Society & Culture, sculpture, paintings, Renaissance vs Middle Ages, Medici family, Michelangelo, Raphael, Botticelli	3
11	Baroque & Rococo, Neoclassicism, Romanticism, Realism, Impressionism, Post-Impressionism: Subject, Style, medium & Artists	3
12	Expressionism, Cubism, Surrealism, Pop Art: Subject, Style, medium & Artists	3

### Course Outcome

Sr. No.	CO statement	Unit No
CO-1	Recognize the importance of history, art and culture and timeline development of human society.	1 to 12
CO-2	Identify and analyze the significance of historical changes that take place within a society or culture.	

CO-3	Explain and deliver presentations based on well-researched material.	
CO-4	Assess patterns of continuities within historical contexts.	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

N/A

### Books Recommended

1. Foster, H., Krauss, R., Bois, Y. A., & Buchloh, B. H. D. (2004). *Art since 1900: Modernism, antimodernism, postmodernism*. Thames & Hudson.
2. Vasari, G. (1998). *Lives of the Artists* (J. C. Bondanella & P. Bondanella, Trans.). Oxford University Press.
3. Beard, Mary, and John Henderson. *Classical Art: From Greece to Rome*.

### List of Open Source Software/learning website:

N.A.

### CO-PO-PSO Matrix:

Co. No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO -1	3	1	1	1	-	3	3	3	-	3	3	3	2	1
CO -2	3	3	3	3	2	1	3	3	3	3	3	1	2	1
CO -3	3	3	3	3	3	1	3	3	-	3	-	1	1	1
CO -4	3	3	3	3	3	1	3	3	-	3	2	1	1	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Basics of Design Drawing**  
**Course Code: 1130393103**  
**Semester: 1**

**Prerequisite:**

1. Command over basic drawing tools
2. Basic drawing and coloring skills

**Objective:**

1. Drawing as a basic skill and tool to observe and express creative ideas on paper.
2. To understand and develop the representation skills of different materials and textures.
3. To understand the human proportion and related dimensional stability.
4. To improve observation skills and develop overall drawing skills.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	0	120	120	4

**Content:**

Unit No.	Contents	Teaching Hours
1	Line Drawing - Horizontal Lines, Vertical Lines, Diagonal Lines Line Drawing - Zig-zag Lines, Wavy Lines, Irregular Zig-zag Lines, Irregular Wavy Lines	15

	Line Drawing - Spiral Straight Lines, Circles in Line, Adjoining Circles, Adjoining Eccentric Circles, Single Spiral	
2	Line Drawing - Straight Line Composition, Continuous Lines (Horizontal & Vertical), Continuous Lines (Diagonal Right & Left Inclined) Line Drawing - Line to Circle, Ellipse Sizes Line Drawing - Composition of All Elements	8
3	Line Drawing - Different Shapes – Square, Circle, Triangle Line Drawing - GreyScale Line Drawing - Light Theory – <b>Different shading techniques</b> , Shading on Sphere, Cube, Cone, Cylinder	17
4	Still Life in Pencil – Shiny surface other than glass or metal Still Life in Pencil – Glass / Marble Still Life in Pencil - Metal	9
5	Still Life in Pencil - Wood Still Life in Pencil - Fabric Still Life in Pencil – Fruits & Vegetables	9
6	Still Life in Color medium – Shiny surface other than glass or metal Still Life in Color medium – Glass / Marble Still Life in Color medium – Metal	12
7	Still Life in Color medium – Wood Still Life in Color medium – Fabric Still Life in Color medium – Fruits & Vegetables	12
8	Human Figure – Joints identification, Stick figures	5

	Human Figure –Block figures, Mass Addition, Cloth Addition Human Figure – Understanding Human Anatomy	
9	Human Figure – Live Human Figure Drawing Human Figure – Head Tilts Human Figure – Hand & Feet gestures	15
10	Nature Drawing - Contour Nature Drawing – Details Addition	5
11	Nature Drawing – Tonal Shading with Pencil Nature Drawing – In color medium	13

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop hand & mind coordination, improvement of visual judgment, improvement of grip and line quality, improvement of focus	1 to 11
CO-2	Practice and understanding different color mediums and their application to represent various materials and textures	
CO-3	Analyze human proportion, development of quick figure sketching, improving observation	
CO-4	Establish observation skills, advance learning of shading through rendering of nature based objects, pencils and different color mediums	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.

4. Group tasks, team work.
5. Presentations and display of work.

**Major Equipment:**

1. Basic stationary kit (pencil, erasers, color palette, water container, and other relevant stationary)

**Books Recommended:**

1. Poxon, David. Different Strokes: Pencil Drawing. PURE Publishing.
2. Rankin, David J. Fast Sketching Techniques. North Light Books.
3. Eissen, Koos., & Steur, Roselien. Sketching The Basics. BIS Publishers.

**List of Open Source Software/learning website:**

N. A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	-	2	-	2	2	-	-	2	-	-	2	2
CO-2	3	-	2	-	-	-	2	-	-	-	-	1	2	2
CO-3	3	2	-	2	-	2	-	-	-	-	-	-	2	1
CO-4	3	2	-	-	-	-	2	-	-	-	-	2	2	2





**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Basics of Color Theory**  
**Course Code: 1130393104**  
**Semester: 1**

**Prerequisite:**

1. Basic understanding of colors

**Objective:**

1. Learning the basic principles and elements of color to achieve progressive development of color psychology.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	60	75	3

**Content:**

Unit No.	Contents	Teaching Hours
1	Color Theory	5
2	Exploration of swatches for Grey Scale	22
3	Development of Grey Scale	7
4	Exploration of swatches for Color Wheels	25
5	Development of Color Wheels	8

6	Development of Color Board ( <b>using different materials</b> )	8
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### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Analyze color psychology and multiple aspects of various colors and related terminologies	1 to 6
CO-2	Practice the application of color and improvement in selecting multiple tones for various purposes on sheet	
CO-3	Experiment with the application of color theory, practically experiencing the varieties of colors in a color wheel	
CO-4	Analyze the color behavior in different materials	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. Basic stationary kit (pencil, erasers, color palette, water container, and other relevant stationary)

### Books Recommended:

1. Patti, Mollica. Color Theory: An Essential Guide to Color. Walter Foster Publishing, Inc.
2. John, Gage. Color and Meaning: Art, Science, and Symbolism. Thames and Hudson.
3. Edwards, Betty. Color: A Course in Mastering the Art of Mixing Colors. Jeremy P. Teacher/Penguin.

**List of Open Source Software/learning website:**

N. A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	-	-	-	-	2	-	-	3	-	1	2	2
CO-2	3	-	2	-	-	-	2	-	-	2	-	-	2	2
CO-3	3	-	2	-	-	-	2	-	-	-	-	-	2	2
CO-4	3	2	-	-	-	-	2	-	-	2	-	-	2	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Basic Photography & Digital Representation**  
**Course Code: 1130393105**  
**Semester: 1**

**Prerequisite:**

1. Basic framing and composition skills.

**Objective:**

1. Understanding photography as a basic tool to observe and document for the purpose of design studies and expressions.
0. Making students at par with the evolving industry and the digitalization that the world is moving towards.
0. Making students aware of different methods and softwares with which they can express creativity and ideas.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

**Content:**

Unit No.	Contents	Teaching Hours
1	Photography: History <b>and evolution</b> of Photography, Types of Photography & Techniques	5

	Photography: Study about Camera Equipment	
	Photography: Lenses and Focal Length	
2	Photography: Shutter Speed, Exposure, <b>ISO</b>	11
	Photography: Aperture and Depth of Field	
	Photography: Ambient Light, Color & Intensity, Introduced Light	
3	Photography: Background & Perspective	20
	Photography: <b>Composition</b> , Framing & Layering	
	Photography: Indoor & Outdoor photography, landscapes, portraits, etc.	
4	Digital Representation: Computer Basic, Creating Folder, Directories, Input Unit, Output Unit, Hardware, Software, Windows shortcut keys	3
	Digital Representation: MS Word: Text Basics – Typing the text, Alignment of text, Editing Text, Cut, Copy, Paste, Select, Clear, Find & Replace	
	Digital Representation: MS Word: Text Formatting & Saving Files – New, Open, Close, Save, Save As, Formatting Text, Font size, Font Style, Font color, Bold, Italic, Underline, Changing the text case, Line spacing, paragraph spacing, shading text and paragraph, working with tabs and indents	
	Digital Representation: MS Word: Working with Objects – Shapes, Clipart and picture, Word Art, Smart Art, Columns and Orderings, Order of Objects, Page number, Date & Time, Inserting Text boxes, Inserting Word art, Inserting symbols, Inserting chart	
5	Digital Representation: MS Word: Header & Footers – Inserting custom Header and Footer, Inserting objects in the header and footer, Adding section break to a document	4
	Digital Representation: MS Word: Working with bullets and numbered lists – Multilevel numbering and bulleting, creating list, customizing list style, page bordering, page background	
	Digital representation: MS Word: Tables – Working with tables, table formatting, table styles, alignment option, merge and split option	
	Digital Representation: MS Word: Styles and content – Using build-in styles, modifying styles, creating styles, creating a list style, table of contents and references, adding internal references, adding a footnote, adding endnote	

6	Digital Representation: MS Word: Merging Documents – Typing new address list, merging to envelopes, merging to label, setting rules for merges, finish and merge options	5
	Digital Representation: MS Word: Sharing and Maintaining Document – Changing word options, changing the proofing tools, managing templates, restricting document access, using protected view, working with templates, managing templates, understanding building blocks	
	Digital Representation: MS Word: Proofing the document – Check spell, <b>Identifying grammatical errors</b> , setting auto correct options	
	Digital Representation: MS Word: Printing – Page setup, setting margins, print preview, print	
7	Digital Representation: MS PowerPoint: Setting up PowerPoint Environment – New, Open, Close, Save, Save As, Typing the text, Alignment of text, Formatting text, Font size, Font style, Font color, using Bold, Italic, Underline, Cut, Copy, Paste, Select, Clear, Find & Replace, Working with tabs and indents	7
	Digital Representation: MS PowerPoint: Creating Slides and Applying Themes – Inserting new slide, Changing layout of slides, Duplicating slides, copying and pasting slides, Applying themes to the slide layout, changing theme color, slide background, formatting slide background, using slide views	
	Digital Representation: MS PowerPoint: Working with bullets and numbering – Multilevel numbering and bulleting, creating list, page bordering, page background, aligning text, text directions, columns option	
	Digital Representation: MS PowerPoint: <b>Incorporating interactive elements</b> Hyperlinks and Action Buttons – Inserting hyperlinks and action buttons, edit hyperlinks and action button, word art and shapes	
8	Digital Representation: MS PowerPoint: Working with Movies and sounds – Inserting movie from a computer file, inserting audio file, audio video playback and format options, video options, adjust options, reshaping and bordering video	12
	Digital Representation: MS PowerPoint: Animation and Slide Transition – Default animation, custom animation, modify a default or custom animation, reorder animation using transitions, apply a slide transition, modifying a transition, advancing to next slide	
	Digital Representation: MS PowerPoint: Using a slide master – Inserting layout option, inserting placeholders, formatting placeholders	

	Digital Representation: MS PowerPoint: Slide show option – Start slide show, start show from the current slide, rehearse time, creating custom slide show	
9	Digital Representation: MS PowerPoint: Proofing and Printing – Check spell, Setting autocorrect options, save as video, save as jpeg files, save as PowerPoint show file, print preview, print	15
	Digital Representation: Adobe Photoshop: Introduction – Raster vs Vector, Creating new images, saving files for print, saving files for web/screen, working with adobe basics	
	Digital Representation: Adobe Photoshop: Work Area – Using the tools, using the options bar and other panels, undoing actions in Photoshop, customizing the workspace, tools panel overview, <b>colour codes RGB and CMYK</b>	
	Digital Representation: Adobe Photoshop: Basic Photo corrections – Strategy for retouching, resolution and image size, adjusting the color in camera raw, straightening and cropping the image, replacing colors in an image, adjusting saturation with the sponge tool, repairing areas with the clone stamp tool, using the spot healing brush tool, using content aware fill, applying the Unsharp Mask filter	
10	Digital Representation: Adobe Photoshop: Working with Selections – About selecting and selection tools, using a quick selection tool, moving a selected area, manipulating selections, using the magic wand tool, selecting with the lasso tool, rotating a selection, selecting with the magnetic lasso tool, cropping an image and erasing within a selection, refining the edge of a selection	23
	Digital Representation: Adobe Photoshop: Layer Basics – About layers, using the layer panel, rearranging layers, applying a gradient to a layer, applying a layer style, <b>Smart objects &amp; artistic filters</b> , flattening and saving files	
	Digital Representation: Adobe Photoshop: Masks and Channels – Working with masks and channels, creating a mask, refining a mask, creating a quick mask, manipulating an image with Puppet wrap, working with channels	
	Digital Representation: Adobe Photoshop: Typographic Design – About type, creating a clipping mask from type, creating type on a path, warping point type, designing paragraphs of type	

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Identify the historical period and technical processes and specifying the artistic interpretation of photography	1 to 10
CO-2	Apply the principles of lighting and color theory to a variety of photographic scenarios by measuring, evaluating and adjusting light and color to create quality images.	
CO-3	Apply principles of composition to produce professional images. Applying the mechanics of exposure to control light and influence the final product.	
CO-4	Plan a new presentation and modify presentation themes, adding and editing text to slides	
CO-5	Develop composite images that demonstrate advanced selection and layering techniques and produce images for Web and print output with appropriate sizing and resolution.	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. DSLR Camera & Phone camera.
2. Modern Desktop with Design Softwares.

### Books Recommended:

1. Mitoke, Jim. Better photo basics. Amphoto books.
2. House, Dorothy. Microsoft Word, Excel and Powerpoint. Outskirts press.
3. Chavez, Conrad. Adobe photoshop classroom in a book. Adobe press.



**List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	-	-	-	-	2	-	-	-	2	-	2	2
CO-2	3	-	3	-	-	-	3	-	-	-	3	-	2	2
CO-3	3	-	3	-	-	-	3	-	-	-	3	-	2	2
CO-4	3	-	3	-	-	-	3	-	3	-	-	-	2	2
CO-5	3	-	3	3	-	-	3	-	-	-	-	-	2	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Geometrical Construction & Material Studies**  
**Course Code: 1130393106**  
**Semester: 1**

**Prerequisite:**

1. Basic understanding of geometric shapes.

**Objective:**

1. Math and Geometry are technical tools to support and to express design ideas.
2. Understanding material as a basic tool to implement design ideas and creative thinking.
3. Understanding basic geometry and expression of different explorations from circle to square and triangle to polygons.
4. Exploring different materials, each having different characteristics like soft and solid, linear materials and 2D flat materials to create 3D forms and volumes.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	30	90	120	5

**Content:**

Unit No.	Contents	Teaching Hours
1	Historical background and application of geometry around us	2
2	Understanding the tools used for construction in geometry	2
3	Geometrical construction – Basics	24

4	Golden proportions and construction of Golden spiral and <b>its practical application</b>	5
5	Study of polygons	5
6	Regular and semi-regular geometric grids	5
7	Platonic solids and study of their inter-relationships	10
8	Truncations of Platonic solids and Derivation of Archimedean Solids	12
9	Tessellations <b>and its types</b>	7
10	Classification of Materials: Soft, medium and hard	1
11	Material exploration: Clay, terracotta	16
12	Material exploration: Thermocol	5
13	Material exploration: wood, bamboo	16
14	Material exploration: soft material and surface generation	10

### Course Outcome:

Sr. No.	CO statement	Unit No.
CO-1	Analyze concepts like circle, ellipse, or regular polygon, volume of Platonic and Archimedean solids, Plane, Volume and transition from the plane to volume.	1 to 14
CO-2	Calculate the geometrical elements like angle, edge, surface and intersection.	
CO-3	Develop the appropriate geometry according to the product requirement.	
CO-4	Analyze the behavior and working of different materials categorized as soft, medium and hard.	
CO-5	Analyze the tools requirement and the process to change the form and work with materials.	

### Teaching & Learning Methodology:

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. Drawing/ Drafting Board, Instrument Set for Geometric Construction.

### Books Recommended:

1. Allen, Jon. Drawing Geometry. Floris books.
2. Elam, Kimberly. Geometry of Design. Princeton architectural press.
3. Ashby, Mike., & Johnson, Kara. Materials and Design. Butterworth-Heinemann

### List of Open Source Software/Learning Website:

N.A.

### CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	2	2	2	2	-	-	-	-	-	-	2	2	2	2
CO-2	2	2	2	2	-	-	2	-	-	-	1	1	2	2
CO-3	2	2	3	2	-	2	1	-	-	-	-	-	2	2

CO-4	1	1	2	2	2	-	-	-	-	-	2	2	2	2
CO-5	1	2	2	2	2	1	1	-	2	-	-	-	2	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: History of Indian Art**  
**Course Code: 1130393107**  
**Semester: 2**

**Prerequisite:**

1. Basic knowledge of Indian Art History

**Objective:**

1. Understand the origins and evolution of Indian art from prehistoric to contemporary times.
2. Analyze various techniques and styles in Indian paintings, sculptures, and architecture.
3. Interpret the cultural and religious influences on the development of Indian art.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
15	0	30	45	2

**Content:**

Unit No.	Contents	Teaching Hours
1	Introduction	2
2	Arts of Prehistoric Period: Prehistoric Era, Paintings, Materials used for paintings	2
3	Arts of Indus Valley Civilization: Indus Valley civilization artifacts, Indus Valley art, Indus Valley Statues, Bronze statues, Terracotta statues, seals, figurine, jewelry, gold in Indus valley	3.5

4	Arts of Vedic Period: Artifacts of Vedic period, Sculptures in Mauryan period, The Lion capital, Yakshas and Yakshinis, Cultures in Vedic period	3.5
5	Arts in Hinduism: Mauryan artifacts, Post Mauryan Gods, Brahma – The creator, Vishnu – The maintainer, Shiva – The destroyer, Hindu Gods and Goddess, Hindu art and symbolization, Myth, Legend and Folktale, Hinduism vs Buddhism	3.5
6	Arts in Buddhism: Theravada, Mahayana, Vajrayana, Buddhist Art, Depiction of Buddha, Padmapani Bodhisattva, Buddha head, Seated Buddha, Stupa, Jataka tales in Sanchi stupa, Monuments related to Buddha, Ajanta caves, Ellora caves	3.5
7	Murals: Indian Mural paintings	3.5
8	Arts in Jainism: Mahavira, Art in Jainism, Tirthankaras, Jain emblem, Jain flag, Jain manuscripts, Jainism	3.5
9	Temple Art and Architecture: Nagara style temples, Dravidian style temples, Vesara style temples, Khajuraho temples, Mahabodhi temple, Nalanda university, Jain temples, Mahabalipuram, Kailasnath temple	3.5
10	Arts of Mughal Period: Mughal Architecture, Mughal paintings, Pahari painting and Ragamala, Traditional and Folk art	3.5
11	Arts of British Period	3.5
12	Arts of Pre-Independence	3.5
13	Arts of Post-Independence	2
14	Contemporary Art	4

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Analyze the origin of Ancient Indian Art and its evolution.	1 to 14
CO-2	Develop an understanding of various periods and art styles in ancient Indian art and to know their chronology.	

<b>CO-3</b>	Show deep learning of art styles and techniques to appreciate art of ancient India.	
<b>CO-4</b>	Interpret the cultural and contextual aspect of ancient Indian Art.	

### **Teaching & Learning Methodology: -**

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### **Major Equipment:**

1. Digital Projector
2. Drawing and Painting Supplies
3. Sculpting Tools
4. Printmaking Supplies
5. Photography Equipment
6. Exhibition and Display Materials
7. Research Resources

### **Books Recommended:**

1. "Buddhist Art in India" by Joseph M. Dye
2. "Indian Art" by Partha Mitter
3. "A History of Indian Art" by Edith Tomory
4. "The Hindu Temple: An Introduction to Its Meaning and Forms" by George Michell
5. "The Arts of India" by Susan L. Huntington

### **List of Open Source Software/learning website:**

N.A.



**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	3	1	3	1	1	2	1	-	2	1	1	2	1
CO-2	3	2	1	1	-	1	3	-	-	3	-	1	2	1
CO-3	3	1	3	1	3	3	1	-	-	1	-	1	1	1
CO-4	3	1	1	1	1	1	1	3	0	1	3	3	1	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Indian Craft & Culture**  
**Course Code: 1130393108**  
**Semester: 2**

**Prerequisite:**

1. Basic Understanding of Indian Craft & Culture

**Objective:**

1. To impart knowledge of various Indian crafts and its functioning.
2. To know about the current scenario as well as factors influencing them.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
15	0	30	45	2

**Content:**

Unit No.	Contents	Teaching Hours
1	Historical Background of Indian Craft: Introduction to the basic concept in the evolution of crafts. Journey of various crafts over several decades and centuries.	9
2	Zone wise Introduction of craft: North, South, East, West, Central and North-East.	9
3	Types of craft: Metal craft, Wood craft, Leather craft, Paper craft, Textile craft, Stone craft, Pottery/Clay work, Terracotta work, Gems and stone, Grass craft, Bamboo craft, etc.	11
4	Current Scenario of craft: Current situation of craft in Domestic and International Market.	9
5	Factors influencing craft: Social, Economic, Technological, Psychological, etc.	7

**Course Outcome:**

Sr. No.	CO statement	Unit No
CO-1	Develop understanding of various Indian crafts	1, 2, 3, 4, 5
CO-2	Develop understanding of factors affecting crafts	
CO-3	Develop a sense of personal identity and self-esteem through practical achievement in the expressive, communicative and functional modes of art, craft and design	
CO-4	Develop an awareness of the historical, social and economic role and value of art, craft and design and aspects of contemporary culture and mass-media	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. Digital Projector
2. Craft Tools and Materials
3. Documentation and Photography Equipment
4. Display and Exhibition Materials
5. Research Resources
6. Workshop and Studio Setup
7. Safety Equipment
8. Collaboration and Presentation Tools

### Books Recommended:

1. "Indian Folk Arts and Crafts" by Jyotindra Jain
2. "Crafts of India: Handmade in India" by Aditi Ranjan
3. "The Crafts of India" by Marion S. W. Smith
4. "Crafts Atlas of India" by Jaya Jaitly

### List of Open Source Software/learning website:

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	2	1	1	1	1	2	1	1	2	1	2	2	1
CO-2	2	3	2	3	2	2	2	2	1	2	2	2	2	1
CO-3	2	1	3	2	3	3	3	1	1	1	1	1	1	2
CO-4	2	2	1	1	2	2	2	2	1	2	3	3	1	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Advanced Design Drawing**  
**Course Code: 1130393109**  
**Semester: 2**

**Prerequisite:**

Understanding of Basics of Design Drawing

**Objective:**

1. To comprehend the fundamental principles of visual communication, such as typography, color theory, layout, and composition.
2. To cultivate the ability to solve design problems effectively and innovatively.
3. To gain proficiency in using design software tools for creating and editing visual content.
4. To learn how to communicate messages clearly and effectively through visual means, considering audience and context.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	60	75	3

**Content:**

Unit No.	Contents	Teaching Hours
1	Perspective: Perspective drawing and its application in sketches	1
2	Perspective: Types of perspective	1
3	Perspective: Cone of vision, Line of sight, Axis/angles	1
4	Perspective: Picture Plane, Foreshortening, Overlapping, inclined planes	1
5	Perspective: Vanishing point, Horizon/Eye Level	2

6	Perspective: One point perspective, Two point perspective, Three point perspective	19
7	Isometry: Isometric grid	3
8	Isometry: 2D strips in different planes	3
9	Isometry: 3D strips in different planes	3
10	Isometry: 3D Profile Travelling	3
11	Isometry: Circle plotting in isometric grid	2
12	Isometry: Rim Division	1
13	Isometry: 2D curved strips in different planes	3
14	Isometry: 3D curved strips in different planes	3
15	Isometry: Product drawing and Tessellations	4
16	Orthography: Orthographic drawing	1
17	Orthography: Graphical projections, Orthographic projection	2
18	Orthography: First and third angle projection, view selection, principle views, planes of projection, view placement, line conventions, transferring of dimensions	3
19	Orthography: Principles of Orthographic projection, Alignment of features, Distances in related views, true length and size, foreshortening, configuration of planes, parallel features, edge views	2
20	Orthography: one view drawings, two view drawings, multiple view drawings	7
21	Orthography: Representation of fillet and rounded corners, chamfers, runouts, elliptical surfaces, irregular or space curves, intersecting cylinders, cylinders intersecting prisms, cylinders intersecting holes	3
22	Orthography: Surface labeling, vertex labeling, Physical model construction, Sectional Orthography	7

### Course Outcome:

Sr. No.	CO statement	Unit No
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<b>CO-1</b>	Recognize the difference between a one-point perspective, a two-point perspective and a three-point perspective drawing.	1 to 22
<b>CO-2</b>	Develop isometric grid and develop product drawings.	
<b>CO-3</b>	Visualize geometrical solids in 3D space through exercises in Isometric and Orthographic projections.	
<b>CO-4</b>	Interpret Orthographic, Isometric and Perspective views of objects.	

### **Teaching & Learning Methodology: -**

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### **Major Equipment:**

1. Drawing and Sketching Tools
2. Computers and Software
3. Photography Equipment
4. Printing and Presentation Tools

### **Books Recommended:**

1. "Isometric Drawing Explained" by G. H. Pearson
2. "Orthographic Projections" by Mirza HyderBaig, KmaAzeem
3. "Perspective Made Easy" by Ernest R. Norling

### **List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	-	-	-	-	3	-	-	-	-	-	2	1
CO-2	-	-	3	-	-	-	3	-	-	-	-	-	1	1
CO-3	-	-	3	-	-	-	3	-	-	-	-	-	1	1
CO-4	-	-	-	-	-	-	3	-	-	-	-	-	1	2





**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Advanced Color Appreciation**  
**Course Code: 1130393110**  
**Semester: 2**

**Prerequisite:**

1. Understanding of Basics of Color Theory

**Objective:**

1. Learning the principles and elements of color interaction and compositions.
2. Exploring different elements starting from color wheel to various tints and shades.
3. Expressing skills of basic theory of color by practical exercises.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	60	75	3

**Content:**

Unit No.	Contents	Teaching Hours
1	Theory of color interaction	1
2	Value and Saturation	10
3	Warm and cool colors, Neutral colors	1
4	Color Schemes: Achromatic, Monochromatic, Complementary, Triadic, Analogous, Split Complementary or Compound, Tetradic	4
5	Interaction of foreground and background colors	7
6	Interaction of Analogous colors	12

7	Interaction of colors through window and background	8
8	Interaction of colors through a grid and background	8
9	Form and color	13
10	Color Board	11

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Analyze and express an understanding of color theory systems through successful completion of hands on projects	1 to 10
CO-2	Show idea generation through Visualization, creative thinking, critical judgment and the employment of color theory concepts to communicate ideas effectively through successful completion of hands on projects and participation in class critiques	
CO-3	Express mastery of concepts taught in Color Interaction in fashion	
CO-4	Develop and establish a foundation of color knowledge that will influence color decisions for the rest of one's life	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. Basic stationary kit (pencil, erasers, color palette, water container, and other relevant stationary)

### Books Recommended:

1. Albers, Josef, & Weber, Nicholas Fox. "Interaction of Color". Yale University Press.
2. Gerstner, Karl. "The Forms of Color". MIT Press.
3. Quiller, Stephen. "Color Choices". Watson-Guption Publications.

**List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	2	-	2	-	-	-	2	1	-	-	2	1
CO-2	3	-	2	-	2	-	-	2	2	1	-	-	2	1
CO-3	3	-	3	-	3	-	-	-	-	2	-	-	1	1
CO-4	3	-	2	-	-	2	-	-	-	2	-	-	1	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Principles and Elements of Design**  
**Course Code: 1130393111**  
**Semester: 2**

**Prerequisite:**

1. An understanding of all the modules previously completed in Semester 1 and Semester 2.

**Objective:**

1. Learning basic principles and elements of design with the terminology of transformation from shape to form, i.e., 2D to 3D.
2. Understanding relationship of form and space with human factor and visual perception.
3. Expression of form, space and dynamics of the form with an understanding of expression and functionality.
4. Development of form for the purpose of utility as a design element for human need like product, for interiors, for fashion, for lifestyle, for visual communication, etc.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	120	135	5

**Content:**

Unit No.	Contents	Teaching Hours
1	Elements of Design: Point/Dot, Line, Plane/Shape, Form/Volume/Mass, Texture/Pattern, Color, Tone/Value, Space, Time	15
2	Application of elements in various fields	5
3	Gestalt Law: Similarity, Continuation, Closure, Proximity, Figure/Ground, Symmetry & Order	20

4	Principles of Design: Harmony/Unity, Rhythm, Contrast, Emphasis, Movement, Balance, Proportion, Variety, Pattern/Repetition	20
5	Form: Types of Form – Organic, Geometric, Static, Dynamic, Kinetic, Volume, Mass, Abstract, Linear, Planar, etc.	5
6	Form Generation, Angle Manipulation, Radii Manipulation, Shape transition	25
7	Study of form through: Relief structures, Liner forms, Planar forms, Volumetric forms, Massive forms, Spatial forms, Textured forms, Serial planes, Subtractive construction, Additive construction, Wire sculptures	25
8	Pattern, Texture, Tone, Final Project	20

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Practice a variety of brainstorming techniques to generate novel ideas of value to solve problems.	1 to 8
CO-2	Develop ideas that are relevant and responsive to the world around them.	
CO-3	Articulate the content, context, and the process of their work visually, orally and in writing.	
CO-4	Identify and develop behaviors, such as curiosity, initiative, and persistence, which will help them engage with the world in productive ways.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.
- 6.

### Major Equipment:

1. Basic stationary kit (pencil, erasers, color palette, water container, and other relevant stationary)

**Books Recommended:**

1. Albers, Josef, & Weber, Nicholas Fox. "Interaction of Color". Yale University Press.
2. Gerstner, Karl. "The Forms of Color". MIT Press.
3. Quiller, Stephen. "Color Choices". Watson-Guptill Publications.

**List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	2	-	1	2	-	-	2	-	3	-	-	2	1
CO-2	3	-	2	-	-	2	-	-	2	2	-	-	1	1
CO-3	3	-	-	-	-	-	2	-	2	3	-	-	1	2
CO-4	3	2	-	2	-	2	-	2	-	2	-	-	1	2



**SILVER OAK UNIVERSITY**  
**Institute Name – Silver Oak Institute of Design**  
**Programme Name: Visual Communication Design**  
**Course Name: Design Process**  
**Course Code: 1130393112**  
**Semester: 2**

**Prerequisite:**

1. An understanding of all the subjects of Semester 1 and Semester 2.

**Objective:**

1. To make students aware of very basic and simple design process thinking by using the education experience they have gone through during all the previous modules.
2. Taking up hypothetical design solving problems and working out systematic problem solving methods, and arriving at an acceptable hypothetical design solution with a mock model.

**Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	120	135	5

**Content:**

Unit No.	Contents	Teaching Hours
1	Brainstorming: Identification of problem	13.5
2	Research Analysis and selection of problem	17.5
3	Design Brief	9.5
4	Ideation	23
5	Prototyping and feedback research	27
6	Selection and modification of design	13.5

7	Final and probable solutions to a design problem	17.5
8	Evaluation and feedback	13.5

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Recognize and interpret Design Thinking concepts and principles.	1 to 8
CO-2	Practice the methods, processes, and tools of Design Thinking.	
CO-3	Apply the Design Thinking approach and model to real world situations.	
CO-4	Analyze the role of primary and secondary research in the discovery stage of the Design Process.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in a real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

1. Computer and Software
2. Drawing and Sketching Tools
3. Photography and Videography Equipment
4. Printing and Prototyping Tools
5. Workshop Tools

### Books Recommended:

1. "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler
2. "The Elements of Graphic Design" by Alex W. White
3. "The Design of Everyday Things" by Don Norman
4. "Interaction of Color" by Josef Albers
5. "The Art of Looking Sideways" by Alan Fletcher



**List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	-	-	-	-	-	3	-	-	-	-	-	2	1
CO-2	-	3	-	3	-	-	3	-	-	-	-	-	2	1
CO-3	-	-	3	-	-	-	-	-	-	3	-	-	1	1
CO-4	-	3	-	3	-	-	-	3	-	-	2	-	1	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Elements of Graphic Design

Course Code: 1130393213

Semester: 3

## Prerequisite:

1. N.A.

## Objective:

1. Utilize the elements, principles and techniques of Graphic Design to create effective graphic design solutions.
2. Understand the elements, principles and techniques of Graphic Design.
3. Distinguish between elements, principles and techniques.
4. Graphically illustrate an element, principle and technique using hand-drawn and computer layout skills

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	0	60	60	2

## Content:

Unit No.	Contents	Teaching Hours
1	Overview of design and its relationship to the visual arts and the world around us	6
2	Overview of the elements and principles of design	7
3	In depth exploration of language, elements, and principles of graphic design	12
4	Language: Composition, Picture plane, format, frame of reference, figure/ground relationship, visual gestalt, figurative representational, non-representational, organic, geometric, abstraction, format, content	11
5	Principles: Unity, emphasis, scale, balance, rhythm, etc.	6
6	Elements: Line, shape, texture, pattern, space, motion, value, color, etc.	9
7	Image in design: Representation, abstraction, graphic reduction, meaning, form and content, composition	9

## Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Describe a graphic design element, principle and technique.	1 to 7
CO-2	Apply the elements, principles and techniques to graphic design solutions.	
CO-3	Develop graphic design elements, implement graphic design principles and develop graphic imaging techniques.	
CO-4	Practice graphic design elements and principles to develop effective graphic designs.	

## Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.

2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### **Major Equipment:**

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

### **Books Recommended:**

1. The Elements of Graphic Design: Author – Alex W. White
2. A Designer’s Art: Author – Paul Rand
3. Graphic Design: Author – Adrian Shaughnessy

### **List of Open Source Software/learning website:**

Adobe Illustrator

Adobe Photoshop

### **CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	3	3	-	-	-	-	3	-	-	3	-	-	2	1
CO-2	3	-	3	3	-	3	3	-	-	-	-	-	1	2
CO-3	3	-	3	3	-	3	3	-	-	-	-	-	1	2
CO-4	3	-	3	3	-	3	3	-	-	-	-	-	1	2



# SILVER OAK UNIVERSITY

**Institute Name – Silver Oak Institute of Design**

**Programme Name: Visual Communication Design**

**Course Name: History of Typography**

**Course Code: 1130393202**

**Semester: 3**

## **Prerequisite:**

1. N.A.

## **Objective:**

1. Make students aware of the role of typography in everyday life.
2. Provide them with an understanding of the evolution of writing, from early scripts to the alphabet, the invention of printing and the history of printing types until the 19<sup>th</sup> century.
3. Introduce them to the basic principles of micro- and macro- typography.
4. Enable them to assess the requirements of a project brief, research, plan and implement it.
5. Provide students with an understanding of how to use digital technology to implement design solutions.

## **Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
30	0	0	30	2

## Content

Unit No.	Contents	Teaching Hours
1	Understanding typography	3
2	Font & Typeface, Formats	3
3	History: Sounds to Symbols	5
4	Evolution of writing systems	3
5	Gutenberg & Movable type	3
6	Mechanization of type	3
7	Photocomposition	4
8	The Digital Age	3
9	Typography in use	3
10	The importance of Typography	3

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Identify and analyze the basic components of the invention of printing.	1 to 10
CO-2	Classify typefaces according to their visual similarities and describe them.	
CO-3	Identify and use typographic conventions to articulate the structure of text.	
CO-4	Employ the appropriate software to plan and produce a given work.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

**Major Equipment:**

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

**Books Recommended:**

1. Type: A Visual History of Typefaces & Graphic Styles: Author – Cees. W. de Jong, Alston W. Purvis, Jan Tholenaar
2. Thinking with Type: Author – Ellen Lupton
3. From Gutenberg to Open Type: Author – Dodd Robin

**List of Open Source Software/learning website:**

N.A.

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	3	3	-	-	-	-	-	-	-	3	3	-	2	1
CO-2	3	3	-	-	-	-	3	-	-	-	-	-	1	2
CO-3	3	-	3	3	-	-	3	-	-	-	-	-	2	2
CO-4	3	-	-	-	3	3	-	-	3	3	-	-	1	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Course Name: Visual Communication Design

Course Name: Introduction to Digital Media

Course Code: 1130393203

Semester: 3

## Prerequisite:

1. Basic computer skills and familiarity with design software like Photoshop are helpful.

## Objective:

Upon completion of this course, students will be able to:

1. Understand the evolution and significance of digital media in contemporary communication.
2. Explore various forms of digital content creation and their applications in visual communication.
3. Develop foundational skills in digital tools and software used for media production.
4. Analyze the impact of digital media technologies on modern design practices and user interaction.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	Introduction to Digital Media: Overview of digital media and its role in visual communication.	8
2	Basics of Raster and Vector Graphics : Difference between raster and vector, common file formats.	7



3	Introduction to Adobe Photoshop: Basic tools, layers, and image editing techniques.	15
4	Advanced Photoshop Techniques: Filters, adjustments, and photo retouching.	12
5	Introduction to Adobe Illustrator: Creating vector shapes, paths, and simple illustrations.	15
6	Advanced Illustrator Techniques: Complex shapes, typography, and logo design.	12
7	Basics of InDesign: Page layouts for brochures, posters, and magazines.	8
8	Digital Media in Advertising: Designing banners and ads for digital platforms.	10
9	Typography in Digital Media: Typography basics and integration with visuals. Basics of In Design	8
10	Final Project: Comprehensive project using Photoshop, Illustrator, and InDesign.	10

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Understand the fundamentals of digital media and its applications in visual communication.	1 to 10
CO-2	Develop proficiency in using industry-standard graphic design software.	
CO-3	Create visual content using both raster and vector graphic techniques.	
CO-4	Apply digital media tools creatively to design projects for advertising and communication.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Lectures
2. Hands-on Software Training
3. Assignments
4. Project-based Learning
5. Peer Reviews and Presentations

## Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

## Books Recommended:

1. Faulkner, Andrew, and Conrad Chavez. Adobe Photoshop Classroom in a Book. Adobe Press, 2021.
2. Wood, Brian. Adobe Illustrator Classroom in a Book. Adobe Press, 2020.
3. Heller, Steven, and Gail Anderson. The Graphic Design Idea Book. Laurence King Publishing, 2018.
4. Wong, Yue-Ling. Digital Media Primer. Jones & Bartlett Learning, 2010.

## List of Open Source Software/learning website:

**Open Source Software:** GIMP (GNU Image Manipulation Program), Canva, Inkscape

**Website:** Adobe Tutorials

## CO-PO-PSO Matrix:

Co. No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	2	2	1	1	-	1	1	-	-	-	1	-	2	1
CO-2	3	2	2	1	1	1	2	-	1	-	1	-	3	3
CO-3	2	2	2	2	-	1	2	-	-	-	1	-	3	2
CO-4	2	3	2	2	-	1	3	-	1	-	1	-	2	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Drawing & Illustration

Course Code: 1130393204

Semester: 3

## Prerequisite:

1. N.A.

## Objective:

1. To learn the techniques of fine pencil drawing to explore different fine art subjects such as animals, birds, flowers, insects, still life, objects, etc.
2. To explore the use of pencil and various tools to create textures for different subjects.
3. To establish the relationship between visual events (points at which objects intersect each other).
4. To understand the recognition of the character, or characteristic form.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	Introduction to rendering	5
2	Types of drawing & rendering, Importance of rendering	10

3	Lights and its effects, Interaction with light highlights	4
4	Shadow and reflection study of objects	8
5	Direct and indirect illumination	6
6	Photorealistic visualization	7
7	Rendering objects by observation	7
8	Rapid sketching techniques, visual composition of objects	10
9.	Digital sketching, vector illustrations, raster illustrations	13
10.	Exposure and demonstration of illustration and rendering software	11
11.	Importance of text in illustration, Story-telling by illustrations, Illustrated drawings	24

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop new ways of thinking, seeing and creating	1 to 11
CO-2	Visualize the design concepts in their chosen area	
CO-3	Identify the structure and development of stories along with the classification of narrative techniques	
CO-4	Illustrate developed stories into pictorial forms, using visualization techniques and clear conceptualization	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

## Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

## Books Recommended:

1. Design Drawing: Author – D. K. Francis Ching
2. The complete guide to illustration and design: Author – Terence ed .Dalley
3. Experiences in Visual Thinking: Author – Rober McKim

## List of Open Source Software/learning website:

Adobe Illustrator

Adobe Photoshop

procreate

## CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	3	3	3	3	-	-	-	-	-	3	-	-	1	2
CO-2	3	-	3	3	-	3	3	-	-	-	-	-	2	1
CO-3	3	3	-	-	-	-	3	-	-	-	3	-	2	2
CO-4	3	-	3	3	-	-	3	-	-	-	3	-	2	2



# SILVER OAK UNIVERSITY

**Institute Name – Silver Oak Institute of Design**

**Programme Name: Visual Communication Design**

**Course Name: Typography**

**Course Code: 1130393214**

**Semester: 3**

## **Prerequisite:**

N.A

## **Objective:**

1. To provide students with a solid foundation in typographic design, in both theoretical knowledge and technical skill.
2. To produce original typographic projects by analyzing typographic form and meaning in historical examples, popular culture and various projects.
3. To inculcate in students an abiding interest in typeface design and layout.
4. Through the completion of the studio assignments, to display an ability to integrate aspects of theory and practice into coherent and well-designed pieces of typographic design.

## **Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## **Content:**

Unit No.	Contents	Teaching Hours
1	Typographic Nomenclature: An introduction to commonly used terminologies in typography / type industry.	12

2	Typographic Space and communication: Readability and Legibility. Selecting, manipulating and application of fonts in design.	11
3	Typographic Space and communication: Grid Structure	8
4	Exploring Typographic Meaning: Visual Hierarchy. Variation in size of type, space and placement.	8
5	Exploring Typographic Meaning: Denotation/Connotation of typography.	8
6	Exploring Typographic Meaning: Typographic function and expression. Exploring the expressive aspects of typography, looking at the different ways in which letterform, layout, and color choices can create an abstract, almost musical impact on the reader.	15
7	Type as symbol	10
8	Type in two, three, four dimensions.	18
9.	Dynamic/Kinetic typography	15

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Analyze and discuss the role of typography in contemporary visual culture.	1 to 9
CO-2	Identify major type families and typefaces by their qualities and characters.	
CO-3	Develop an understanding of the practice of typography through the analysis, selection and application of type to solve specific problems.	
CO-4	Experiment with original visual solutions for assigned projects.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.

5. Presentations and display of work.

### Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

### Books Recommended:

1. Typographic Design: Form and Communication: Author – Ben Day, Philip B. Meggs, Rob Carter
2. Making Digital Type Look Good: Author – Bob Gordon
3. Anatomy of a Typeface: Author – Alexander Lawson

### List of Open Source Software/learning website:

Adobe Illustrator

Adobe Photoshop

### CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	3	3	-	-	-	-	3	-	-	-	3	3	2	2
CO-2	3	-	-	3	-	-	3	-	-	3	3	-	1	2
CO-3	3	3	3	3	-	-	3	-	-	-	-	-	2	1
CO-4	3	-	3	3	-	3	3	-	-	-	-	-	2	2





# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Color and Form

Course Code: 1130393206

Semester: 3

## Prerequisite:

N.A

## Objective:

1. To study colors in relation to human behavior.
2. Learning of the application of various color processes in relation to print media.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	Exploration of color and color theory as they apply to the design process.	12
2	Color modes, functions, attributes, and relationships toward effective and dynamic visual impact for design and visual media.	10

3	Analyzing visual color challenges.	8
4	Understanding psychological and symbolic uses of color to communicate ideas.	9
5	Achieving effective compositional harmony using color schemes.	16
6	Additive and Subtractive color explorations.	13
7	Color Interaction and relativity. Color perception.	12
8	Effect of color on various forms in two and three dimensions	9
9.	Color and form relation and explorations.	16

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop color effectiveness, color psychology and emotive response through application of colors.	1 to 9
CO-2	Understand the human anatomy as a three-dimensional form.	
CO-3	Understand color to create intentional visual form outcomes	
CO-4	Apply the principles and methods of color theory to create aesthetic form	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Drawing from live 'models' through 'observe and draw' exercises.
2. Review and feedback by faculty.

### Books Recommended:

1. Color psychology and color therapy: Author – Faber Birren
2. Interaction of color: Author – Josef Albers
3. Color, Form and Magic: Author – Nicole Pivrotto

## List of Open Source Software/learning website:

Adobe Illustrator

Adobe Photoshop

## CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1		3	3	3	-	-	3	-	-	-	-	2	1	2
CO-2	3	-	3	3	-	3	-	-	-	-	-	3	2	1
CO-3	3	-	3	3	-	-	3	-	-	-	3	-	2	1
CO-4	3	-	3	-	-	-	3	-	-	3	-	3	1	2



# SILVER OAK UNIVERSITY

**Institute Name – Silver Oak Institute of Design**

**Programme Name: Visual Communication Design**

**Course Name: Strategic Communication & Consumer Behavior**

**Course Code: 1130393207**

**Semester: 4**

## **Prerequisite:**

Basic understanding of communication principles

Knowledge of research

## **Objective:**

1. To develop skills in drawing the human body as a 3D form
2. To understand the principles of balance and movement of the figure.
3. To understand the importance of Anatomical Studies as the basis of fashion illustration.
4. To develop both a free distinctive style of drawing combined with analytical skills of visual assessment
5. Differences between a normal figure and a fashion figure proportions
6. To develop Software skills related to *Corel Draw* and *Adobe Illustrator* and their application in fashion illustration

## **Teaching Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
15	15	0	30	2

## **Content:**

<b>Unit No.</b>	<b>Contents</b>	<b>Teaching Hours</b>
1	Introduction to the types of market, knowing the Consumer & Target Audience. Understanding the demand and supply chain for expected buyers.	6
2	The Strategic Planning, Variations according to the business module. The mode of communication for influencing consumer decisions. Research and Development for expected buyers knowing the inflow and limitations. Key factors of Consumer Behavior impacted by communication strategy; Awareness, Choice, Preference, Accountability and Personalization.	6
3	Approaches of Consumer Behavior. Models of Consumer Behavior. Study of the Buying Behavior of consumer – Routine response, Limited Decision Making, Extreme Decision Making and Impulsive Buying.	3
4	Relationship between customers and business by communication skills. Defining communication as a core driving force for emerging business models. Persuasive Communication and its types – Ethos, Logos & Pathos.	3
5	The channels of communication in an organization, Personal, Broadcast Media, Mobile, Electronic and written. Building strategic communication for “Business to Business” model & “Business to Customer” model.	3

### **Course Outcome:**

<b>Sr. No.</b>	<b>CO statement</b>	<b>Unit No</b>
<b>CO-1</b>	Develop an understanding between needs, wants and demands.	1 to 5
<b>CO-2</b>	Plan strategically according to the consumer behavior.	
<b>CO-3</b>	Analyze a design in a way it triggers impulsive buying.	
<b>CO-4</b>	Recognize top business models and their insides which trigger the consumer behavior.	

## Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

## Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

## Books Recommended:

1. Strategic Communications for PR, Social Media and Marketing: Author – Laurie J. Wilson, Joseph Ogden
2. Strategic Integrated Marketing Communications: Author – Lary Percy
3. Integrated Marketing Communication: Author – Robyn Blakeman

## CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	3	-	3	-	-	-	-	-	3	2	-	-	2	2
CO-2	3	2	2	-	-	2	-	-	3	-	-	-	1	2
CO-3	3	-	2	-	3	-	-	-	2	-	-	-	2	2
CO-4	3	-	-	-	2	-	-	-	3	2	-	-	1	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Advanced Photography

Course Code: 1130393208

Semester: 4

## Prerequisite:

1. Basic understanding of photography concepts and camera operations.

## Objective:

1. Develop advanced knowledge of photography techniques and styles.
2. Improve skills in lighting, composition, and editing.
3. Get practical experience with professional cameras and software.
4. Learn to plan and complete creative photography projects.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	30	45	2

## Content:

Unit No.	Contents	Teaching Hours
1	<b>Introduction to Advanced Photography:</b> History and modern genres of photography. Review of past work and semester project intro.	4
2	<b>Camera and Lens Mechanics:</b>	7

	DSLR and mirrorless camera features. Using different lenses in various scenarios.	
3	<b>Advanced Lighting Techniques:</b> Natural and studio lighting. Using lighting equipment like softboxes and reflectors.	9
4	<b>Low-Light and Night Photography:</b> Techniques for low-light and night photography. Outdoor photography in low-light settings.	6
5	<b>Composition and Color Theory:</b> Basic composition rules and color theory. Exercises in framing and color balance.	6
6	<b>Post-Processing Techniques:</b> Editing skills: color correction, retouching. Using Lightroom and Photoshop for editing.	8
7	<b>Creative and Conceptual Photography:</b> Creative storytelling through photography. Final project with focus on creativity and concept.	5

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Ability to apply advanced photography techniques in various genres.	1, to 7
CO-2	Proficiency in handling professional camera equipment and lighting setups.	
CO-3	Skills in post-processing using industry-standard software.	
CO-4	Capability to create visually compelling and conceptually strong photography projects.	



## Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Lectures.
2. Demonstrations.
3. Practical Assignments.
4. Critiques.
5. Workshops.

## Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

## Books Recommended:

1. Peterson, Bryan. Understanding Exposure. Amphoto Books, 2016.
2. Freeman, Michael. The Photographer's Eye. Focal Press, 2007.
3. Kelby, Scott. The Digital Photography Book. Peachpit Press, 2013.

## List of Open Source Software/learning website:

Shotwell – for organizing and editing photos.

Pixlr – online image editor for quick edits.

Flickr – community platform for sharing and learning photography.

## CO-PO-PSO Matrix:

Co. No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	2	2	2	1	1	2	2	1	1	1	1	1	3	3
CO-2	2	1	2	1	1	2	2	1	1	1	1	1	2	2
CO-3	1	2	2	1	1	2	2	1	1	1	1	1	3	3
CO-4	1	2	2	2	1	2	3	1	1	1	1	1	2	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Advertising Design

Course Code: 1130393209

Semester: 4

## Prerequisite:

Typography knowledge  
Basic graphic design skills

## Objective:

1. To develop skills in drawing the human body as a 3D form
2. To understand the principles of balance and movement of the figure.
3. To understand the importance of Anatomical Studies as the basis of fashion illustration.
4. To develop both a free distinctive style of drawing combined with analytical skills of visual assessment
5. Differences between a normal figure and a fashion figure proportions
6. To develop Software skills related to *Corel Draw* and *Adobe Illustrator* and their application in fashion illustration.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	Introduction to Advertising.	6
2	Post Industrial Impact on Rural, urban economy of India.	6

3	Mass production and Transportation. Advertising and Marketing	3
4	Direct and Indirect Marketing.	3
5	Advertising of an Art, Science and Business profession.	3
6	Advertising History and Modern Advertising.	3
7	Advertising and Society.	3
8	Advertising and the consumer: wants and needs.	3
9.	Advertising primary appeal, unique selling points (USP), Outstanding selling points (OSP), Consumer psychology.	3
10.	Layout Design for Advertising.	3
11.	Advertisement for non-commercial services like Educational Institutions, Hospitals, etc.	6
12.	Advertisements for consumer goods, Pictorial based advertisements.	3
13.	Magazine advertisements for commercial services like Hotels, travel and hospitality.	3
14.	Advertisements for consumer products like, Health care products.	6
15.	Advertisement for public and social welfare events and awareness.	6

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Identify the impact of social, cultural, technological and economic developments on design.	1 to 15
CO-2	Discuss, write about, and create graphic design.	
CO-3	Interpret critically about the relationship between form, context and meaning in visual communication.	
CO-4	Apply knowledge of the history of graphic design, visual communication and technology to design projects and/or encounters with visual culture in advertising.	

## Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

## Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

## Books Recommended:

1. Advertising Creative: Strategy, Copy + Design: Author – Tom Altstiel, Jean Grow
2. Advertising at War: Author – Inger L. Stole
3. Reality in Advertising: Author – Rosesr Reeves

## List of Open Source Software/learning website:

Adobe Illustrator

Adobe Photoshop

## CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO-1	3	3	-	-	-	-	-	-	-	-	3	3	2	2
CO-2	-	2	3	-	-	-	-	3	-	-	-	-	1	2
CO-3	3	-	-	-	3	-	-	-	3	-	3	-	1	2
CO-4	3	-	-	-	-	-	-	3	-	2	-	-	2	1



# SILVER OAK UNIVERSITY

**Institute Name – Silver Oak Institute of Design**

**Programme Name: Visual Communication Design**

**Course Name: 3D Modeling & Illustration**

**Course Code: 1130393210**

**Semester: 4**

## Prerequisite:

1. Basic drawing skills and basic knowledge of 3D concepts.

## Objective:

1. Student will be able to develop the skill & knowledge in 3D Modeling & illustration.
2. Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in the multimedia and animation industry, video studios, edit set-up and other special effects sectors.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	3DS Max, UI, Viewport navigation, Create versus modify objects, Selections, Transformations, Pivot Point, Transformation settings, Object duplication, Basic scene management.	22
2	Modifiers for modification of objects, Layer management, Snapping, Align Objects, Arrays.	14

3	Introduction to Splines, Spline vertex types, Spline modification, Spline Boolean operation, Cross-insert and weld, product modeling with spline.	24
4	Primitive versus editable objects, Introduction to editable poly, Sub-object selection, Edge modeling techniques, Cut and slice techniques, Polygon modeling techniques.	20
5	Modeling product, packaging, branding and Basics of Character design with poly modeling.	25

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Develop various 3D models and texture them appropriately.	1, to 5
CO-2	Produce realistic and semi-realistic models with appropriate details.	
CO-3	Practice different modeling techniques, cut and slice techniques, polygon modeling techniques.	
CO-4	Analyze modeling product, packaging, branding and Basics of Character design with poly modeling.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

### Books Recommended:

1. Vaughan, William. Digital Modeling. New Riders, 2014.
2. Chopine, Ami. 3D Art Essentials. Course Technology, 2010.
3. Smith, Dan R. 3D Modeling for Beginners: Learn Everything You Need to Get Started with 3D Modeling. Independently published, 2020.

## List of Open Source Software/learning website:

**Open Source Software:** FreeCAD, Blender

**Website:** CG Cookie

## CO-PO-PSO Matrix:

Co. No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	2	1	2	-	-	-	1	-	-	-	-	-	2	3
CO-2	2	1	3	-	-	-	2	-	-	-	-	-	2	3
CO-3	1	1	2	1	-	-	1	-	-	-	-	-	2	2
CO-4	1	2	3	1	-	-	1	-	-	-	-	-	2	2



# SILVER OAK UNIVERSITY

Institute Name – Silver Oak Institute of Design

Programme Name: Visual Communication Design

Course Name: Motion Graphics - I

Course Code: 1130393211

Semester: 4

## Prerequisite:

1. Basic graphic design, computer skills, Adobe Suite familiarity, and animation concepts.

## Objective:

1. Student will be able to learn and use adobe illustrator tools and techniques.
2. Student will be able to learn to create charts, icons and 3D typography.
3. To learn to create animated stories with a basic knowledge of after effects, Layers, exporting, animation techniques.
4. Understand how to create graphics for Information of the Brands.
5. Deliver process of Product with minimalistic information.
6. Create and work with key frames, add animation and other effects.

## Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	15	90	105	4

## Content:

Unit No.	Contents	Teaching Hours
1	Advanced Pen Tool Techniques: creating icons and typography in Adobe Illustrator	10
2	Making pie charts, line graphs, bar graphs, Linocut effect, 3D gradient lettering	12
3	Character design, mascots, scene development, and export techniques	24



4	Introduction to After Effects: layer management and basic animation techniques	22
5	Animated GIF creation using Adobe Illustrator	18
6	Puppet Tool for animation, exporting animation	10
7	Editing in Adobe Premiere, sound recording and cleaning process	9

### Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Explain ideas and enhance stories by combining text and graphics for better understanding.	1, to 7
CO-2	Learn how to install, set up, and use media in Adobe After Effects.	
CO-3	Learn to bring a brand to life using colors, visuals, and brand style.	
CO-4	Create artwork that shows knowledge of trends in digital and interactive media.	

### Teaching & Learning Methodology: -

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### Major Equipment:

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

### Books Recommended:

1. Meyer, Chris, and Trish Meyer. Creating Motion Graphics with After Effects. O'Reilly Media, 2016.
2. Crook, Ian, and Peter Beare. Motion Graphics: Principles and Practices from the Ground Up. Focal Press, 2014.
3. Fridsma, Lisa, and Brie Gyncild. Adobe After Effects Classroom in a Book. Adobe Press, 2021.

## List of Open Source Software/learning website:

**Open Source Software:** Krita, Synfig Studio, Natron

**Website:** Motionographer, Envato Tuts+ (Free Tutorials)

## CO-PO-PSO Matrix:

Co. No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO-1	2	1	2	-	1	1	3	-	-	-	1	1	2	3
CO-2	1	2	1	2	-	-	1	-	-	-	-	-	1	2
CO-3	2	1	3	-	1	-	2	-	-	-	1	1	2	3
CO-4	1	2	1	1	-	-	1	-	-	-	-	-	2	2

# SILVER OAK UNIVERSITY



**Institute Name – Silver Oak Institute of Design**

**Programme Name: Visual Communication Design**

**Course Name: Design Project – I**

**(Branding & Corporate Identity)**

**Course Code: 1130393212**

**Semester: 4**

## **Prerequisite:**

1. N.A.

## **Objective:**

1. The course will help the students to explore how communication strategies and branding programmes are developed and executed in contemporary design practice, which include their extension across a range of applications.
2. In this subject, students learn to assess the goals, initiatives, missions and values of a client and communicate the essence of their business visually through signs, symbols, typography, color and design.
3. In addition to creating a corporate identity, they learn to create a brand identity system.
4. Students learn about the functions of branding through the study of companies' visual identity system that communicates the characteristics of the organization.

## **Teaching and Examination Scheme:**

Teaching Scheme				
L	T	P	Contact Hours	Credit
0	0	120	120	4

## **Content:**

<b>Unit No.</b>	<b>Contents</b>	<b>Teaching Hours</b>
1	Indicative content. Foundations of branding and evolution of branding concept.	24
2	Brand development process; role of insight; understanding values, positioning and essence; brand equity communicating the brand; emotional approaches; communication tools.	24
3	Managing the brand portfolio; brand architecture and hierarchy. Brand identity design process; corporate brand identity; role of design; communicating differences. Developing brand touch points; names; packaging; logo.	24
4	Brand identity analysis; interpreting the visual manifestation of brand identity. Brand extension; rationale, benefits and risks; distancing techniques; co-branding.	24
5	Luxury branding; Veblen effects; communicating values. Services and retail branding; managing the environment. Why branding is important in marketing.	24

### **Teaching & Learning Methodology: -**

The various methods or tools followed by the faculties to teach the above subject are:

1. Classroom Explanations.
2. Tutorials for certain creative implementations of the exercises.
3. Experiencing and practicing in real/actual environment.
4. Group tasks, team work.
5. Presentations and display of work.

### **Major Equipment:**

Based on particular exercises and the capability of students, creative exercises will be generated by subject expert.

### **Books Recommended:**

1. Brand Bible: Author – Debbie Millman Editor
2. Designing Brand Identity: Author – Alina Wheeler
3. How Brand Become Icons: Author – Douglas B. Holt

### **List of Open Source Software/learning website:**

adobe photoshop  
adobe illustrator

**Course Outcome:**

Sr. No.	CO statement	Unit No
CO-1	Identify the value of brand strategies.	1 to 5
CO-2	Differentiate branding projects with different forms of identity applications.	
CO-3	Develop a branding strategy for a branding programme,	
CO-4	Apply creativity and critical thinking ability on input of new ideas to create a corporate identity system.	

**CO-PO-PSO Matrix:**

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO-1	3	3	-	-	-	3	3	-	-	-	3	-	2	1
CO-2	3	-	3	-	-	-	-	3	-	-	-	-	1	2
CO-3	3	-	3	-	3	-	-	-	3	-	-	3	2	2
CO-4	3	3	3	-	-	-	3	-	-	3	-	-	1	2