PROGRAM CODE: FA-9/02
B. Design (Visual Communication Design)
UG Programme / Class
Session: - 2026-27

SEMESTER-I

Sl No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	Fundamental of Design and Graphics	MJC-1	BD-VC-101	3-0-0	3	100
2.	Art & Visual Perception	MIC-I	BD-VC-102	3-0-0	3	100
3.	Graphic Design	MDC-I	BD-VC-111	0-0-6	3	100
4.	English Communication skill	AEC-I	AEC-01	2-0-0	2	100
5.	Design & Drawing	SEC-1	BD-VC-112	0-0-6	3	100
6	3D Design	VAC-1	BD-VC-VAC-1	0-0-6	3	100
7	Computer Application & AI	MJC-2	BD-VC-113	0-0-6	3	100
8	Indian Knowledge System	VAC-2	VAC-IKS	2-0-0		50
					Total Credits: - 20	

- **Indian Knowledge System (IKS)** is a qualifying subject carrying 50 marks.

SEMESTER-II

S. No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
I	History of Indian Art	MJC-2	BD-VC-201	3-0-0	3	100
2	Design Study-I	MIC-2	BD-VC-202	4-0-0	4	100
3	Digital Illustration	MDC-2	BD-VC-211	0-0-8	4	100
4	Environment Science	AEC-2	AEC-2	2-0-0	2	100
5	Color Composition	SEC-2	BD-VC-212	0-0-8	4	100
6	Print Making	VAC-3	BD-VC-VAC-3	0-0-6	3	100
7	Rastra Bodh	VAC-4	VAC-RB	2-0-0		50
					Total Credits: - 20	

- **Rastra Bodh** is a qualifying subject carrying 50 marks.

Note: Exit option to students with U.G.Certificate: After completing I, II Semester earning full credits students will be awarded U.G. Certificate only if he or she take some Vocational Course of 4 Credits (during summer vacation).This course will not be included in SGPA and CGPA Calculations.

SEMESTER-III

SI. No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	Visual Communication Theory	MJC-2	BD-VC-301	5-0-0	5	100
2.	Typography and layout design	MJC-4	BD-VC-311	0-0-8	4	100
3.	Storyboard Development	MIC-3	BD-VC-312	0-0-6	3	100
4.	Digital Audio & Video Editing	MDC-3	BD-VC-313	0-0-6	3	100
5.	Disaster Risk Management	AEC-3	AEC-3	2-0-0	2	100
6.	Photography & Reproduction	SEC-3	BD-VC-SEC-314	0-0-6	3	100
					Total Credits: - 20	

Subharti College of Fine Arts & Fashion Design (SCFF) ★ Meerut ★ PRINCIPAL

SEMESTER-IV

Sl No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	Advertising theory	MJC-5	BD-VC-401	5-0-0	5	100
2.	3D Modeling - I	MJC-6	BD-VC-411	0-0-10	5	100
3.	3D Texturing, Lighting & Rendering -I	MJC-7	BD-VC-412	0-0-10	5	100
4.	Character Anatomy	MIC-3	BD-VC-413	0-0-6	3	100
5.	Course on NCC/NSS/NGO'S/SCOUT GUIDES/SPORTS)	AEC-4	AEC-4	2-0-0	2	100
					Total Credits: - 20	

Note: Exist option to students with U.G. Diploma: After completing I, II, III & IV Semester earning full credits, if a student want to exit he or she will be awarded U.G. Diploma only if he or she takes one Vocational Course of 4 credits (during summer vocation). This course will not be included in SGPA and CGPA Calculations.

SEMESTER-V

Sl. No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	3D Modeling - II	MJC-8	BD-VC-511	0-0-10	5	100
2.	3D Texturing, Lighting & Rendering -II	MJC-9	BD-VC-512	0-0-10	5	100
3.	3D Character Setup	MIC-5	BD-VC-513	0-0-6	3	100
4.	Basic 3D Animation	MIC-6	BD-VC-514	0-0-6	3	100
5.	Internship	INT-I	BD-VC-INT	0-0-8	4	100
					Total Credits: - 20	

SEMESTER-VI

Sl. No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	Advanced Animation & 3D Particles	MJC-10	BD-VC-611	0-0-8	4	100
2.	3D Dynamics & Simulation	MJC-11	BD-VC-612	0-0-10	5	100
3.	Specialization – I (Graphics/ 2D Animation/ 3D Animation/ VFX)	MJC-12	BD-VC-613	0-0-10	5	100
4.	Documentary	MIC-7	BD-VC-614	0-0-6	3	100
5.	Portfolio Development	MIC-8	BD-VC-615	0-0-6	3	100
					Total Credits: - 20	

Note: Exist option: A student may be awarded 3 year U.G. Degree in the Major & Minor discipline, provided he/she earns all credits of I, II, III, IV, V &VI Semester.

Subharti College of Science & Design (SCFD) PRINCIPAL Meerut

SEMESTER-VII

Sl No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	History of Graphic Design & Visual Communication	MJC-13	BD-VC-701	5-0-0	5	100
2.	Basics of Research Methodology	MJC-14	BD-VC-702	5-0-0	5	100
3.	Specialization – II (Graphics/ 2D Animation/ 3D Animation/ VFX)	MJC-15	BD-VC-711	0-0-12	6	100
4.	Project Report	MIC-9	BD-VC-712	0-0-8	4	100
					Total Credits: - 20	

SEMESTER-VIII

Sl No.	Name of the Course	Type of Course	Course Code	L-T-P	Credits	Marks
1.	Academic Writing Techniques	MJC16	BD-VC- 801	4-0-0	4	100
2.	Show Reel	MIC10	BD-VC- 811	0-0-8	4	100
3.	Research Project/ Dissertation	Research Project	BD-VC- 812	0-0-24	12	100
					Total Credits: - 20	

PRINCIPAL

B. Design (Visual Communication Design) - I Semester

Major Course- Fundamentals of Design & Graphics (Theory)

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Major Course		
Course Code: BD-VC-101	**Course Title:** Fundamentals of Design & Graphics	

Course Out Come:

1. Potency of visual image. Rhythm in art represent the easy moment of viewer eye. Students need to focus on this so that the viewer will appreciate the art image.
2. Teach student that in art perspective is a system of representing the way that objects appear to get smaller and closer together the further away they are in the scene.
3. Proportions and layout play a crucial role in various design disciplines, including graphic design, architecture, interior design, and even photography.

Credits: 3	**Major Course MJC-1**
Max. Marks: 40 + 60	**Min. Passing Marks:**

Total No. of Lecture-PPT-Demonstration-Written description (in hours per week) L-T-P 3-0-0

Unit	Topic	No. of Practical (Total Hours - 46)
Unit-I	**Elements of Art** Dot & Line, Shape, Form, Space, Value and Texture.	08
Unit-II	**Colour** Introduction to RYB mode, hue, value, saturation, Colour Wheel, Colour harmony, Colour Schemes, Colour Blending (Additive model & Subtractive model) &Colour Psychology.	12
Unit-III	**Typography** Elements of typography- Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts.	06
Unit-IV	**Principles of Art** Balance, Emphasis, Movement, Rhythm, Unity, Variety and Proportion.	08
Unit V	Logo Design Theory	06
Unit-VI	**Proportions & Layout** Kinds of proportion, Golden mean proportion, Liner proportion, Ariel proportion, Human figure proportion, Portrait proportion. Layout production Process- Page-makeup & Layout. Typeface design, copy fitting, special designs.	06

Suggested Readings:

1. चित्रकलाकेमूलाधार(विविधपक्ष) - डॉ. जूहीशुक्ला
2. Fundamentals of visual Art - Dr. Anju Choudhary.
3. An introduction to Art Techniques – The DK Art School.
4. Art Fundamentals (Theory and Practice) Twelfth Edition – Ocvirk, Stinson, Wigg, Bone, Cayton.
5. Basics of Design (Layout & Typography for Beginners) Second Edition – Lisa Graham

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type ; Assignments (20 Marks)
Assessment Type ; Class Test (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Minor Course 02- Art & Visual Perception (Theory)

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Minor Course		
Course Code: BD-VC-102	**Course Title:** Art & Visual Perception	

Subharti College of Fine Arts & Fashion Design (SCFF) * Meerut * PRINCIPAL

Course Out Come:

1. Visual perception is the ability to see, organize, and interpret the environment. It's a fundamental process that allows people to learn new information, recognize objects, and coordinate their eyes and hands.
2. the ability of artists to recognize and understand visual phenomena and aesthetic clues to create and respond to works of art.
3. How we take in and make sense of the visual information offered to us in works of art is what is meant by "visual perception." To do this, artists and designers employ tools at their disposal, such as color, form, line, shape, texture, and value, to stimulate thought and stimulate the senses in the beholder.

Credits: 3	**Minor Course MIC-I**
Max. Marks: 40+ 60	**Min. Passing Marks:**

Total No. of Lecture- Tutorials-Practical (in hours per week) L-T-P 3-0-0

Unit	**Topic**	**Hours (46 hrs)**
Unit 1	Psychology behind Visual Perception in Art	10
Unit 2	Perception of Form & Shape	08
Unit 3	Role of Light, Color & texture	08
Unit 4	Creating Illusions in Art – Depth, Space & Movement	10
Unit 5	Influence of Visual Context & Environment	10

Suggested Readings:

1. Rudolf Arnheim – Art and Visual Perception: A Psychology of the Creative Eye
2. Josef Albers – Interaction of Color
3. Margaret Livingstone – Vision and Art: The Biology of Seeing
4. John Berger – Ways of Seeing
5. Richard Yot – Light for Visual Artists: Understanding and Using Light in Art & Design
6. Nihar Ranjan Ray – An Approach to Indian Art
7. Kapila Vatsyayan – The Square and the Circle of the Indian Arts

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Multidisciplinary – Graphic Design (Practical)

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First

Subject: Multidisciplinary Course (MDC)

Course Code: BD-VC-111	Course Title: Graphic Design Fundamentals (Practical)

Course Out Come:

1. Students will learn the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line spacing, letter spacing, and spaces between pairs of letters.
2. Use the Color Wheel to create harmonious colors that make a palette. Choose your base color, then select from a variety of color harmonies like analogous, triadic, complementary, and more to create beautiful designs.
3. Students will learn how to design a logo and its different types.
4. How to create an image that is used to convey a message. Graphic design images can be photographs or can be carefully crafted illustrations.
5. Students will learn what exactly is a composition? Well, in very simple terms, it's the part where all the separate elements come together to form a whole. When all of your type, your images, your graphics and colors(opens in a new tab or window), come together to form one cohesive design.

Credits: 3	Multidisciplinary MDC-I
Max. Marks: 40+ 60	Min. Passing Marks:

Total No. of Lecture-Tutorials- 2-0-P 0-0-6

Subharti College of Arts & Fashion Design (SCFD) ★ Meerut ★ PRINCIPAL

Unit	Topic	No. of Practical
Unit - 1	Fundamentals of creating a design, Elements of design(line, shape, form, proportion, space), Principles of Design (Movement, balance, Rhythm, texture, emphasis, harmony)	15
Unit – 2	Typography, Typographic Hierarchy in Graphic Design	15
Unit – 3	Color Theory, Use of color, Color Schemes	15
Unit – 4	Logo Design, Types of logos and theory of logo design	15
Unit - 5	Imagery	15
Unit - 6	Composition	25

Suggested Readings:

1. *Fundamentals of Visual Art and Design* – Vikas Nanda
2. *Logo Design Love* – David Airey
3. *Interaction of Color* – Josef Albers
4. *Graphic Design: The New Basics* – Ellen Lupton & Jennifer Cole Phillips
5. *Design Elements: A Graphic Style Manual* – Timothy Samara

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Ability Enhancement Courses (AEC) - English Communication

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Ability Enhancement Courses(AEC)		
Course Code: AEC-01	**Course Title:** English Communication	

Course Out Come:

The Student at the completion of the course will be able to:

1. Projecting the first impression
2. Use simple forms of polite expressions to establish basic social contact
3. Interpret and control a narrow range of isolated words and phrases dealing with everyday topics
4. Produce simple sentences using the correct word order and punctuation marks.
5. Construct a short guided paragraph
6. Learn pronunciation of the English sounds, to learn to read, write, and to know the fundamentals of English grammar and vocabulary

Credits: 2	Ability Enhancement Courses(AEC)
Max. Marks: 40+ 60	Min. Passing Marks:

Total No. of Lecture- Tutorials-Practical (in hours per week) L-T-P 2-0-0

Unit	Topic	No. of Practical
I	**Grammar** • Sentence and kinds • Review –Parts of Speech • Tenses • Determiners • Subject Verb Agreement	06
II	**Reading and Writing** • Reading Comprehension • Application and letter writing • Resume writing • Reporting Writing-Events etc	04
III	**Self-Introduction** • Introducing self • Speaking about achievements • Voicing future aspects	04
IV	**Nonverbal Communication**	06

Scholars College of Fine Arts & Fashion Design (SCFF) * Meerut * PRINCIPAL

	• Body Language • Paralanguage skills	
V	**Manners and Etiquettes** • Personal grooming • Dress code • Professional etiquettes	06
VI	**Public Speaking skills** • Extempore • Role Play • Group Discussion	06

Suggested Readings:

1. An introduction to Professional English and Soft Skills by B. K. Das et al., Cambridge University Press
2. Technical Communication: Principles and Practice, Second Edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.
3. Effective Technical Communication by M Ashraf Rizvi, The McGraw-Hill companies
4. Understanding Body Language by Alan Pease
5. Communicative Grammar of English by Geoffrey Leech and Ian Svartik

Better English Pronunciation by J.D.O'Connor.

This course is Discipline specific Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Continuous Evaluation Methods:
Class Performance/ Practical Exam/ Presentations/ Group Discussions

At the End of the whole syllabus any remarks/ suggestions:
The purpose of commencing English communication skills course is to develop in students fundamental communication skills being integral to personal, social and professional interactions. One of the significant associations among human beings is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and nonverbal. One of the significant associations among human beings is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal in both formal and informal environs. The present course hopes to address most of these aspects through an interactive approach of teaching learning process; focusing on various dimensions of communication skills. The course also focuses on enhancing the ability to handle casual and formed satiations in terms of personal and intellectual grooming.

Skill Enhancement Course - Design & Drawing

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Skill Enhancement Course		
Course Code: BD-VC-112	**Course Title:** Design & Drawing	

Course Out Come:

1. **Block Letter Design** can play a significant role in enhancing the overall presentation and readability of students' work. Using appropriate fonts, font sizes, and line spacing can make the text easier to read.
2. Creating **polygon** art can be a fun and creative way for students to explore geometry, design, and artistic expression.Students can deepen their understanding of geometric shapes, angles, and symmetry as they work with polygons to create their art.
3. Creating **2D portraits** can be a rewarding and enriching experience for students, allowing them to explore their artistic abilities and express their creativity.Drawing a portrait requires keen observation of facial features, proportions, and expressions, which can enhance students' ability.
4. Engaging in **2D Illustration** projects can offer students a wide range of benefits, allowing them to explore their creativity, develop artistic skills, and express themselves visually. Engaging in 2D illustration projects can offer students a wide range of benefits, allowing them to explore their creativity, develop artistic skills, and express themselves visually.

Credits: 3	**Skill Enhancement Course SEC1**
Max. Marks: 40+ 60	**Min. Passing Marks:**

Subharti College of Fine Arts & Design (SCFA) PRINCIPAL Meerut

Total No. of Lecture- Tutorials-Practical (in hours per week) 0-0-6			
Unit	**Topic**	**No. of Practical**	**Hours**
Unit 1	Block Letter Design- Letter Design	2 Work	32
Unit 2	Polygon Art	1 Work	08
Unit 3	2D Portrait	2 Work	32
Unit 4	2D Illustration	1 Work	16
Suggested Readings: 1. Free Font Index 3 – The Pepin Press 2. Calligraphy Technique- Mary Noble			
This course is Major Course as compulsory for the students			
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (20 Marks) Assessment Type : Class Test (10 Marks)			
Suggested Equivalent online Course:			
Further suggestion: None			

Value Added Course - 3D Design

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Core Course		
Course Code: BD-VC-VAC-1	Course Title: **3D Design-I**	

Course Out Come:

1. Know about Fundamentals of 3D Design(Sculpture) like the elements of sculptural design(Mass & Space) and their relation to create 3D forms.
2. Know about basics of 3D forms and all the core materials and their techniques to create forms.
3. Practically know about clay and its preparation and process of creating forms through clay modeling.
4. Practically know about relief sculpture(process, techniques, importance and uses).
5. Practically know about pottery and create pots through clay(Red clay preparation, Coil and slab methods).
6. Students practically know about to create pots on wheel (Clay preparation, center the clay on wheel, basic pots make and brief description about terracotta).

Credits: 3	**Value Added Course VAC-1**
Max. Marks: 40+ 60	**Min. Passing Marks:**

Total No. of Lecture- Tutorials-Practical (in hours per week- 8 hours) L-T-P 0-0-6		
Unit	**Topic**	**No. of Practical** **Total- 96 Hours**
I	Basic Fundamentals of 3D Design • Introduction of 3D Design paper, thermocol (forms, composition and importance)	8 Hours
II	3D Forms & Materials • Basic 3D forms process according to materials and its techniques.	8 Hours
III	Clay Modelling • Clay preparation, learn about creative forms like basic clay modeling	24 Hours
IV	Relief in clay • Create relief in clay using tools and learn embossing and depth in clay.	16 Hours
V	Pottery • Clay preparation for terracotta pottery, coil and slab method pottery, create tea cup/flower pot.	24 Hours
Suggested Readings: 1. Sculpting Techniques Bible -Claire Brown, Chartwell Books. Inc - 2006 2. Pottery- the essential manual- Doug Wanslet, The Crowood Press- 2002		
This course is Major Course as compulsory for the students		

Subharti College of Science & Fashion Design (SCFD) Meerut PRINCIPAL

Evaluation Method: Max. Marks 30 Assessment Type : Assignments (20 Marks) Assessment Type : Class Test (10 Marks)
Suggested Equivalent online Course:
Further suggestion: None

Major Course - Computer Applications & AI

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
Subject: Major Course		
Course Code: BD-VC-113	Course Title: Computer Applications & AI	

Course Out Come:

1. Understanding the fundamental components of computer hardware, software, and operating systems. They will be familiar with file management and organization techniques and know how to use computer peripherals effectively.
2. Proficient in using word processing software, such as Microsoft Word or Google Docs. They will be able to create, edit, and format text documents with ease. Students will understand how to work with fonts, styles, and formatting options to produce well-structured and visually appealing documents. They will also learn to insert images, tables, and other visual elements to enhance the content of their documents.
3. Proficient in using spreadsheet software like Microsoft Excel or Google Sheets. They will be able to create, edit, and format spreadsheets efficiently. Students will gain a solid understanding of using formulas, functions, and calculations to perform data analysis and automate complex tasks. They will also learn sorting, filtering, and analyzing data to derive valuable insights and present the information effectively using charts and graphs.
4. Students will have acquired the skills to create engaging and visually appealing slide presentations using software like Microsoft PowerPoint or Google Slides. They will be able to edit and format slides effectively, incorporating text, images, and multimedia elements seamlessly. Students will learn to apply themes, layouts, and transitions to make their presentations professional and impactful. Furthermore, they will develop effective presentation and public speaking skills to confidently deliver their content in front of an audience.
5. Students will have a solid grasp of the basics of computer networks and the internet. They will understand the role of search engines and how to effectively use web browsers to navigate the World Wide Web. Students will be familiar with URLs and various web browsing techniques. Additionally, they will gain knowledge about email and messaging formats, enabling them to communicate efficiently and securely online.

Credits: 3	Major Course MJC-2
Max. Marks: 40+ 60	Min. Passing Marks:

Total No. of Lecture- Tutorials-Practical (in hours per week) L-T-P 0-0-6

Unit	Topic	No. of Practical
Unit : 1	Introduction to Computers • Overview of computer hardware, software, and operating systems. Introduction to file management and organization. Understanding computer peripherals and their functions. Basics of computer security and data backup. • Introduction to Operating Systems and File Management. Introduction to various operating systems (Windows, macOS, Linux). File and folder management techniques. Creating, renaming, moving, and deleting files and folders. Customizing the desktop and system settings.	6Hours
Unit : 2	Word Processing and Document Formatting • Introduction to word processing software (Microsoft Word, Google Docs) • Creating, editing, and formatting text documents • Working with fonts, styles, and formatting options • Inserting images, tables, and other visual elements	12Hours

PRINCIPAL
Subharti College of Design (SCFA) * Meerut *

	• Page setup, headers, footers, and pagination	
Unit : 3	Spreadsheet and Data Analysis • Introduction to spreadsheet software (Microsoft Excel, Google Sheets) • Creating, editing, and formatting spreadsheets • Working with formulas, functions, and calculations • Sorting, filtering, and analyzing data • Creating charts and graphs for data visualization	12Hours
Unit : 4	Presentation Design • Introduction to presentation software (Microsoft PowerPoint, Google Slides) • Creating, editing, and formatting slide presentations • Working with text, images, and multimedia elements • Applying themes, layouts, and transitions • Delivering effective presentations and public speaking skills.	12 Hours
Unit : 5	Introduction to Internet, WWW & Web Browsers • Basic of Computer Networks • Internet Search Engines, URLs, How to use web Browser • Basic of Email, Messaging, format	6Hours
Suggested Readings: 1.The Microsoft Office 365 Bible: The Most Updated and Complete Guide to Excel, Word, PowerPoint, Outlook, OneNote, OneDrive, Teams, Access, and Publisher from Beginners to Advanced by James Holler (Author)Independently published (December 11, 2022)		
This course is Discipline specific Course as compulsory for the students		
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (20 Marks) Assessment Type : Class Test (10 Marks)		
Suggested Equivalent online Course:		
Further suggestion: None		

Value Added Course II - Indian Knowledge Systems

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
	Subject: Value Added Course	
Course Code: 26VACIKAC2	**Course Title:** Indian Knowledge System (IKS)	

Course Out Come:

By the end of this course, students will be able to:

- **CO1:** Explain the meaning, sources, characteristics, philosophical foundations, and historical development of Indian Knowledge Systems (IKS), including their significance in the context of the National Education Policy (NEP) 2020.
- **CO2:** Describe India's contributions to mathematics, astronomy, architecture, Ayurveda, Yoga, governance, and traditional technologies, and appreciate their scientific and cultural relevance.
- **CO3:** Analyze the role of Indian Knowledge Systems in promoting sustainability, environmental conservation, health and well-being, ethical values, and the achievement of Sustainable Development Goals (SDGs).
- **CO4:** Demonstrate understanding of traditional Indian systems of education, knowledge transmission, arts, crafts, heritage preservation, and indigenous resource management practices.
- **CO5:** Apply concepts and principles of Indian Knowledge Systems to contemporary

Subharti College of Arts & Education Design (SCFA) PRINCIPAL Meerut

challenges and develop innovative ideas, entrepreneurial initiatives, or interdisciplinary solutions integrating traditional wisdom with modern knowledge.		
Credits: 2	Value Added Course	
Max. Marks: 20+ 30	Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week) L-T-P 2-0-0		
Unit	Topic	No. of Practical
Unit : 1	**Introduction to Indian Knowledge Systems (IKS) :-** i. Meaning, Definitions, Elements, Sources and Characteristics of IKS. ii. National Education Policy 2020 and IKS iii. Common Misconception about IKS, AnubandhaChatustaya, Vocabulary of IKS, iv. Philosophical Foundation of IKS-CaturdaśaVidyāsthāna-s v. Historical and Contemporary Relevance of IKS in changing world. vi. Multidisciplinary Indian Knowledge Systems (IKS) & Heritage vii. Innovation and entrepreneurship based on traditional knowledge	10 Hours
Unit : 2	**Indian Contribution to Mathematics, Science, Health and Technology** i. Ancient Indian Mathematics: Sulbasutras, Aryabhata, Brahmagupta ii. Overview of Indian astronomy; celestial coordinate systems and calendar systems iii. Ancient Indian Architecture and Temple Architecture : An Overview iv. Overview of Traditional Medicinal Systems : Ayurveda: Charaka, Sushruta, health as balance (Tridosha) v. Facets of Yoga : Looking Beyond Asanas vi. Arthashastra Strategic Perspectives for the 21st Century. vii. Role of IKS to achieve Sustainable Development Goals (SDGs)	10 Hours
Unit : 3	**Indian Arts, Education and Knowledge Transmission)** i. Gurukul, Pathshala, Guru-ShishyaParampara and ancient university systems (Nalanda, Takshashila etc.) ii. Indian art and architecture: paintings, sculpture, classical dance, musics. iii. Role of family and society in ethical development iv. Concept of 'VasudhaivaKutumbakam' and 'Sarva Dharma Sambhava' v. Traditional Water and Environment Management systems : An Overview Traditional Knowledge. vi. Traditional Indian crafts and skills: textiles, pottery, chemistry and metallurgy vii. Role of IKS to achieve Sustainable Development Goals (SDGs)	10 Hours

Suggested Readings:

- Basham, A. L. (2004). *The wonder that was India*. Picador India.
- Balagangadhara, S. N. (2012). *Reconceptualizing India studies*. Oxford University Press.
- Balasubramanian, S. R. (2020). *Introduction to Indian knowledge system: Concepts and applications*. PHI Learning.
- Balasubramaniam, R. (2022). *Indian knowledge systems*. De Gruyter.
- Bose, D. M., Sen, S. N., &Subbarayappa, B. V. (Eds.). (2008). *A concise history of science in India*. Universities Press.
- Charaka. (2012). *CharakaSamhita* (P. V. Sharma, Trans.). ChaukhambhaOrientalia.
- Chattopadhyaya, D. (1991). *History of science and technology in ancient India*. Firma KLM.
- Coomaraswamy, A. K. (2013). *The dance of Shiva: Essays on Indian art and culture*. MunshiramManoharlal Publishers.
- Danino, M. (2010). *The lost river: On the trail of the Sarasvati*. Penguin India.

Subharti College of Fine Arts & Fashion Design (SCFF) * Meerut * PRINCIPAL

- Feuerstein, G. (2001). *The yoga tradition: Its history, literature, philosophy and practice*. Hohm Press.
- Kak, S. (2000). *The astronomical code of the Rigveda*. MunshiramManoharlal Publishers.
- Kapoor, K., & Singh, A. K. (Eds.). (2017). *Indian knowledge systems: Education, philosophy, and applications*. D.K. Printworld.
- Mahabharata. (2015). *The Mahabharata* (B. Debroy, Trans.). Penguin Random House India.
- Mahadevan, B., Bhat, V. R., &Pavana, N. (2022). *Introduction to Indian knowledge system: Concepts and applications*. PHI Learning Pvt. Ltd.
- Matilal, B. K. (2014). *Perception: An essay on classical Indian theories of knowledge*. Oxford University Press.
- Ministry of Education. (2020). *National Education Policy 2020*. Government of India.
- Mishra, B. (2021). *Indian knowledge systems and heritage*. New Age International Publishers.
- Pande, G. C. (2015). *Foundations of Indian culture*. MotilalBanarsidass.
- Pāṇini. (1997). *Ashtadhyayi of Panini* (S. D. Joshi & J. A. F. Roodbergen, Trans.). MotilalBanarsidass.
- Patanjali. (2009). *The Yoga Sutras of Patanjali* (Swami Vivekananda, Trans.). AdvaitaAshrama.
- Plofker, K. (2009). *Mathematics in India*. Princeton University Press.
- Radhakrishnan, S. (2008). *Indian philosophy* (Vols. 1–2). Oxford University Press. (Original work published 1923)
- Ramayana. (2016). *Valmiki Ramayana* (B. Debroy, Trans.). Penguin Random House India.
- SarasvatiAmma, T. A. (2007). *Geometry in ancient and medieval India*. MotilalBanarsidass.
- Sushruta. (2015). *SushrutaSamhita* (K. R. S. Murthy, Trans.). ChaukhambhaOrientalia.
- UNESCO. (2017). *Culture for sustainable urban development*. UNESCO Publishing.
- Vatsyayan, K. (1997). *The square and the circle of the Indian arts*. Abhinav Publications.
- Vishnugupta (Kautilya). (2013). *Kautilya'sArthashastra* (R. Shamasastry, Trans.). Wisdom Tree

This course is Discipline specific Course as compulsory for the students

Evaluation Method: Marks: 50 (ESE: 1.5 Hrs) = 50 Pass Marks: Th. (ESE) = 20

Assessment	Examination Authority	Mode	Max. Marks	Total
Continues Internal Assessment-1	Faculty / Department level	Assignment / Project	10	20
Continues Internal Assessment-2	Faculty / Department level	Online/offline (MCQs-20)	10	
External Assessment (End semester University examination)	University Level	Online/offline : 30 MCQs	30	30
Total				50

Suggested Equivalent online Course:

- Indian Knowledge Systems (IKS) Division, Ministry of Education
  https://iksindia.org/
- AICTE – Indian Knowledge Systems (IKS)
  https://www.aicte-india.org/initiatives/Indian-Knowledge-Systems-IKS
- National Education Policy (NEP) 2020
  https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf
- SWAYAM Online Learning Portal
  https://swayam.gov.in/
- National Digital Library of India (NDLI)
  https://ndl.iitkgp.ac.in/
- e-PG Pathshala
  https://epgp.inflibnet.ac.in/
- Digital Library of India
  https://www.dli.gov.in/

Further suggestion: None

Sobhanath College of Fine Arts & Fashion Design (SCFF) PRINCIPAL Meerut

II Semester

Minor Course – History of Indian Art

Programme/ Class: UG Certificate in B. Design (VCD)	Year: First	Semester: Second
Subject: Major Course		
Course Code: BD-VC-201	Course Title: History of Indian Art	

Course Out Come:

1. They know about the information about art of prehistoric age and characteristics of painting,sculpture an architecture of Indus valley civilization.
2. To know the art style of Shaishunaak & Nand period and about Jogimara cave paintings.
3. They know about the characteristics Gandhara art and Ajanta cave paintings.
4. Analyze the differences and similarities between Bagh, Badami, Sittanvasal, Ellora, Elephanta Cave paintings.
5. They know about the characteristics of Chola art and Introduction of Company school of Painting.

Credits: 3	Major Course
Max. Marks: 30 + 70	Min. Passing Marks:

Total No. of Lecture- Tutorials-Practical (in hours per week) 3-0-0

Unit	Topic	No. of Theory class: 45 Hours
1.	Prehistoric Age , Indus Valley Civilisation	6Hours
2.	Shaishunaak & Nand period, Jogimara caves	6Hours
3.	Gandhara Art, Ajanta Caves	6Hours
4.	Bagh, Badami, Sittanvasal, Ellora & Elephanta Caves	4Hours
5.	Chola Art, Pal School, Rajasthan School, Mughal School	13Hours
6.	Pahari School, Company School of Art.	14 Hours

Suggested Readings:

1. Outlines of Indian Arts (Architecture, Painting, Sculpture, Dance & Drama), R.N. Mishra
2. अजंताकावैभव, अरुणप्रकाश, सूचनाएवंप्रसारणमंत्रालय, भारतसरकार
3. Historical Development of Contemporary Indian Art 1880-1947, Lalit Kala Akademi, New Delhi
4. Roots of Indian Art, S.P. Gupta
5. Indian Art, Partha Mitter
6. Indian Art and Culture Nitin Singhania
7. The History of Indian Art, Sandhya Ketkar

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Minor Course –Design Study

Programme/ Class: UG Certificate in B. Design (VCD)	Year: First	Semester: Second
Subject: Minor Course		
Course Code: BD-VC-202	Course Title: Design Study	

Course Out Come:

1. **Understanding of Design Elements:** Demonstrate knowledge of basic design elements such as dot, line, shape, color, form, texture, pattern, and space. Apply principles of movement and spatial organization in design work.
2. **Typography Proficiency:** Understand the essentials and classifications of typography, including type styles, usage, bitmap and postscript fonts. Utilize typography effectively in various design contexts.

Subharti College of Fine Arts & Design (SCFD) Meerut PRINCIPAL

3. **Application of Design Principles:** Apply core design principles like balance, proportion, rhythm, emphasis, unity, hierarchy, contrast, and consistency. Analyze and integrate advanced visual concepts such as orientation, repetition, unexpectedness, and visual impact.
4. **Layout Design Expertise:** Develop and structure layout designs for different media formats, including cover pages and editorial layouts. Incorporate illustrations, calligraphy, and creative typography in page designs.
5. **Technical Knowledge in Production:** Understand the production process of layout design including page makeup, copy fitting, and special design elements like infographics, charts, and tables. Recognize the technological, social, and compositional aspects influencing visual design.
6. **Critical Media Analysis Skills:** Analyze and compare content, layout, and design strategies of leading Indian and international magazines such as *India Today*, *The Week*, *Frontline*, and *Outlook*. Conduct detailed studies on niche and special-interest magazines, understanding how layout and content reflect target audience and editorial intent.

Credits: 4	Minor Course
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) 4-0-0

Unit	Topic	No. of Theory class: Hours
1.	**Elements of design-** Dot-Line –shape-color-Form, shape and space-Movement-Pattern and Texture. Elements of typography-Essentials of Typography –Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images	12 Hours
2.	**Principles of design-Balance**-Proportion-Rhythm-Emphasis-Unity- Orientation, Radiation, Repetition Hierarchy-Centre of visual Impact-Organization-Contrast – Colour - Typography – Unexpectedness-Rules – Consistency	12 Hours
3.	**Layout - Design objectives-Typography-** Classification of the different types with their names and character, mode, weight, orientation, position & sizes. Layout and design for various mediums-Styles for cover pages-Illustrations-Calligraphy	12 Hours
4.	**Layout production Process-** Page-makeup & Layout. Typeface design, copy fitting, special designs (information graphics-Charts-tables-boxes etc. Technological, Compositional and Social aspects of visuals.	12 Hours
5.	Content, Layout and Design analysis of India Today, The Week, Front Line, Outlook, India Today –comparison between Indian and abroad magazines-A study on special magazines.	08 Hours

Suggested Readings:

1. □□□□□□□□□□□□□□□□□(□□□□□□□□□) - □□. □□□□□□□□□□
2. Fundamentals of visual Art - Dr. Anju Choudhary.
3. An introduction to Art Techniques – The DK Art School.
4. Art Fundamentals (Theory and Practice) Twelfth Edition – Ocvirk, Stinson, Wigg, Bone, Cayton.
5. Basics of Design (Layout & Typography for Beginners) Second Edition – Lisa Graham

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Multidisciplinary Course – Digital Illustration

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** Second
Course Code: BD-VC-211	**Subject/ Course Title:** Digital Illustration	

Subharti College of Fine Arts & Fashion Design (SCFF) ★ Meerut ★ PRINCIPAL

Course outcomes:
The Student at the completion of the course will be able to:
Utilize Adobe Illustrator effectively for digital illustration and graphic design.
Apply design principles, including composition, color theory, and typography, to create visually appealing artwork.
Create vector-based illustrations suitable for both small and large-scale projects.
Understand and use essential Illustrator tools and features for drawing and editing.
Produce digital illustrations for a range of applications, from logos to posters to digital media.
Prepare digital artwork for print and web publication.

Credits: 4	**Major**
Max. Marks: 100(30+70)	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8

Unit	Topics	No. of Classes
I	**Getting to know the work area** • Control panel • Working with panels • Tool panel • Saving your work • Using multiple artboards • Customizing your workspace	02
II	**Selecting and aligning** • Selection Tool v. Direct Selection Tool • Magic Wand • Grouping objects • Aligning objects	02
III	**Basic shapes** • Basic Shape Tools • Stroke and Fill • Line segments • Joining paths • Modifying basic shapes	04
IV	**Pathfinder** • Shape Modes v. Pathfinders • Shape builder	02
V	**Transforming objects** • Scaling objects • Reflecting objects • Distorting objects • Shearing objects • Making multiple transformations	02
VI	**Drawing with the pen tool/pencil tool** • Creating straight lines • Creating curved paths • Curves and corner anchor points • Selecting and manipulating curves • Pencil tool • Changing pencil tool options • Smooth tool • Variable-width strokes • Drawing tablet	06
VII	**Using color** • CMYK v. RGB • Color panel • Color guide • Appearance panel • Creating and saving custom colors • Swatch libraries • Spot colors • Live paint • Kuler color panel	06
VIII	**Type** • Importing text files • Using columns • Threading Text • Character Panel • Character Styles • Paragraph Panel • Type on a path • Outlining type	04
IX	**Layers** • Creating layers • Moving layers • Locking layers • Viewing layers • Merging layers • Isolation mode	04
X	**Gradients and blends** • Linear vs. Radial Gradients • Using the Gradient Panel • Changing colors of gradient • Changing direction of gradient • Transparency and gradients • Gradient Tool • Blending objects • Specified Steps vs. Smooth Color • Modifying blends	04
XI	**Working with symbols** • Symbol libraries • Creating symbols • Editing symbols • Applying a symbols instance • Breaking link to symbol • Symbol sprayer tool	04
XII	**Brushes** • Brush libraries • Creating own brushes • Pattern brushes • Bristle Brush	04
XIII	**3d objects** • 3D effects • Modifying 3D object • Mapping artwork to 3D object • Perspective grid	04

Suggested Readings:
Adobe Illustrator Classroom In a Boo by Brian Wood
Illustrator CC: Visual QuickStart Guide by Elaine Weinmann and Peter Lourekas
Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork by Von Glitschka

Sushant College of Art & Design (SCAD) Meerut PRINCIPAL

Evaluation Method: Max. Marks 30 Assessment Type : Assignments (20 Marks) Assessment Type : Class Test (10 Marks)
Suggested Continuous Evaluation Methods: Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

Ability Enhancement Courses - Environmental Studies

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** Second
Subject: Ability Enhancement Courses (AEC)		
Course Code: AEC-2	**Course Title:** Environmental Studies	

Course Out Come:

- Appreciate the historical context of human interactions with the environment.
- Gain insights into the international efforts to safeguard the Earth's environment and resources.
- Develop a critical understanding of the environmental issues of concern
- Understand the concepts of spatial and temporal scales and their importance
- Understand the sectoral effects on the local, regional, and global environmental issues
- Develop a critical understanding of the complexity of environmental management.
- Understand broad aspects of environmental management systems. Understand different methods of assessing environmental quality and associated risks.
- Understand the concept of natural resources; identify types of natural resources, their distribution and use with special reference to India.
- Discuss the factors affecting the availability of natural resources, their conservation and management.
- Explain sustainable development, its goals, targets, challenges and global strategies for sustainable development.
- Understand the concepts of ecosystems, biodiversity and conservation.
- Describe the main types of ecosystems and their distribution in India and the world.
- Discuss the factors impacting biodiversity loss and ecosystem degradation in India and the world.
- Explain major conservation strategies taken in India.
- Develop an understanding of pollution and its types.
- Learn about sources of different kinds of pollution.
- Sensitize themselves to adverse health impacts of pollution.
- Gain a comprehensive knowledge of climate change, its science and response measures
- Have an overview of national and global efforts to address climate change adaptation and mitigation.
- Learn about how the nations of the world work together for the environment.
- Learn about the major international treaties and our country's stand on and responses to the major international agreements.
- Learn about major international institutions and programmes and the role played by them in the protection and preservation of the environment.

Credits: 2	Skill Enhancement Course AEC-2
Max. Marks: 30 + 70	**Min. Passing Marks:** 33

Total No. of Lecture- Tutorials- L-T-P 2-0-0

Unit	Topic	No. of Practical
Unit - 1	Humans and the Environment Local, Regional and Global Environmental Issues & Environmental Management	12 Hours
Unit – 2	Natural Resources and Sustainable Development	12 Hours
Unit – 3	Conservation of Biodiversity and Ecosystems	12 Hours

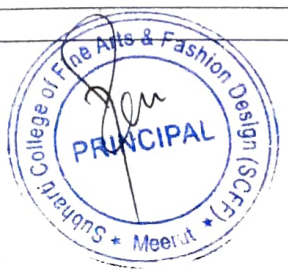
Subharti College of Fine Arts & Fashion Design (SCFF) PRINCIPAL Meerut

Unit – 4	Environmental Pollution and Health	12 Hours
Unit – 5	Climate Change: Impacts, Adaptation and Mitigation, Environmental Treaties & Legislation	12 Hours

Suggested Readings:

1. Headrick,DanielR.(2020)HumansversusNature-AGlobalEnvironmentalHistory,OxfordUniversityPress.
2. Perman, R., Ma, Y., McGilvray, J., and Common, M. (2003) Natural Resource and Environmental Economics. Pearson Education.
3. Chiras, D. D and Reganold, J. P. (2010). Natural Resource Conservation: Management for a Sustainable Future.10th edition, Upper Saddle River, N. J. Benjamin/Cummins/Pearson.
4. John W. Twidell and Anthony D. (2015). Renewable Energy Sources, 3rd Edition, Weir Publisher (ELBS)
5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson)
6. Singh, J.S., Singh, S.P. & Gupta, S.R. 2006. Ecology, Environment and Resource Conservation. Anamaya Publications https://sdgs.un.org/goals
7. Harris, Frances (2012) Global Environmental Issues, 2nd Edition. Wiley- Blackwell.
8. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. https://doi.org/10.1201/9781003096238
9. Rajagopalan, R. (2011). Environmental Studies: From Crisis to Cure. India: Oxford University Press.
10. Bawa, K.S., Oomen, M.A. and Primack, R. (2011) Conservation Biology: A Primer for South Asia. Universities Press.
11. Sinha, N. (2020) Wild and Wilful. Harper Collins, India.
12. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022). Conservation through Sustainable Use: Lessons from India. Routledge.
13. Bhagwat, Shonil (Editor) (2018) Conservation and Development in India: Reimagining Wilderness, Earthscan Conservation and Development, Routledge.
14. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK
15. Jackson, A. R., & Jackson, J. M. (2000). Environmental Science: The Natural Environment and Human Impact. Pearson Education.
16. Central Pollution Control Board Web page for various pollution standards. https://cpcb.nic.in/standards/
17. Ahluwalia, V. K. (2015). Environmental Pollution, and Health. The Energy and Resources Institute (TERI).
18. Pittock, Barrie (2009) Climate Change: The Science, Impacts and Solutions. 2nd Edition. Routledge.
19. www.ipcc.org; https://www.ipcc.ch/report/sixth-assessment-report-cycle/.
20. Barnett, J. & S. O'Neill (2010). Maladaptation. Global Environmental Change—Human and Policy Dimensions 20: 211–213.
21. Jørgensen, Sven Marques, Erik João Carlos and Nielsen, SørenNors (2016). Integrated Environmental Management, A transdisciplinary Approach. CRC Press.
22. Theodore, M. K. and Theodore, Louis (2021). Introduction to Environmental Management, 2nd Edition. CRC Press.
23. Barrow, C. J. (1999). Environmental management: Principles and practice. Routledge.
24. Tiefenbacher, J (ed.) (2022), Environmental Management - Pollution, Habitat, Ecology, and Sustainability, Intech Open, London. 10.5772/
25. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
26. Ministry of Environment, Forest and Climate Change (2019). A Handbook on International Environment Conventions & Programmes. https://moef.gov.in/wp- content/uploads/2020/02/convention-V-16-CURVE-web.pdf
27. KanchiKohli and ManjuMenon (2021) Development of Environment Laws in India, Cambridge University Press.
28. India Code – Digital repository of all Central and State Acts: https://www.indiacode.nic.in/
29. Bohra, Saroj, Judicial Intervention and Evolution of Environmental Principles and Doctrines (January 7, 2019). Available at SSRN: https://ssrn.com/abstract=3311406 or http://dx.doi.org/10.2139/ssrn.3311406

This course is Major Course as compulsory for the students
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (20 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)
Suggested Equivalent online Course:
Further suggestion: None



Skill Enhancement Course– Colour Composition

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** Second
	Subject: Skill Enhancement Course	
Course Code:BD-VC-212	**Course Title:** Colour Composition	
Course Out Come: 1. Students will justify their use of color and composition during 2. Students will create frescoes using proper terminology. 3. The students will know about ajanta fresco , jaipur fresco to technique, handling and process. 4. They know about different techniques of Mosaic. 5. Students will know about Direct and Indirect technique. 6. Development of a workable concept of what it means to dry colors.		
Credits: 4	Skill Enhancement Course SEC- 2	
Max. Marks: 30 + 70	**Min. Passing Marks**: 33	
Total No. of Lecture- Tutorials- L-T-P 0-0-8		

Unit	Topic	No. of Practical
Unit - 1	Colour Techniques:- Opaque colors (Poster color, glass colour, acrylic colour etc) Quick result of opaque on OHP sheet	26 Hours
Unit – 2	Composition on given topic:- realistic and creative composition , To know about the color sense; proportion negative and positive aspects	38 Hours
Unit – 3	Composition on given topic:- realistic and creative composition , To know about the color sense; proportion negative and positive aspects	32 Hours

Suggested Readings:
1.**"Vision and Art: The Biology of Seeing" by Margaret Livingstone**
Explores how the human brain perceives color and how this affects artistic creation.
2. **"The Secret Lives of Color" by Kassia St. Clair**
Offers a cultural history of colors and their significance, providing context for their use in art.

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Value Added Course III – Printmaking

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** Second
	Subject: Value Added Course	
Course Code: BD-VC-VAC-3	**Course Title:** Printmaking	
Course Out Come: 1. Develop a comprehensive understanding of the tools, materials, and processes specific to each printmaking technique. 2. Execute each printmaking process with technical skill and precision, including preparing printing plates, inking, and transferring images onto various surfaces. 3. Design and create original works that reflect personal artistic ideas, themes, or narratives, utilizing printmaking as a medium for expression. 4. Follow safety protocols for handling tools, inks, chemicals, and equipment, understanding the environmental and health considerations associated with traditional printmaking. 5. Present a final portfolio with artist statements and reflections on the creative process behind each piece.		

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

explaining the evolution of ideas and techniques.

6. Analyze works by influential printmakers, understanding how traditional graphic art has impacted visual culture, communication, and contemporary art practices.

Credits: 3	Value Added Course
Max. Marks: 30+ 70	Min. Passing Marks: 33

Total No. of Lecture- Tutorials-Practical (in hours per week) 0-0-6

Unit	Topic	No. of Practical Total - 120
Unit -1	Basic Introduction of Printmaking/Graphic Art	18 hours
Unit -2	Relief Print: Woodcut & Linocut	18 hours
Unit -3	Silk Screen Printmaking	18 hours
Unit - 4	Intaglio Printmaking: Dry point, Colography, Line Etching, Etching Aquatint.	18 hours
Unit -5	Surface Printmaking: Stone Lithography & Plate Lithography	18 hours

Suggested Readings:

1. **"The Complete Printmaker: Techniques, Traditions, Innovations"**- *Authors:* John Ross, Clare Romano, and Tim Ross.
2. **"Printmaking: A Complete Guide to Materials & Processes"** - *Authors:* Beth Grabowski and Bill Fick.
3. **"The Printmaking Bible: The Complete Guide to Materials and Techniques"** -*Authors:* Ann d'Arcy Hughes and Hebe Vernon-Morris.
4. **"Printmaking: History and Process"** - *Author:* Donald Saff and Deli Sacilotto.
5. "भारतीय छापाकला का इतिहास: आदि से आधुनिक तक" – लेखक: प्रोफेसर सुनील कुमार।
6. "छापाकला" -लेखक:श्याम शर्मा।

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)

Suggested Equivalent online Course:
https://www.domestika.org/en/courses/3161-contemporary-printmaking-with-linoleum
https://www.khanacademy.org/humanities/special-topics-art-history/creating-conserving/printmaking/v/moma-printmaking-01
https://www.oca.ac.uk/subject-areas/printmaking/
https://www.udemy.com/topic/perspective-drawing/
https://www.etsy.com/in-en/market/copy_old_masters

Further suggestion: None

Value Added Course IV – Rashtra Bodh

Programme/ Class: UG Certificate in B. Design (VCD)	**Year:** First	**Semester:** First
	Subject: Value Added Course	
Course Code: VAC-RB	**Course Title:** Rashtra Bodh	
Course Out Come:		
Credits: 2	Value Added Course	
Max. Marks: 20+ 30	Min. Passing Marks:	

Total No. of Lecture- Tutorials-Practical (in hours per week) L-T-P 2-0-0

Unit	Topic	No. of Practical
Unit : 1	**SECTION 1: PRESENT DAY INDIA:** **Overview of** India's current society, cultural, economic, and social landscape. Recent advancements, social challenges, and the role of citizens in modern India. 1. **Respect for Elders and Authorities:** Emphasizing respect for parents, teachers, gurus, and saints. 2. **Daily Values and Behavior:** Good conduct in daily life, such as politeness, work ethic, and adherence to social rules. 3. **Healthy Living:** Focus on exercise, yoga, meditation, clean eating, fruit intake and the dangers of intoxication. 4. **Civic Responsibility:** Following traffic rules, caring for the environment,	4 Hours

Subharti College of Fine Arts & Fashion Design (SCFF) * Meerut * PRINCIPAL

	plantation of trees, responsible use of technology (like mobile phones), and awareness about pollution and global warming. 5. **Religious and Philosophical Heritage:** Understanding Sanatan Dharma, Indian philosophies, and religious tolerance for inner balance of life. 6. **National Symbols and Identity:** Knowledge of national anthems, the flag, constitution, judiciary system, insignia, and the country's history, including independence. 7. **Community and National Service:**Honoring soldiers and their families and learning about significant national events and days. 8. **Unity in Diversity:** Recognition and respect for the diversity of states, union territories, and cultural uniqueness across India. 9. **Parent and Family Involvement:** Issues such as drug monitoring addressed for parents.	
Unit : 2	**SECTION 1A: KNOW YOUR NATION:** 1. **Religious and Philosophical Heritage:** Understanding concepts like Sanatan and Sanatan Dharma, and gaining insight into Indian philosophies and traditions. 2. **National Symbols and Identity:** Learning about India's national anthems (Vande Mataram, Jana Gana Mana, Azad Hind Anthem), the Indian flag, constitution, judiciary, and government insignia. 3. **Patriotism and National Service:** Honouring soldiers and their families, understanding the struggle for independence, the significance of Independence Day, and the importance of unity and national integration. 4. **Unity in Diversity:** Acknowledging the diversity of Indian states, capitals, union territories, and appreciating the broad spectrum of cultures within India. 5. **Parental and Community Involvement:** Addressing parental responsibilities, such as drug monitoring, and social guidance.	4 Hours
Unit : 3	**SECTION 1B: National Character:** 1. **National Anthem – Vande Mataram:** History and background of "Vande Mataram", composed by Bankim Chandra Chattopadhyay. Its role and significance during India's freedom movement as a source of inspiration and unity. Understanding the lyrics, meaning, and why it is regarded as the National Song of India. 2. **National Anthem – Jana-Gana-Mana:** Details the history and significance of "Jana Gana Mana", composed by Rabindranath Tagore. Guidelines for respectful conduct during the anthem, and the values it represents. 3. **Azad Hind Anthem:** Introduction to the anthem used by the Indian National Army led by Subhas Chandra Bose.Its historical significance as a patriotic rallying call during the struggle for independence. 4. **Jai Hind:** The origin and meaning of the slogan "Jai Hind" (Victory to India).How it became a popular national greeting and symbol of patriotism during the freedom movement. Significance of greeting by this slogan in our university. 5. **Honoring Soldiers and Their Families:**Importance of acknowledging, respecting, and supporting Indian soldiers and their families.Contributions and sacrifices made for the security and sovereignty of the nation. Specially information about Subharti Shaheed Upwan. • **History of Bharat:**An overview of key historical periods, including ancient dynasties, medieval invasions, colonial rule, and the journey to independence. 6. **Indian National Flag**: - Understanding the symbolism, history, and significance of the tricolor flag, along with the protocols for their respect and usage.History, symbolism, and evolution of the Indian National Flag.Meanings of the three colors and the Ashoka Chakra.Flag code and dignity guidelines 7. **Meaning of 17 National Symbols in Historical Perspectives**: In-depth analysis of national symbols such as the Ashoka Chakra, National Emblem, and others, exploring their historical origins, cultural significance, and role in uniting the nation.	4 Hours
Unit : 4	**SECTION 2: FREEDOM MOVEMENT & NATIONAL HEROES** This part will delve into the sacrifices and contributions of individuals and movements that shaped modern India: a) **How Did we Got Independence?**	4 Hours

Subharti College of Fine Arts & Fashion Design (SCFD) PRINCIPAL Meerut

	1. Chronological account of India's struggle for independence. 2. Key movements, leaders, and pivotal events from colonial era to 1947. 3. Lessons on values such as perseverance, unity, and non-violence. **b) Independence Day of United India** 1. Significance of 21st OCTOBER as India's original Independence Day. 2. Why 15 August is not celebrated but we organize it as PRARTHANA AND SANKALP DIVAS. **c) United Republic of India :** Subharti's vision of a United Republic of India. Concept of India-Pakistan, Bangladesh, Nepal-Bhutan to together establish a United Republic. **d) India's Unsung Freedom Fighters & Their Contribution to Free India:** Detailed accounts of lesser-known heroes who played pivotal roles in the independence struggle, highlighting their courage, strategies, and impact on the freedom movement. **e) Role of Netaji Subhash Chandra Bose and INA in Freeing India**: An in-depth study of Netaji's leadership, the formation of the Indian National Army (INA), and their military campaigns against colonial rule **f) Post-Independence War & Martyrs:** Examination of key conflicts after 1947, such as the Indo-Pak wars, Kargil war and other military engagements, along with tributes to soldiers and civilians who sacrificed their lives for the nation's sovereignty. **g) Details of all great Indian personalities on whom different colleges, roads and areas are names in the university:** Every college is named after a great Indian freedom fighter or reformer. Detailed teaching of their life cycle.	
Unit : 5	**SECTION 3: BEST PRACTICES OF UNIVERSITY** **a) Know your university:** the ethics and vision of the university and fostering a sense of belonging and responsibility **b) Utttishthata Jagrata Prapya Varan Nibodhata:**inspirational ideals and visionary goals of the University, encouraging students to embody excellence and awareness in their personal and professional lives.Highlighting the University's commitment to holistic development and social responsibility through actionable practices: **c. Duties First, Rights Later:** Emphasizing the importance of fulfilling responsibilities towards society and the nation before claiming individual rights, fostering a culture of accountability. **d. Wellness is a Holistic Loom:** Understanding wellness as a comprehensive concept that integrates physical, mental, and spiritual health, with practical approaches to achieving balance. **e. Gender Quality and Women Empowerment is our Strength**: Detailed focus on initiatives and ideologies that promote gender equality, empower women, and recognize their contributions as vital to societal progress. **f. Environmental practices to achieve zero carbon foot print:** Exploration of sustainable practices, green initiatives, and environmental consciousness aimed at reducing the University's ecological impact and inspiring students to adopt eco-friendly lifestyles.	4 Hours
Unit : 6	**SECTION 4: INDIAN CONTRIBUTION TO THE GLOBAL CAUSE** This unit focuses on India's historical and contemporary contributions to global knowledge, culture, and governance, showcasing the country's role as a beacon of wisdom and innovation. **a) Education and Science**A deep dive into India's ancient intellectual heritage and its impact on global learning. **b) Ancient Indian Scientists & Mathematicians and Their Contribution**: Detailed study of luminaries such as Aryabhatta (concept of zero), Varahamihira (astronomy), Bhaskaracharya (mathematics), Boudhayana (geometry), Brahmagupta (algebra), Kanad (atomic theory), and Nagarjun (chemistry), highlighting their groundbreaking discoveries and enduring relevance. **c.) Medical Science and Wellness** 1. Ancient Indian Medical Science & Physicians: Comprehensive analysis of medical pioneers like Dhanvantri (father of Ayurveda), Charaka (author of Charaka Samhita), Muni Agnivesa (early medical texts), Sushrut (father of surgery), Jeevak (physician to Buddha), Vagbhata (Ashtanga Hridaya), and	4 Hours

College of Design (SCFD) * Subharti * Meerut * PRINCIPAL

	Palakapya (veterinary science), focusing on their methodologies and contributions to holistic healing. 2. Meditation and Yoga in Ancient India: Detailed study of the origins, philosophies, and practices of meditation and yoga, their spiritual and physical benefits, and their global adoption as tools for mental peace and health. 3. Religions & Philosophies of India: Comprehensive overview of major Indian religions (Hinduism, Buddhism, Jainism, Sikhism) and philosophical schools (Vedanta, Nyaya, etc.), emphasizing their teachings on ethics, coexistence, and spirituality. 4. Best Indian Practices to Prepare Ecosystem: Exploration of ancient and traditional Indian practices for environmental conservation, sustainable agriculture, and community-based resource management.	
Unit : 7	**SECTION 5: CONSTITUTION AND SOCIETY** This segment covers the framework of Indian democracy and societal structures, linking historical values to modern governance: 1. Making of Indian Constitution: Detailed study of the drafting process, key figures like Dr. B.R. Ambedkar, and the historical context that shaped the world's longest written constitution. 2. Fundamental Duties of a Citizen of India: In-depth explanation of the 11 duties enshrined in the Constitution, emphasizing their role in fostering responsible citizenship. 3. Fundamental Rights of a Citizen in India: Comprehensive overview of the six fundamental rights guaranteed to citizens, their legal implications, and their importance in protecting individual freedoms. 4. Directive Principles, Federal Structure: Exploration of the Directive Principles of State Policy as guidelines for governance, and an analysis of India's federal system balancing central and state powers. 5. Independence of Judiciary and the Parliamentary System: Detailed discussion on the separation of powers, the role of an independent judiciary in upholding justice, and the functioning of India's parliamentary democracy. 6. Indian Family System, The Concept, Practices, and Current Relevance: Examination of the traditional joint family system, its values of unity and support, evolving dynamics in modern times, and its continued significance in Indian society. 7. Celebration of National Days: Understanding the historical and cultural importance of days like Independence Day, Republic Day, and Gandhi Jayanti, along with their role in reinforcing national unity and pride.	4 Hours

Suggested Readings:

- RASHTRIYA ANUBHUTI (Hindi & English version)
- SUBHARTI EK PARICHAY(Hindi & English version)

This course is Discipline specific Course as compulsory for the students

Evaluation Method: Marks: 50 (ESE: 1.5 Hrs) = 50 Pass Marks: Th. (ESE) = 20

Assessment	Examination Authority	Mode	Max. Marks	Total
Continues Internal Assessment-1	Faculty / Department level	Assignment / Project	10	20
Continues Internal Assessment-2	Faculty / Department level	Online/offline (MCQs-20)	10	
External Assessment (End semester University examination)	University Level	Online/offline : 30 MCQs	30	30
	Total			50

Suggested Equivalent online Course:

Further suggestion: None

Subharti College of Fine Arts & Fashion Design (SCFF) PRINCIPAL Meerut

III Semester

Major Course – Visual Communication Theory

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
Subject: Major Course		
Course Code: BD-VC-301	**Course Title:** Visual Communication Theory	

Course Out Come:

1. Understand key theories and concepts in visual communication and how they apply to media, design, and culture.
2. Critically analyze visual content using theoretical frameworks and communicate insights effectively through written and verbal formats.

Credits: 5	Major Course
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) 5-0-0

Unit	Topic	No. of Theory class: Hours
Unit 1.	**Introduction to Visual Communication** • Definition and scope of visual communication • Evolution and history of visual communication • Role of perception, cognition, and semiotics • Elements and principles of visual design	12 Hours
Unit 2.	**Theories of Visual Communication** • Semiotics: Saussure and Peirce • Gestalt theory of perception • Visual rhetoric and narrative theory • Cultural codes and image interpretation	12 Hours
Unit 3.	**Media and Image Analysis** • Analyzing visual messages in print, digital, and broadcast media • Representation, ideology, and media • Gender, identity, and ethnicity in visual culture • Advertising, branding, and consumer visual strategies	12 Hours
Unit 4.	**Visual Culture and Society** • Visual literacy and critical viewing • Impact of visuals on society and behavior • Political communication and propaganda • Art, activism, and visual resistance	12 Hours
Unit 5.	**Contemporary Trends in Visual Communication** • Digital storytelling and immersive media • Social media and visual sharing platforms • Emerging technologies: AR/VR and AI in communication • Future directions in visual theory and practice	08 Hours

Suggested Readings:

1. Lester, Paul Martin – *Visual Communication: Images with Messages*
2. Berger, John – *Ways of Seeing*
3. Kress, Gunther & van Leeuwen, Theo – *Reading Images: The Grammar of Visual Design*
4. Dondis, Donis A. – *A Primer of Visual Literacy*
5. Mirzoeff, Nicholas – *An Introduction to Visual Culture*

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Subharti College of Fine Arts & Fashion Design (SCFFD) PRINCIPAL Meerut

Major Course – Typography and layout design

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
	Subject: Major Course	
Course Code: BD-VC-302	**Course Title:** Typography and layout design (Practical)	

Course Out Come:

1. Understand and apply basic typographic principles.
2. Create balanced and effective layouts using grid systems.
3. Design posters, press advertisements, show cards, and brochures.
4. Integrate typography with visuals in various print formats.
5. Prepare designs for professional print output.

Credits: 4	Major Course
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) 0-0-8

Unit	Topic	No. of Theory class: Hours
1.	Fundamentals of Typography	10 hours
2.	Principles of Layout Design	8 hours
3.	**Poster Design** Combining text and imagery: Poster and banner layout	10 hours
4.	**Press Advertisement Design** Magazine/Brochure design: 2–4 page layout assignment. Show Cards and Point-of-Sale Materials	12 hours
5.	Editorial layout using typographic storytelling	10 hours

Suggested Readings:

1. *Fundamentals of Typography* – Ambreen Zaidi
2. *Layout and Design for Print Media* – N. N. Sarkar
3. *Advertising Principles and Practice* – S. A. Chunawalla
4. *Graphic Design Basics* – Arti Sandhu
5. *Printing Technology* – J. A. C. Wren (Indian Edition)

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Minor Course – Storyboard Development

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
	Subject: Story Board Development	
Course Code: BD-VC-303	**Course Title:** Storyboard Development	

Course outcomes:
The Student at the completion of the course will be able to:

1. Develop well-structured and engaging scripts for different media formats.
2. Understand the principles of storytelling, plot development, and character creation.
3. Create professional storyboards that visually convey narrative elements and camera angles.
1. Communicate ideas and narratives effectively through visual storytelling.

Credits: 3	Minor Course
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) L-T-P 0-0-6

Unit	Topic	No. of Theory class: Hours

Sushant College of Fine Arts & Fashion Design (SCOFT) Meerut PRINCIPAL

I	**Introduction to Scriptwriting:** • Introduction to Script writing • The language of cinema • Requirement for the script • Scenes & Shots	02 + 02
II	**Introduction to Story board** • Introduction to Thumbnails • The frame /Aspect ratio • Types of story boards • Scene and shots • Different types of camera angle • The language of storyboards • Overview of storyboarding and its role in the production process • Basics of visual storytelling and composition • Introduction to storyboard software and tools	04 + 04
III	**Three pillars of storyboard** • Events, camera, sound. Storyboard language/conventions/iconography. Stick figures, perspective boxes, camera arrows, multiple panels, transitions, dialogue, soundtrack concept & design development. • Model sheet, character expression sheet.	06 + 06
IV	**Script Structure and Formatting** • Understanding the three-act structure • Mastering screenplay formatting and terminology • Analyzing well-structured scripts from various genres	04 + 04
V	**Character Development** • In-depth exploration of character creation • Crafting complex and relatable characters • Developing character relationships and dynamics	08 + 08
VI	**Creating Storyboards** • Step-by-step guide to creating storyboards • Translating scripts into visual sequences • Storyboarding for action, dialogue, and special effects scenes	08 + 08

Suggested Readings:

1. Storyboard Design Course by Giuseppe Cristiano ---- Barron"s
2. How to write for Animation – Jeffery Scott- The Overlook Press Woodstock and New York
3. The Art of layout and storyboarding – Mark T.Byrne

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Continuous Evaluation Methods:
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

Course pre requisites: The eligibility for this paper is 10+2 with any subject

At the End of the whole syllabus any remarks/ suggestions:

Multidisciplinary Course (MDC) – Digital Audio & Video Editing

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
Course Code: BD-VC-304	**Subject/ Course Title:** Digital Audio & Video Editing	

College of Fine Arts & Fashion Design (SCOFFD) Meerut PRINCIPAL

Course outcomes:

The Student at the completion of the course will be able to:

1. Demonstrate the ability to use audio and video editing software tools for importing, editing, and exporting media content.
2. Apply fundamental editing techniques such as trimming, cutting, transitions, effects, and layering to enhance audio-visual projects.
3. Integrate audio tracks, voiceovers, background scores, and sound effects to create balanced and immersive multimedia outputs.
4. Design and produce short audio-visual projects that reflect storytelling, pacing, and professional production standards.

Credits: 3	**Multidisciplinary Course (MDC)**
Max. Marks: 30+70 =100	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	Introduction to Audio and its digital representation • Digitization • AV data from tape to computer hard disk • Understanding the playback deck, understanding signal processing of S-video, fire wire and composite video. • Editing Work Station management – disk space & speed requirement. • Broadband and streaming video technology. • Using Editing Software – editing basics and implementation of various techniques used in non-linear editing. • Mastering final edit line – audio levels, color correction, audio mixing, mixed and un-mixed versions, importing and applying compatible graphics files.	06+ 12
II	Digital Audio recording, Editing and Reproduction • Basic art of filmmaking, using currently available digital software/hardware tools. • Overview of preproduction planning- program ideas, production models, Preproduction & Post-Production activities Writing the program proposal, preparing a budget, presenting the proposal. • Writing the script, Director's roles & procedures, Visualization & sequencing, Shooting, Aesthetics of Editing, Role of audio & effects, Mix and composite, source material into a finished fine edit product.	06 + 12
III	Concepts of Compositing • Projects • Composition basics • Recomposing, nesting, and pre-rendering	08 + 16
IV	Animation and keyframes • Animation basics • Setting, selecting, and deleting keyframes • Editing, moving, and copying keyframes • Assorted animation tools • Keyframe interpolation • Speed • Time-stretching and time-remapping • Animating with Puppet tools • Tracking and stabilizing motion • Drawing, painting, and paths • Paint tools: Brush, Clone Stamp, and Eraser • Overview of shape layers, paths, and vector graphics • Creating shapes and masks • Managing and animating shape paths and masks • Shape attributes, paint operations, and path operations for shape layers	08 + 16

Subharti College of Fine Arts & Fashion Design (SCFF) PRINCIPAL Meerut

V	Video Editing • Media Management • Working in the audio • Effects & Transition • Animation • Titles	04 + 08

Suggested Readings:

1. Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One Paperback – Illustrated, 14 November 2013by Simon Langford.
2. Digital Audio Editing Fundamentals Paperback – Import, 16 December 2015by Wallace Jackson

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Continuous Evaluation Methods:
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

At the End of the whole syllabus any remarks/ suggestions:

Skill Enhancement Course (SEC) – Photography & Reproduction

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
Subject: Skill Enhancement Course (SEC)		
Course Code: BD-VC-SEC-312	**Course Title:** Photography & Reproduction	

Course Out Come:

1. To get knowledge about the analysis about the perspective view helps in clear points in drawing.
2. To gain knowledge about the analysis about the perspective view helps in clear points in drawing.
3. To offers a unique opportunity to combine photography skills with cultural exploration and storytelling. Market photography involves capturing the vibrant and dynamic scenes of local markets, showcasing the diverse array of products, people, and interactions.
4. To get knowledge of photography and sharp mind in this field and they click various type of Indoor outdoor photography.
5. To gain knowledge of our subject photography inspires your imagination. Photography as a career is possible for anyone with a true passion for it. Photography is a wonderful, safe, and natural.
1. To encourages them to appreciate the cultural, historical, and architectural significance of the landmarks around them.

Credits: 3	**Skill** Enhancement Course (SEC)
Max. Marks: 30+ 70	Min. Passing Marks: 33

Total No. of Lecture – Tutorials - Practical (in hours per week) 0-0-6

Unit	Topic	No. of Theory class: Hours
1.	Perspective View - Outdoor Images & Product related images	16 Hours
2.	Expression captured -Portrait images & Swaach Bharat related images	16 Hours
3.	Market Photography	16 Hours
4.	Poverty Photography	16 Hours
5.	Product Composition Photography	16 Hours
6.	Monuments of our city Photography	16 Hours

Suggested Readings:

1. (Steve Edwards) PHOTOGRAPHY: A Very Short Introduction – Oxford University Press.
2. The Fundamentals of Creative Photography - David Prakel

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

College of Fine Arts & Fashion Design (SCFF) Sushant University Meerut PRINCIPAL

Further suggestion: None

Ability Enhancement Courses (AEC) – Disaster Risk Management

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Third
Subject: Ability Enhancement Courses (AEC)		
Course Code: BD-VC-AEC 311	**Course Title:** Disaster Risk Management	

Course Out Come:

At the end of this course, students will

- Achieve knowledge on the types of hazards and disasters, disaster prevention strategy, early warning system, disaster mitigation and preparedness.
- Have the capacity to participate in the socio-economical response of human resource development and relate to risk transfer.

Credits: 2	**Ability Enhancement Courses(AEC)**
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) 4-0-0

Unit	Topic	No. of Theory class: Hours
1.	Disaster: Definition, Factors And Significance; Difference Between Hazard And Disaster; Natural And Manmade Disasters: Difference, Nature, Types And Magnitude.	6 Hours
2.	Disaster: Definition, Factors And Significance; Difference Between Hazard And Disaster; Natural And Manmade Disasters: Difference, Nature, Types And Magnitude.	7 Hours
3.	Disaster Prone Areas In India Study Of Seismic Zones; Areas Prone To Floods And Droughts, Landslides And Avalanches; Areas Prone To Cyclonic And Coastal Hazards With Special Reference To Tsunami; Post-Disaster Diseases And Epidemics.	6 Hours
4.	Disaster Preparedness And Management Preparedness: Monitoring Of Phenomena Triggering A Disaster Or Hazard; Evaluation Of Risk: Application Of Remote Sensing, Data From Meteorological And Other Agencies, Media Reports: Governmental And Community Preparedness.	6 Hours
5.	Risk Assessment Disaster Risk: Concept And Elements, Disaster Risk Reduction, Global And National Disaster Risk Situation. Techniques Of Risk Assessment, Global Co-Operation In Risk Assessment And Warning, People's Participation In Risk Assessment. Strategies for Survival. Disaster Mitigation, Meaning, Concept And Strategies Of Disaster Mitigation, Emerging Trends In Mitigation. Structural Mitigation And Non-Structural Mitigation, Programs Of Disaster Mitigation In India.	7 Hours

Suggested Readings:

- R. Nishith, Singh AK, "Disaster Management in India: Perspectives, issues and strategies "'New Royal book Company.
- Sahni, Pardeep Et. Al. (Eds.)," Disaster Mitigation Experiences And Reflections", Prentice Hall Of India, New Delhi.
- Goel S. L. , Disaster Administration And Management Text And Case Studies" ,Deep &Deep Publication Pvt. Ltd., New Delhi.

This course is Major Course as compulsory for the students

Evaluation Method: Max. Marks 40
Assessment Type : Assignments (20 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

College of Fine Arts & Fashion Design (SCFF) * Sonipat * Haryana * PRINCIPAL

IV Semester

Major Course – Advertising theory

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Fourth
Subject: Major Course		
Course Code: BD-VC-401	**Course Title:** Advertising theory	

Course Out Come:

1. Understand the fundamental concepts and principles of advertising as a communication tool. Learn about the historical evolution of advertising and its role in modern business. Develop awareness of the ethical considerations and social responsibilities in advertising practices.
2. Explore different advertising media, including print, television, radio, outdoor, and digital platforms. Understand the advantages and limitations of each media channel for conveying messages effectively.
3. Learn the fundamental design principles such as balance, contrast, alignment, proximity, and repetition. Understand the key design elements, including typography, color, imagery, and layout. Develop skills in applying design principles to create visually appealing and effective advertising materials. Acquire the ability to manipulate design elements to convey specific messages and evoke desired emotions.
4. Explore the creative process in advertising, from idea generation to execution. Develop techniques for brainstorming and generating innovative ideas for advertising campaigns. Learn to apply creative thinking to solve communication challenges in advertising.
5. Gain an understanding of various printing processes, including offset, digital, and screen printing. Learn about the stages involved in the printing process, from prepress to finishing. Understand the types of paper, inks, and materials used in different printing techniques. Develop the ability to prepare files for print, ensuring accuracy and quality in the final output.
6. Explore the intersection of advertising and digital marketing in the modern landscape. Understand the principles of online advertising, including display ads, social media ads, and search engine marketing. Learn about targeting strategies, ad formats, and measurement metrics in digital advertising. Develop skills to plan and execute effective digital advertising campaigns across various platforms. Gain insights into the role of data analytics and optimization in digital advertising success.

Credits: 5	Major Course
Max. Marks: 30+ 70	Min. Passing Marks:

Total No. of Lecture – Tutorials - Practical (in hours per week) 5-0-0

Unit	Topic	No. of Theory class: Hours
1.	Introduction to Advertising • Definition and scope of advertising • Historical overview of advertising • Evolution of advertising techniques and mediums • Role of advertising in society and culture • Advertising ethics and regulations	4 Hours
2.	Advertising Media and Channels • Traditional advertising channels (print, television, radio, outdoor, Direct Mail Advertising, Cinema Adv, Purchase point Adv, Specialty Adv& Video Adv.) • Digital advertising channels (online display, search engine marketing, social media) • Mobile advertising and location-based marketing • Miscellaneous Media(Internet, Specialty or Novelty advertising, Point of Purchase, Window Display, Yellow Pages Advertising. etc.) • Factors Influencing Choice of Media, concept of Media Planning	4 Hours
3.	Design principal and Elements • Principal and Elements of Design. • Color - Its theory and importance in advertising in all media	4 Hours

Subharti College of Arts & Fashion Design (SCFT) * Meerut * PRINCIPAL

	• Layout and design principles Factors and elements of layouts • Typography and branding in advertising.	
4.	Advertising Creativity • The creative process in advertising • Advertising theme- Its meaning & selection process • Advertising Copy writing techniques and principles,	4 Hours
5.	Printing Process and Technique • Types of Printing: Relief printing (letterpress, flexography)Planography printing (offset lithography) recess printing (gravure/intaglio) stencil printing (screen)Digital printing (toner and inkjet) flexography, thermography, xerography & laser printing • Stages of Printing (composition, Imposition, Prepress, Plate Making, Printing, Finishing, Quality Control).	4 Hours
6.	Advertising and Digital Marketing • Online advertising trends and innovations • Social media advertising strategies • Content marketing and native advertising • Influencer marketing and brand partnerships • Data-driven advertising and personalization	4Hours
Suggested Readings: • 1. King's Advertising Management –Verma & Agrawal • Advertising & sales Promotion—SHH Kazmi & Satish K Batra • Advertising Management –Rajeev Batra, John G. Myers & David A. Aaker • Advertising and Personal Selling—C.B.Gupta • Vigypan Prapandh—Narendra Singh Yadav		
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)		
Suggested Equivalent online Course:		
Further suggestion: None		

Major Course-3D Modeling

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Fourth
Course Code:BD-VC-402	**Subject/ Course Title:** 3D Modeling - I	
Course outcomes: By the end of the course, students will be able to: 1. Demonstrate a solid understanding of the principles and techniques of 3D modeling. 2. Create 3D models using Autodesk 3DS Max. 3. Utilize industry-standard tools and workflows for efficient and accurate modeling. 4. Understand the principles and concepts of 3D modeling for architectural and interior/exterior design.		
Credits: 5	**Major**	
Max. Marks: 30+70	**Min. Passing marks: 33**	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10		

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to 3DS Max and Interface** • Overview of 3DS Max software and its applications • Familiarization with the user interface and navigation controls • Customizing the workspace for efficient modeling	02 + 04
II	**Basic Modeling Techniques** • Creating and manipulating basic geometric primitives • Using transformation tools (move, rotate, scale) to modify objects • Understanding coordinate systems and pivot points	01 + 04

Subharti College of Design & Fashion (SCDF) * Meerut * PRINCIPAL

III	**Polygon Modeling** • Introduction to polygonal modeling techniques • Extrusion, beveling, and chamfering • Working with edge loops and smoothing groups	02 + 06
IV	**Advanced Polygon Modeling** • Subdivision surface modeling • Sculpting and detailing techniques • Using modifiers for non-destructive modeling	02 + 06
V	**Introduction to Architectural and Interior/Exterior Modeling** • Overview of architectural and interior/exterior modeling in 3D • Principles of architectural design and spatial planning • Understanding blueprints, floor plans, and elevations	04 + 12
VI	**Advanced Modeling Techniques** • Creating complex architectural structures (stairs, railings, etc.) • Modeling interior elements (furniture, fixtures, etc.) • Detail modeling for interior/exterior objects and features	03 + 08
VII	**Interior Modeling and Detailing** • Modeling interior spaces (rooms, hallways, etc.) • Placing furniture and interior fixtures • Adding basic interior details and decorations	10 + 30
VIII	**Exterior Modeling and Landscape** • Modeling exterior environments (buildings, landscapes, etc.) • Creating exterior architectural elements (roofs, facades, etc.) • Adding basic exterior details and natural elements	08 + 26

Suggested Readings:

1. Autodesk 3DS Max Fundamentals by ASCENT
2. 3DS Max Speed Modeling for 3D Artists by Thomas Mooney

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: Students will learn industry-standard modeling workflows and gain practical experience in using the software to produce high-quality 3D assets. The course aims to equip students with the knowledge and technical proficiency required to create accurate and detailed 3D models of architectural spaces, interiors, and exteriors.

3D Texturing, Lighting and Rendering

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Fourth
Course Code: BD-VC-403	**Subject/ Course Title:** 3D Texturing, Lighting and Rendering - I	

Course outcomes:

By the end of the course, students will be able to:

1. Understand the principles of 3D lighting, texturing, and rendering.
2. Create and manipulate lighting setups to achieve specific moods and aesthetics.
3. Apply appropriate texturing techniques to enhance the realism and visual appeal of 3D models.
4. Configure rendering settings for optimal output quality and efficiency.
5. Set up rendering parameters and settings for high-quality output.

Credits: 5	**Major Course**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10

Unit	Topics	No. of Tutorial Classes + Practical Hours

Sushant College of Fine Arts & Fashion Design (SCFD) Meerut PRINCIPAL

I	**Introduction to 3D Lighting, Texturing, and Rendering** • Overview of the importance and impact of lighting, texturing, and rendering in 3D projects • Understanding the principles of light and color in a 3D environment	01 + 02
II	**UV Mapping and Texturing** • UV mapping and its types • Applying textures and materials to models • Texture mapping techniques (procedural, image-based)	03 + 10
III	**Material Creation and Texturing** • Overview of material creation and shader networks in 3DS Max • Applying textures and procedural maps to 3D models • Creating realistic surface properties (diffuse, specular, glossiness)	04 + 12
IV	**Advanced Material Techniques** • Specialized materials (glass, metal, fabric, skin) • Using material maps for complex surface effects (bump, displacement, normal) • Texture mapping techniques (UVW mapping, unwrap UVW)	03 + 08
V	**Introduction to Lighting, Texturing, and Rendering for Architecture** • Overview of lighting, texturing, and rendering techniques in architectural visualization • Principles of light and shadow in architectural and interior/exterior scenes • Understanding the role of materials and textures in architectural visualization	04 + 08
VI	**Types of Lights and Light Properties** • Introduction to different types of lights (point, spot, area, etc.) • Manipulating light properties (intensity, color, attenuation, etc.) • Simulating natural lighting (sunlight, sky, etc.) • Light placement and control for architectural and interior/exterior scenes	05 + 10
VII	**Shadows and Reflections** • Techniques for creating and controlling shadows in 3DS Max • Shadow types (hard shadows, soft shadows, area shadows) • Managing reflections and specular highlights	03 + 08
VIII	**Global Illumination and Indirect Lighting** • Introduction to global illumination techniques (radiosity, photon mapping, etc.) • Simulating indirect lighting effects (ambient occlusion, global illumination, etc.) • Enhancing realism with bounce lighting and light interaction • Using image-based lighting for realistic illumination • Environment maps and HDRI (High Dynamic Range Imaging)	02 + 06
IX	**Rendering Parameters and Settings** • Understanding rendering parameters and settings in Autodesk 3ds Max • Adjusting rendering resolution, image format, and aspect ratio • Rendering options for architectural visualization (still images, animations, etc.) • Optimization techniques for faster rendering times	03 + 10
X	**Portfolio Development** • Creating a portfolio of visually compelling 3D scenes • Presentation and documentation of lighting, texturing, and rendering work • Peer feedback and self-assessment	02 + 12

Suggested Readings:

1. 3ds Max Design Architectural Visualization: For Intermediate Users by Brian L. Smith
2. Architectural Rendering with 3ds Max and V-Ray: Photorealistic Visualization by Markus Kuhlo and Enrico Eggert

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Continuous Evaluation Methods:
Class Performance/ Practical Exam/ Assignment Submission/ Viva/ Attendance

At the End of the whole syllabus any remarks/ suggestions: The objective of this course is to provide students with practical skills in lighting, texturing, and rendering techniques using Autodesk 3ds Max. The course aims to equip students with the skills necessary to create realistic and visually compelling 3D scenes and environments. Students will learn industry-standard practices for lighting, material creation, and rendering to enhance the visual quality of their 3D projects

Subharti College of Arts & Fashion Design (SCFD) ★ Meerut ★ PRINCIPAL

Minor Course -Character Anatomy

Programme/ Class: UG Diploma in B. Design (VCD)	**Year:** Second	**Semester:** Fourth
Course Code: BD-VC-404	**Subject/ Course Title:** Character Anatomy	

Course outcomes:
By the end of the course, students will be able to:
1. Understand the fundamentals of human anatomy and its application in character design.
2. Analyze and accurately depict anatomical proportions and structures in character drawings.
3. Apply principles of composition, layout, and storytelling in comic design.
4. Demonstrate proficiency in creating dynamic and expressive character poses and gestures.
5. Apply effective use of line, form, and shading techniques in comic art.

Credits: 3	**Minor**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to Character Anatomy** • Importance of character anatomy in animation and comic design • Basic principles of human anatomy for artists • Proportions and structures of the human figure • Gesture drawing and capturing dynamic poses	03 + 02
II	**Facial Anatomy and Expressions** • Anatomy of the human face and its features • Facial expressions and emotion depiction in character art • Study of facial proportions and features • Capturing likeness and personality in character design	04 + 02
III	**Character Design and Development** • Principles of character design and visual storytelling • Creating unique and memorable characters • Designing characters with distinct silhouettes and visual appeal • Incorporating anatomy and proportions into character design	04 + 06
IV	**Comic Layout and Storytelling** • Principles of visual storytelling and sequential art • Understanding the narrative structure of comics • Layout design and panel composition techniques • Sequential storytelling and pacing	04 + 04
V	**Inking and Line Work in Comic Art** • Techniques for creating clean and expressive line work • Line weight variation and emphasis in comic illustrations • Inking tools and methods (traditional and digital)	02 + 04
VI	**Coloring and Shading in Comic Art** • Principles of color theory and its application in comics • Digital and traditional coloring techniques • Adding depth and dimension through shading and lighting	04 + 08
VII	**Sequential Narrative and Storyboarding** • Introduction to storyboarding for comics and animation • Developing storytelling skills through panel arrangement • Conveying action, emotion, and time through sequential art	02 + 08
VIII	**Comic Design Project** • Project involving the creation of a comic strip or sequential narrative	01 + 06

Sushanth College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

Suggested Readings:

1. Fundamentals of Character Design: How to Create Engaging Characters for Illustration, Animation & Visual Development by Publishing 3dtotal
2. Beginner's Guide to Sketching: Characters, Creatures and Concepts: Characters, Creatures & Concepts by Publishing 3dtotal

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: Students will learn industry-standard modeling workflows and gain practical experience in using the software to produce high-quality 3D assets. The course aims to equip students with the knowledge and technical proficiency required to create accurate and detailed 3D models of architectural spaces, interiors, and exteriors.

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

Semester-V

Major Course - 3D Modeling - II

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-501	**Subject/ Course Title:** 3D Modeling - II	

Course outcomes:
By the end of the course, students will be able to:

1. Understand the fundamental concepts and principles of 3D modeling.
2. Apply industry-standard techniques to create 3D models using Autodesk Maya.
3. Demonstrate proficiency in modeling various types of objects, characters, and environments.
4. Use appropriate tools and workflows to create clean and efficient geometry.
5. Analyze and evaluate different modeling techniques for specific animation requirements.

Credits: 5	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to 3D Modeling** • Overview of 3D modeling in animation • Different types of 3D models (characters, objects, environments) • Principles of 3D geometry and topology	01 + 03
II	**Polygonal Modelling** • Introduction to polygonal modeling • Creating and manipulating basic polygonal shapes • Edge and vertex modeling techniques • Extrusion, beveling, and other polygonal modeling tools	02 + 04
III	**NURBS Modelling** • Introduction to NURBS (Non-Uniform Rational B-Spline) modeling • Creating and manipulating NURBS curves and surfaces • Lofting, extruding, and revolve modeling techniques • Converting between NURBS and polygonal models	02 + 06
IV	**Subdivision Surface Modeling** • Introduction to subdivision surface modeling • Creating and manipulating subdivision surfaces • Adding detail and refining models using subdivision surfaces • Advantages and limitations of subdivision surface modeling	02 + 06
V	**Organic Modeling** • Modeling realistic human and creature characters • Anatomy and proportion considerations in character modeling • Retopology for efficient and animation-friendly models	04 + 12
VI	**Environmental Modeling** • Modeling detailed environments and landscapes • Terrain generation • Creating architectural elements and structures(Interior& Exterior) • Optimizing geometry for real-time rendering and animation	04 + 10
VII	**Hard Surface Modeling** • Modeling mechanical objects and props • Precision modeling techniques for hard surface objects • Booleans, edge loops, and chamfering for clean geometry • Automobile Modeling	08 + 30

Sunaina College of Fine Arts & Fashion Design (SCFFI) PRINCIPAL

VIII	**3D Modeling Project** • Collaborative project involving the application of 3D modeling techniques to create a detailed 3D model for animation	06 + 26

Suggested Readings:
1. Digital Modeling by William Vaughan
2. Autodesk MAYA: A Comprehensive Guide by Prof. Sham Tickoo

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: Students will learn industry-standard modeling workflows and gain practical experience in using the software to produce high-quality 3D assets. The course aims to equip students with the knowledge and technical proficiency required to create accurate and detailed 3D models of architectural spaces, interiors, and exteriors.

Major Course - 3D Texturing, Lighting and Rendering- II

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-403	**Subject/ Course Title:** 3D Texturing, Lighting and Rendering- II	

Course outcomes:
By the end of the course, students will be able to:
1. Understand the fundamental concepts and principles of lighting, texturing, and rendering in 3D animation.
2. Apply lighting techniques to create realistic and visually appealing 3D scenes.
3. Demonstrate proficiency in creating and applying textures to 3D models.
4. Use shading and material properties to achieve desired visual effects.
5. Set up and optimize rendering settings for high-quality output.
6. Analyze and evaluate lighting and rendering techniques for different types of scenes.

Credits: 5	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to 3D Lighting, Texturing, and Rendering** • Overview of lighting, texturing, and rendering in 3D animation • Importance of lighting and texturing in creating realistic scenes • Rendering engines and software (with a focus on Autodesk Maya)	02 + 06
II	**Lighting Techniques** • Principles of light and shadow in 3D scenes • Types of lights and their properties • Global illumination techniques (e.g., ambient occlusion, global illumination) • Light placement and control for different types of scenes	02 + 06
III	**Texturing Fundamentals** • Introduction to texture mapping and UV unwrapping • Texture types and properties (color, bump, displacement, etc.) • Procedural texturing techniques • Texture painting and digital painting techniques	04 + 12
IV	**Advanced Texturing** • Material properties and shaders • PBR (physically based rendering) materials • Creating realistic surfaces (e.g., metal, glass, skin) • Texture projection and mapping techniques	05 + 10

PRINCIPAL

V	**Shading and Material Networks** • Shader networks and node-based editing • Advanced material creation using Maya's Hyper shade • Incorporating textures into shading networks • Shader layering and blending techniques	03 + 06
VI	**Rendering Settings and Optimization** • Rendering settings and options in Maya • Image resolution and aspect ratio considerations • Render passes and layers for post-production • Optimization techniques for faster rendering times	04 + 12
VII	**Lighting and Rendering for Different Environments** • Outdoor lighting and natural environments • Indoor lighting and architectural scenes • Lighting for character animation • Rendering techniques for stylized and non-photorealistic effects	04 + 16
VIII	**Lighting, Texturing, and Rendering Project** • A project involving the application of lighting, texturing, and rendering techniques to create a visually compelling 3D animation scene	04 + 20

Suggested Readings:
1. The art of Maya : an introduction to 3D computer graphicsby Tim H. Brown
2. Immersive 3D Design Visualization: With Autodesk Maya and Unreal Engine 4 by Abhishek Kumar

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: The objective of the course "3D Lighting, Texturing, and Rendering in Maya!" is to provide students with a comprehensive understanding of the principles, techniques, and tools used in creating realistic lighting, texturing, and rendering in 3D animation. The course aims to equip students with the knowledge and skills necessary to effectively light and texture 3D scenes and produce high-quality renderings.

Minor Course - 3D Character Setup

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-503	**Subject/ Course Title:** 3D Character Setup	

Course outcomes:
By the end of the course, students will be able to:
1. Understand the concepts and principles of rigging in character animation.
2. Create and modify character rigs using industry-standard software.
3. Apply basic animation principles to bring characters to life.
4. Skinning process and how it is used

Credits: 3	**Minor**
Max. Marks: 100	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to Rigging** • Importance of rigging in character animation • Anatomy and joint systems for character rigs • Principles of rigging for deformation and control	02 + 02
II	**Rigging Techniques** • Creating and modifying skeletal rigs • Skinning and weight painting for character deformation • Rigging controls and hierarchy setup • Constraints and expressions for rig control	02 + 02

Subharti College of Fashion Design (SCFD) Meerut PRINCIPAL

III	**Facial Rigging** • Facial anatomy for rigging • Creating facial control systems • Blendshapes and facial expressions • Lip-syncing and phoneme animation	04 + 04
IV	**Rigging for Biped Characters** • Rigging biped characters • Custom rigging solutions for unique character designs	18 + 26
V	**Rigging Submissions:** Projects involving the creation of a rigged character	04

Suggested Readings:
1. 3D Animation Essentials by Andy Beane
2. The Art of 3D Computer Animation and Effects by IssacKerlow

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Minor Course - Basic 3D Animation

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-504	**Subject/ Course Title:** Basic 3D Animation	

Course outcomes:
By the end of the course, students will be able to:
1. Apply basic animation principles to bring characters to life.
2. Demonstrate proficiency in using animation software and tools.
3. Execute basic animation techniques to create believable character performances.
4. Analyze and evaluate animation techniques and their impact on character movement.

Credits: 3	**Minor**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-6

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Basic Animation Principles** • Keyframe animation techniques • Timing, spacing, and motion principles • Pose-to-pose and straight-ahead animation approaches • Arcs, anticipation, and follow-through	02 + 02
II	**Animation Tools and Software** • Overview of animation software (e.g., Autodesk Maya, Blender) • Animation workflows and techniques • Using animation curves and editors • Character posing and blocking techniques • Bouncing Ball & Solar system animation	06 + 06
III	**Basic Character Animation** • Gestures, body language, and weight shifts • Biped Walk Cycle • Secondary animation and overlapping actions	14 + 20
VI	**Animation Submissions** • Projects involving the creation of an animation sequence	10

Suggested Readings:
1. 3D Animation for the Raw Beginner Using Maya by Roger King
2. Cracking Animation: The Aardman Book of 3-D Animation by Thames & Hudson
3. Animation Methods – Rigging Made Easy by David Rodriguez

Subharti College of Arts & Fashion Design (SCFD) Meerut PRINCIPAL

III	**Facial Rigging** • Facial anatomy for rigging • Creating facial control systems • Blendshapes and facial expressions • Lip-syncing and phoneme animation	04 + 04
IV	**Rigging for Biped Characters** • Rigging biped characters • Custom rigging solutions for unique character designs	18 + 26
V	**Rigging Submissions:** Projects involving the creation of a rigged character	04
Suggested Readings: 1. 3D Animation Essentials by Andy Beane 2.The Art of 3D Computer Animation and Effects by IssacKerlow		
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)		

Minor Course - Basic 3D Animation

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-504	**Subject/ Course Title:** Basic 3D Animation	
Course outcomes: By the end of the course, students will be able to: 1. Apply basic animation principles to bring characters to life. 2. Demonstrate proficiency in using animation software and tools. 3. Execute basic animation techniques to create believable character performances. 4. Analyze and evaluate animation techniques and their impact on character movement.		
Credits: 3	**Minor**	
Max. Marks: 30+70	**Min. Passing marks: 33**	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-6		

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Basic Animation Principles** • Keyframe animation techniques • Timing, spacing, and motion principles • Pose-to-pose and straight-ahead animation approaches • Arcs, anticipation, and follow-through	02 + 02
II	**Animation Tools and Software** • Overview of animation software (e.g., Autodesk Maya, Blender) • Animation workflows and techniques • Using animation curves and editors • Character posing and blocking techniques • Bouncing Ball & Solar system animation	06 + 06
III	**Basic Character Animation** • Gestures, body language, and weight shifts • Biped Walk Cycle • Secondary animation and overlapping actions	14 + 20
VI	**Animation Submissions** • Projects involving the creation of an animation sequence	10
Suggested Readings: 1. 3D Animation for the Raw Beginner Using Maya by Roger King 2. Cracking Animation: The Aardman Book of 3-D Animation by Thames & Hudson 3. Animation Methods – Rigging Made Easy by David Rodriguez		

Subharti College of Arts & Fashion Design (SCFF) ★ Meerut ★ PRINCIPAL

Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)

Internship

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Fifth
Course Code: BD-VC-INT	**Subject/ Course Title:** Internship	

Course outcomes:

By the end of the course, students will be able to:

1. Apply theoretical knowledge and academic concepts to practical tasks and real-world projects.
2. Gain insight into the daily operations, workflows, and dynamics of a professional environment.
3. Develop and refine essential skills relevant to their field of study and the internship placement.
4. Demonstrate effective communication, teamwork, and collaboration in a professional setting.
5. Analyze and solve real-world challenges, making informed decisions based on practical experiences.
6. Adapt to workplace expectations, professional etiquette, and organizational culture.

Credits: 4	**INT**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	Topics	No. of Hours
I	**Internship** 1. Exposure to Professional Environment: 2. Skill Development: 3. Collaboration and Communication: 4. Problem-Solving and Decision-Making: 5. Professional Etiquette and Work Ethic: 6. Industry Insights:	128

Suggested Continuous Evaluation Methods: Internship Certificate

At the End of the whole syllabus any remarks/ suggestions: The objective of the Internship course is to provide students with a real-world, practical learning experience within a professional setting related to their field of study

Subharti College of Fine Arts & Fashion Design (SCFF) ★ Meerut ★ PRINCIPAL

SEMESTER VI

Major Course - Advanced Animation and 3D Particles

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Sixth
Course Code: BD-VC-601	**Subject/ Course Title:** Advanced Animation and 3D Particles	

Course outcomes:

By the end of the course, students will be able to:

1. Apply advanced animation techniques to create dynamic and expressive character animations.
2. Demonstrate proficiency in using advanced animation tools and features in Autodesk Maya.
3. Analyze and evaluate animations for believability and emotional impact.
4. Create and control particle emission, behavior, and motion in Maya.
5. Apply appropriate forces and fields to manipulate particle behavior.
6. Utilize particle attributes and expressions to achieve desired effects.

Credits: 4	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Advanced Animation Principles and Techniques** • Refining animation timing, spacing, and arcs • Advanced posing techniques for expressive character animation • Acting and performance principles for character animation • Integrating body mechanics and secondary motion in animation	02 + 02
II	**Advanced Character Animation** • Biped run cycle • Advanced character animation • Expressive character animation • Implementing character movement	03 + 08
III	**Advanced Animation Tools and Features** • Mastering advanced animation tools in Autodesk Maya • Utilizing animation layers and non-linear animation • Incorporating simulation-based animation (particles, fluids, dynamics) • Advanced animation workflows and techniques for complex scenes	02 + 04
IV	**Character Acting and Lip Sync Animation** • Understanding character acting principles for animation • Lip sync animation techniques and phoneme synchronization • Expressive body language and facial expressions in character animation	02 + 04
V	**Introduction to Particles** • Overview of particle systems and their applications • Understanding the basic concepts and terminology of particles • Introduction to the Maya particle workflow and interface	02+ 04
VI	**Particle Emission and Behavior** • Creating and controlling particle emission sources • Controlling particle lifespan, size, and speed • Applying initial velocity and direction to particles	02 + 06
VII	**Particle Motion and Dynamics** • Applying forces and fields to control particle behavior • Understanding dynamics and collisions in particle simulations • Utilizing dynamic constraints for complex particle interactions	04 + 08

Sushant College of Fine Arts & Education Design (SCFED) ★ Meerut ★ PRINCIPAL

VIII	**Particle Attributes and Expressions** • Manipulating particle attributes for visual effects control • Utilizing expressions for advanced particle behaviors • Using texture maps and procedural textures to drive particle attributes	04 + 10
IX	**Particle Instancing and Rendering** • Creating and animating particle instances • Understanding particle rendering techniques • Utilizing shaders and textures for particle visualization	03 + 08
X	**Collaborative Advanced Animation Project** • Collaborative project involving the application of advanced animation techniques to create a complex and dynamic animation sequence	20

Suggested Readings:

1. The Art of Maya by Autodesk
2. Cartoon Character Animation With Maya by Keith Osborn

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: The objective of the course is to provide students with advanced techniques and skills in character animation using Autodesk Maya. The course aims to enhance students' understanding and proficiency in creating dynamic, expressive, and lifelike character animations and with the skills necessary to create dynamic and realistic particle effects for various applications, such as visual effects, motion graphics, and game development.

3D Dynamics and Simulation

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Sixth
Course Code: BD-VC-602	**Subject/ Course Title:** 3D Dynamics and Simulation	

Course outcomes:
By the end of the course, students will be able to;
1. Apply simulation techniques to create realistic motion and behavior for dynamic objects.
2. Demonstrate proficiency in using simulation software and tools.
3. Create dynamic animations with realistic physics-based effects.
4. Analyze and evaluate different types of simulations and their impact on animation quality.

Credits: 5	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to 3D Dynamics and Simulation** • Overview of dynamics and simulation in animation • Introduction to physics principles relevant to animation • Types of simulations used in 3D animation	02 + 06
II	**Rigid Body Dynamics** • Introduction to rigid body dynamics • Collision detection and response • Constraints and joint systems • Friction and other physical properties	04 + 12
III	**Soft Body Dynamics** • Introduction to soft body dynamics • Deformable object simulations • Hair and fur dynamics	02 + 06

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

IV	**Fluid Simulation** • Basics of fluid dynamics • Simulating liquids and gases • Fluid particle systems and solvers • Fluid rendering and shading	04 + 12
V	**Simulation Tools and Software** • Overview of simulation software and plug-ins (e.g., Autodesk Maya, BOSS) • Introduction to simulation-specific tools and workflows • Simulating dynamics using built-in software features	04 + 12
VI	**Advanced Simulation Techniques** • Advanced cloth and cloth tearing simulations • Advanced particle systems and effects • Advanced fluid simulation techniques • Integration of dynamics and simulations into character animation	04 + 12
VII	**MASH** • MASH Network & its arrangement • Attributes • MASH Nodes & their uses	08 + 24
VIII	**Dynamics and Simulation Projects** • Collaborative project involving the application of dynamics and simulation techniques to create a dynamic animation sequence	16

Suggested Readings:

1. Maya Studio Projects: Dynamics by Todd Palamar
2. Creating Environments in Maya by Jana Germano
3. Maya Visual Effects: The Innovator's Guide by Eric Keller with Max Dayan

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: The objective of the course is to provide students with a comprehensive understanding of the principles, techniques, and tools used in simulating realistic physical dynamics in 3D animation. The course aims to equip students with the knowledge and skills necessary to create dynamic and visually engaging animations using simulation techniques.

Major Course Specialization – I (Graphics/ VFX/2DAnimation/ 3D)

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Sixth
Course Code: BD-VC-603	**Subject/ Course Title:** Specialization – I(Graphics/ VFX/2DAnimation/ 3D)	
Course outcomes: 1. Provide students with advanced knowledge and skills in their chosen specialization area. 2. Explore industry-standard software tools, techniques, and workflows relevant to the chosen specialization.		
Credits: 5	**Major**	
Max. Marks: 30+70	**Min. Passing marks: 33**	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-10		

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	• **Concepts and Techniques** • Overview of advanced concepts and techniques specific to the chosen specialization area	06 + 16

Subharti College of Fine Arts & Fashion Design (SCFF) ★ Meerut ★ PRINCIPAL

II	• **Software Tools and Workflows** • Deep dive into advanced features and functionalities of industry-standard software tools (e.g., Adobe After Effects, Autodesk Maya)	08 + 48
III	• **Project Development** • Conceptualization and planning of a portfolio-worthy project within the chosen specialization area	02 + 64

Suggested Readings:
Advanced Techniques in [Graphics/VFX/2D Animation/3D Animation]

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type ; Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions:
- Online tutorials and resources specific to the chosen specialization area
- Industry events, workshops, and guest lectures relevant to the chosen specialization
- Professional organizations and communities for networking and collaboration in the animation and graphics industries

Minor Course-Documentary

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Sixth
Course Code: BD-VC-604	**Subject/ Course Title:** Documentary	

Course outcomes: By the end of the course, students will be able to:
1. Understand the history and evolution of documentary
2. Develop technical proficiency in documentary
3. Master visual storytelling techniques
4. Demonstrate sensitivity to ethical issues in documentary photography
5. Create a cohesive documentary project

Credits: 3	**Minor**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Understanding the Documentary Process** • The stages of a documentary project: research, planning, shooting, editing, and presentation. • Identifying a compelling story or subject. • Case studies of notable documentary photo essays.	02 + 08
II	**The Tools of Documentary** • Cameras, lenses, and accessories for documentary work. • Managing technical challenges in unpredictable environments: lighting, movement, and changing conditions. • Field exercises on shooting in available light.	06 + 12
III	**Composition and Storytelling** • Techniques for visual storytelling: framing, perspective, and the rule of thirds. • Using a series of images to tell a story: sequencing, context, and transitions. • Hands-on practice with sequencing images to create a narrative.	04 + 32

Subharti College of Arts & Fashion Design (SCFD) Meerut
PRINCIPAL

IV	**Humanizing Your Subject: Portraits in Documentary Photography** • Techniques for capturing authentic and compelling portraits in documentary contexts. • Establishing rapport with subjects: working with people, community members, and strangers. • Case studies of powerful portrait-based photo essays.	04 + 44
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)		

Minor Course – Portfolio Development

Programme/Class: UG Degree in B. Design (VCD)	**Year:** Third	**Semester:** Sixth
Course Code: BD-VC-605	**Subject/ Course Title:** Portfolio Development	

Course outcomes:

1. Provide students with the opportunity to develop a professional portfolio showcasing their skills in graphics, VFX, 2D animation, and 3D animation.
2. Enhance students' proficiency in using industry-standard software tools and techniques.
3. Cultivate students' ability to conceptualize and execute creative projects that demonstrate their artistic vision and technical expertise.
4. Prepare students for careers in the fields of animation, visual effects, and graphic design by providing them with tangible evidence of their abilities.
5. Foster collaboration and peer feedback through critiques and reviews of each other's work.

Credits:3	**Minor**
Max. Marks: 30+70	**Min. Passing marks: 33**
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-6	

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to Portfolio Development** • Overview of the course objectives and expectations • Importance of a professional portfolio in the animation and graphics industry • Examples of successful portfolios and case studies	01 + 02
II	**Project Planning and Concept Development** • Brainstorming ideas for portfolio projects • Developing concepts and storyboards • Setting project goals and timelines	01 + 02
III	**Project Planning and Concept Development** • Brainstorming ideas for portfolio projects • Developing concepts and storyboards • Setting project goals and timelines	02 + 04
IV	**Software Tools and Techniques** • Introduction to industry-standard software tools (e.g., Adobe Creative Suite, Autodesk Maya, Blender) • Tutorials and hands-on exercises to familiarize students with software interfaces and functionalities	08 + 32

College of Fine Arts & Fashion Design (SCFD) Meerut PRINCIPAL

V	**Graphics Design Project** • Designing logos, posters, and other graphic elements • Applying principles of composition, typography, and color theory • Incorporating client feedback and revisions OR **VFX Project** • Creating visual effects such as explosions, particle simulations, and digital compositing • Using green screen and chroma key techniques • Integrating VFX elements into live-action footage OR **2D Animation Project** • Developing animated characters and storyboards • Principles of timing, spacing, and motion in animation • Creating character rigs and animating using key frames and interpolation OR **3D Animation Project** • Modeling, texturing, and lighting 3D assets • Rigging and animating characters and objects • Rendering and compositing final animation sequences	26
VI	**Portfolio Presentation and Critique** • Assembling and organizing portfolio projects into a cohesive presentation • Practice presenting work professionally and articulating design decisions • Peer critique and feedback sessions	02

Suggested Readings:
The Animator's Survival Kit by Richard Williams
Digital Lighting & Rendering by Jeremy Birn

Evaluation Method: Max. Marks 30
Assessment Type : **Assignments** (10 Marks)
Assessment Type : **Class Test** (10 Marks)
Assessment Type : **Attendance** (10 Marks)

Subharti College of Fine Arts & Fashion Design (SCFF) * Meerut * PRINCIPAL

SEMESTER VII

Major Course – History of Graphic Design & Visual Communication

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Seventh
Subject: Major Course		
Course Code: BD-VC-401	**Course Title:** History of Graphic Design & Visual Communication	
Course Out Come: 1. Trace major milestones in the history of graphic design. 2. Identify and critique the key movements, styles, and contributions of major designers. 3. Understand how visual communication responded to changing societal needs and technologies. 4. Apply historical knowledge in developing contemporary design concepts.		
Credits: 5	Major Course	
Max. Marks: 30+ 70	Min. Passing Marks:	
Total No. of Lecture – Tutorials - Practical (in hours per week) 5-0-0		

Unit	Topic	No. of Theory class: Hours
1.	**Introduction to Visual Communication & Early History** • Definition and scope of visual communication • Visual storytelling in prehistoric cave paintings and symbols • Egyptian hieroglyphics, Chinese calligraphy, and cuneiform writing systems • Invention of paper and its impact **Practical/Activity**: Timeline assignment of early visual systems	12 Hours
2.	**Manuscripts, Printing & Renaissance** • Illuminated manuscripts in Europe and Asia • Invention of the printing press by Gutenberg (15th century) • Typography and movable type systems • Renaissance influence on visual arts and printing design **Key Figures**: Johannes Gutenberg, Albrecht Dürer	12 Hours
3.	**20th Century Modernist Movements** • The Bauhaus and Swiss Style (International Typographic Style) • Constructivism, Futurism, Dada, and De Stijl • Minimalism and function in design • Role of design in propaganda (World Wars) **Key Designers**: Paul Rand, Jan Tschichold, Herbert Bayer, El Lissitzky	12 Hours
4.	**Industrial Revolution & Birth of Modern Graphic Design** • Mass production, lithography, and rise of advertising • Victorian-era design and display typefaces • Art Nouveau: aesthetics and organic forms in design • Rise of poster design (Jules Chéret, Toulouse-Lautrec)	12 Hours
5.	**Postmodernism & Contemporary Design** • Emergence of Postmodern graphic design • Punk, Grunge, and Digital aesthetics (1990s) • Graphic design in the internet and social media age • Experimental typography and motion graphics **Key Designers**: David Carson, Neville Brody, Paula Scher	08 Hours
	Indian Graphic Design & Visual Culture • Pre-independence Indian print culture (posters, handbills) • Indian calendar art, cinema posters, and hand-painted signage • Post-independence identity design (e.g., Ashoka Emblem, Indian Airlines) • Contemporary Indian graphic designers and studios **Key Figures**: Benoy Sarkar, R. K. Joshi, Gopalkrishna Gandhi, Codesign Studio, NH7 Weekender branding	
	Visual Communication in Global Contexts • Cross-cultural communication and semiotics • Visual storytelling across cultures • Role of symbols, icons, and infographics	

Subharti College of Fine Arts & Fashion Design (SCFF) * Meerut *
PRINCIPAL

	• Globalization and local identity in branding **Case Studies**: Olympics logos, UN branding, multinational packaging design	

Suggested Readings:

1. "Meggs' History of Graphic Design" – *Philip B. Meggs & Alston Purvis*
2. "Graphic Design: A New History" – *Stephen J. Eskilson*
3. "Design Literacy: Understanding Graphic Design" – *Steven Heller*
4. "The Visual History of Type" – *Paul McNeil*
5. "Indian Design Edge" – *Amit Krishn Gulati (for Indian design evolution)*

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

Suggested Equivalent online Course:

Further suggestion: None

Basics of Research Methodology

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Seventh
Course Code: BD-VC-702	**Subject/ Course Title:** Basics of Research Methodology	

Course outcomes:

By the end of the course, students will be able to:

1. To familiarize students with the basic principles and concepts of research methodology.
2. To equip students with the knowledge and skills necessary to critically evaluate research studies.
3. To enable students to design and conduct their research projects effectively.
4. To enhance students' ability to communicate research findings clearly and coherently.
5. To cultivate a research-oriented mindset and promote ethical conduct in research practices.

Credits: 5	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0

Unit	Topics	No. of Lectures
I	**Introduction to Research** • Definition and significance of research • Types of research (basic, applied, quantitative, qualitative) • Characteristics of good research	08
II	**Research Design** • Formulating research questions and objectives • Variables and hypotheses • Experimental vs. non-experimental designs	08
III	**Sampling Techniques** • Probability sampling methods (simple random sampling, stratified sampling, cluster sampling) • Non-probability sampling methods (convenience sampling, purposive sampling, snowball sampling)	12
IV	**Data Collection Methods** • Surveys and questionnaires • Interviews (structured, semi-structured, unstructured) • Observational methods • Secondary data sources	12
V	**Writing Research Proposals** • Components of a research proposal (title, abstract, introduction, literature review, methodology, timeline, budget) • Tips for writing clear and concise research proposals	12

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

VI	**Research Ethics** • Principles of research ethics • Informed consent and confidentiality • Avoiding plagiarism and maintaining integrity in research	10
Suggested Readings: Research Methodology: A Step-by-Step Guide for Beginners by Ranjit Kumar		
Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)		

Specialization – II (Graphics/ VFX/2DAnimation/ 3D)

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Seventh
Course Code: BD-VC-703	**Subject/ Course Title:** Specialization – II (Graphics/ VFX/2DAnimation/ 3D)	
Course outcomes: 1. Foster creativity, problem-solving, and critical thinking in the context of the chosen specialization. 2. Prepare students for careers in the animation, VFX, and graphic design industries through hands-on experience and portfolio development.		
Credits: 6	**Major**	
Max. Marks: 100	**Min. Passing marks: 33**	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-12		

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Advanced Concepts and Techniques** • Case studies and examples of projects showcasing advanced skills and creativity • Introduction to industry-standard software tools and workflows	02 + 08
II	**Advanced Software Tools and Workflows** • Hands-on tutorials and exercises to familiarize students with advanced workflows and techniques	02 + 08
III	**Project Development** • Iterative development process, including prototyping, testing, and refining project ideas • Guidance and feedback from instructors and peers throughout the project development phase	04 + 16
IV	**Project Implementation** • Execution of the portfolio project, applying advanced skills and techniques learned in previous weeks • Troubleshooting and problem-solving challenges that arise during project implementation • Time management and organization to ensure project deadlines are met	08 + 32
V	**Project Review and Feedback** • Peer review and critique sessions to provide feedback on each other's project progress • Instructor-led feedback sessions to assess project development and offer guidance for improvement • Reflection and self-assessment on the strengths and areas for growth in the portfolio project	06
VI	**Project Presentation and Portfolio Development** • Finalizing and polishing the portfolio project for presentation • Creating supporting documentation, such as process documentation, project breakdowns, and artist statements • Presentation of portfolio projects to the class and invited industry professionals for feedback and critique	74

Gurunanak College of Fine Arts & Design (SCFA) * Meerut * PRINCIPAL

Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)

Minor Project Report

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Seventh
Course Code: BD-VC-712	**Course Title:** Project Report	
Course outcomes: By the end of the course, students will be able to: 1. Effectively gather, evaluate, and synthesize information from a variety of credible sources. 2. Develop innovative and feasible solutions to real-world problems. 3. Apply project management principles to plan, execute, and complete a comprehensive project report. 4. Manage time, resources, and team dynamics effectively to meet project deadlines.		
Credits:4	**Minor**	
Max. Marks: 30+70	**Min. Passing marks:**	
Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8		

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Teaching Methodology** • Description of teaching methods employed • Use of practical exercises, lectures, workshops, etc. • Integration of technology and software tools	06 + 20
II	**Curriculum Content** • Detailed breakdown of topics covered in each module or unit • Description of theoretical concepts and practical skills taught • List of software tools and resources used	04 + 08
III	**Assessment Methods** • Overview of assessment criteria • Types of assessments (e.g., exams, projects, presentations)	02 + 06
IV	**Student Projects** • Description of projects assigned to students • Examples of project topics or themes • Showcase of student work or achievements	04 + 02
V	**Resources** • List of textbooks, online resources, and references used • Links to software tutorials or guides • Details of any additional materials required	10
VI	**Project Report:** Prepare Project report file related to Specialization	40

Evaluation Method: Max. Marks 30 Assessment Type : Assignments (10 Marks) Assessment Type : Class Test (10 Marks) Assessment Type : Attendance (10 Marks)

Subharti College of Fine Arts & Fashion Design
PRINCIPAL
Meerut

SEMESTER VIII

Academic Writing Techniques

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Eighth
Course Code: BD-VC-801	**Subject/ Course Title:** Academic Writing Techniques	

Course outcomes:

By the end of the course, students will be able to:

1. Introduce students to the principles and conventions of academic writing.
2. Develop students' ability to critically analyze and synthesize information from scholarly sources.
3. Enhance students' proficiency in formulating and supporting arguments in academic essays.
4. Familiarize students with different types of academic writing (e.g., research papers, literature reviews, and argumentative essays).

Credits: 4	**Major**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0

Unit	Topics	No. of Lectures
I	**Introduction to Academic Writing** • Definition and characteristics of academic writing • Importance of academic writing skills in higher education and professional contexts • Overview of the writing process	08
II	**Understanding Academic Genres** • Types of academic writing (e.g., research papers, literature reviews, essays) • Characteristics and conventions of different academic genres • Analyzing sample texts from various disciplines	08
III	**Formulating Research Questions and Thesis Statements** • Identifying research questions and objectives • Crafting clear and focused thesis statements • Articulating arguments and hypotheses	12
IV	**Writing Literature Reviews** • Purpose and scope of literature reviews • Synthesizing existing research and identifying gaps in the literature • Structuring and formatting literature review sections	12
V	**Incorporating Evidence and Citation** • Using quotations, paraphrases, and summaries to incorporate evidence • Understanding citation styles (e.g., APA, MLA, Chicago) • Properly citing sources and avoiding plagiarism	12
VI	**Developing Argumentative Essays** • Formulating persuasive arguments and counterarguments • Using evidence to support claims and refute opposing viewpoints • Strategies for building logical and convincing arguments	10
VII	**Presentation and Publication** • Strategies for presenting academic research orally and visually • Formatting and submitting manuscripts for publication • Navigating the peer review process	34

Suggested Readings:

They Say/I Say: The Moves That Matter in Academic Writing by Gerald Graff and Cathy Birkenstein

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions:

Textbooks, articles, and online resources on animation history
Film screenings of key animation milestones
Guest lectures by industry professionals or animation historians

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

Show Reel (Graphics/ VFX/2D Animation / 3D)

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Eighth
Course Code: BD-VC-802	**Subject/ Course Title:** Show Reel (Graphics/ VFX/2D Animation / 3D)	

Course outcomes: By the end of the course, students will be able to:

1. Demonstrate a high level of proficiency in Graphics/ VFX/2D Animation / 3D
2. Create a polished and professional presentation that effectively captures the attention of potential employers or clients.
3. Develop a personal brand that is clearly reflected in the style and content of the showreel/demo reel.
4. Effectively manage time and resources to meet project deadlines.

Credits: 4	**Minor**
Max. Marks: 30+70	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Introduction to Show reel Production** • Overview of show reel formats and styles • Identifying personal strengths and areas for improvement • Planning and organizing show reel content	06
II	**Graphics Design** • Principles of graphic design: layout, typography, color theory • Introduction to graphic design software: Adobe Photoshop, Adobe Illustrator • Creating graphic elements for show reel projects **Visual Effects (VFX)** • Introduction to VFX concepts and terminology • VFX software overview: Adobe After Effects, Nuke, Blender • Techniques for compositing, motion tracking, and green screen keying • Creating dynamic VFX shots for show reel projects **2D Animation** • Introduction to 2D animation principles: timing, spacing, squash and stretch • Animation software overview: Adobe Animate, Toon Boom Harmony • Storyboarding and animatics creation • Producing 2D animated sequences for show reel projects **3D Animation** • Introduction to 3D animation principles: modeling, rigging, animation • 3D animation software overview: Autodesk Maya, Blender • Character animation and lip-sync techniques • Creating 3D animated scenes for show reel projects	04 + 28
III	**Show reel Project Development** • Refining and polishing show reel projects • Incorporating feedback and revisions • Rendering and exporting show reel content	48
IV	**Show reel Presentation** • Students present their show reel projects to the class • Peer feedback and critique session • Reflection on personal growth and learning outcomes	06

Subharti College of Fine Art & Communication Design (SCFD) * Meerut * PRINCIPAL

V	**Assessment** • Show reel project development and execution • Class participation and engagement • Peer feedback and critique	10

Suggested Readings:
Cartoon Animation With Preston Blair, Revised Edition!by Preston Blair
Animator's Survival Kit, The Paperback by Richard E. Williams

This Major (Course Paper) is compulsory for all the students those are taking admission in the course of Animation.

Evaluation Method: Max. Marks 30
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions:
Tutorials, online courses, and reference materials for each software tool and technique
Access to required software and hardware resources
Guest lectures by industry professionals in graphics, VFX, and animation

Research Project/Dissertation

Programme/ Class: Bachelor's with Research in B. Design (VCD)	**Year:** Fourth	**Semester:** Eighth
Course Code: BD-VC-812	**Subject/ Course Title: Research Project/Dissertation**	

Course outcomes:
By the end of the course, students will be able to:
1. Define a clear and focused research question or problem statement within the field of animation, grounded in academic or industry relevance.
2. Conduct a thorough literature review to examine existing studies, theories, and practices related to the chosen research topic.
3. Design and implement an appropriate research methodology, employing qualitative, quantitative, or mixed methods as required.
4. Collect, interpret, and critically analyze data to draw meaningful conclusions that address the research question.
5. Communicate research outcomes effectively through a structured dissertation and oral presentation, demonstrating independent inquiry and original contribution to the field of animation.

Credits:12	**Research Project/Dissertation**
Max. Marks:	**Min. Passing marks: 33**

Total No. of lectures-Tutorials-Practical (in hours per week): L-T-P: - 12-0-0

Unit	Topics	No. of Tutorial Classes + Practical Hours
I	**Choosing a Research Topic and Developing a Proposal** • Selecting a research topic within the field of animation • Identifying a research question or problem statement • Conducting a literature review to explore existing research and knowledge • Developing a research proposal outlining the objectives, methodology, and expected outcomes of the research	06 + 20
II	**Research Methodology and Design** • Exploring different research methodologies (qualitative, quantitative, mixed methods) • Selecting an appropriate research design for the chosen topic • Planning data collection methods (surveys, interviews, experiments, etc.) • Ethical considerations in conducting research in animation	08 +20

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut PRINCIPAL

III	**Data Collection and Analysis** • Collecting and organizing relevant data and information • Applying appropriate data analysis techniques (statistical analysis, thematic analysis, content analysis, etc.) • Interpreting and synthesizing research findings • Discussing the limitations and implications of the research	04 +60
IV	**Dissertation Writing and Structure** • Structuring the dissertation document (introduction, literature review, methodology, results, discussion, conclusion, etc.) • Developing a coherent and well-organized argument throughout the dissertation • Writing clear and concise chapters with proper referencing and citation • Proofreading and editing techniques for academic writing	04 +40
V	**Independent Research and Writing** • Conducting independent research according to the proposed methodology • Analyzing and interpreting data to address the research question • Writing and revising the dissertation document in consultation with the supervisor • Seeking guidance and feedback from the supervisor throughout the research and writing process	190

Suggested Readings: No Need

Evaluation Method: Max. Marks 80
Assessment Type : Assignments (10 Marks)
Assessment Type : Class Test (10 Marks)
Assessment Type : Attendance (10 Marks)

At the End of the whole syllabus any remarks/ suggestions: The objective of the dissertation course is to provide students with an opportunity to conduct independent research and analysis on a specific topic within the field of animation. The course aims to develop students' research, critical thinking, and communication skills while allowing them to explore a subject of personal interest within the discipline.

Subharti College of Fine Arts & Fashion Design (SCFF) Meerut
PRINCIPAL