

# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

## SYLLABUS FOR 4th Sem DES PROGRAMME

Visual Merchandising II (18102281)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	36	36	1	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	Visual Merchandising:	100%	36

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

SYLLABUS FOR 4th Sem DES PROGRAMME

Design Project II (18102251)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	72	72	4	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	Design functions and Design Management:	30%	22
2	Design fundamentals in digital based proceedings:	20%	14
3	Design Process:	30%	22
4	Research Method:	20%	14

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

SYLLABUS FOR 4th Sem DES PROGRAMME

Materials for Communication Medias (18102252)

Type of Course: DES

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	72	72	2	-	40	-	60	-	100

Lect - Lecture, Tut - Tutorial, Lab - Lab, T - Theory, P - Practical, CE - CE, T - Theory, P - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Communication Theory:	40%	28
2	Material Study & Communication Articles:	30%	22
3	Representation Methods:	30%	22

\*Continuous Evaluation:

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# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

## SYLLABUS FOR 4th Sem DES PROGRAMME

Digital Methods II (18102253)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	72	72	4	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	Fundamental Study Method, Tools & Techniques:	20%	14
2	Basic of Illustrator:	50%	37
3	Process & Production methods:	30%	21

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

# PARUL UNIVERSITY - FACULTY OF DESIGN

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## SYLLABUS FOR 4th Sem DES PROGRAMME

Contextual Photography (18102254)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	72	72	3	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	<b>Semiotics Representation:</b>	30%	22
2	<b>Alternative Process:</b>	20%	14
3	<b>Photography as medium of expression:</b>	30%	22
4	<b>Process &amp; Production methods:</b>	20%	14

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

# PARUL UNIVERSITY - FACULTY OF DESIGN

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## SYLLABUS FOR 4th Sem DES PROGRAMME

Typography II (18102255)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	36	36	3	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	Letter Forms And Their Manifestations:	40%	14
2	Typographic Elements Their Functions And Inter-Relations.:	30%	11
3	Form, Function & User:	30%	11

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

SYLLABUS FOR 4th Sem DES PROGRAMME

History of Design/Visual Study (18102256)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	18	18	1	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	History Of Design in Visual Form:	50%	9
2	Evolution & Theoretical approach:	50%	9

**\*Continuous Evaluation:**

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# PARUL UNIVERSITY - FACULTY OF DESIGN

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SYLLABUS FOR 4th Sem DES PROGRAMME

Inter-Design Studies II (18102258)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	36	36	2	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	Cultural study:	30%	11
2	System Design II:	40%	15
3	Ethnography Study:	15%	5
4	Representation & Interpretation:	15%	5

**\*Continuous Evaluation:**

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# PARUL UNIVERSITY - FACULTY OF DESIGN

Department of Bachelor of Design

## SYLLABUS FOR 4th Sem DES PROGRAMME

Photography II (18102280)

**Type of Course:** DES

**Prerequisite:**

**Rationale:**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Semester	Tut Hrs/ Semester	Lab Hrs/ Semester		External		Internal			
				T	P	T	CE	P	
-	36	36	1	-	40	-	60	-	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

**Contents:**

Sr.	Topic	Weightage	Teaching Hrs.
1	<b>Studio Photography:</b>	20%	7
2	<b>Medium &amp; Technique:</b>	30%	11
3	<b>Project:</b>	30%	11
4	<b>Process &amp; Production methods:</b>	20%	7

**\*Continuous Evaluation:**

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