



**Gyanmanjari**  
Innovative University

Syllabus  
Gyanmanjari College Of Computer Science  
Semester-I (BSC.IT)

**Subject:** Graphic Design Essentials – BST2XX11304

**Type of course:** Skill Enhancement Courses

**Prerequisite:** Students should have basic computer operation skills and willingness to explore visual communication and digital design concepts.

### Rationale:

Graphic Design Essentials introduces students to the fundamentals of visual communication, design principles, typography, color theory, and digital design tools. The course follows a practical and industry-oriented approach where students create real-world design projects such as posters, social media graphics, branding materials, and UI layouts using tools like Canva and Figma. It helps students develop creativity, visual thinking, and digital content creation skills required in modern IT, media, and digital marketing industries.

### Teaching and Examination Scheme:

| Teaching Scheme |   |   | Credits | Examination Marks |     | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-------------|
| CI              | T | P | C       | SEE               | CCE |             |
| 4               | 0 | 2 | 5       | 100               | 50  | 150         |

*Legends: CI-Class Room Instructions; T- Tutorial; P- Practical; C- Credit; SEE- Semester End Evaluation; LWA- Lab Work Assessment; V- Viva voce; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

### Course Content:

| Sr. No | Course Content                                                                                                                                                                                                                                                                   | Hrs. | % Weightage |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
|        | <b>Introduction to Graphic Design &amp; Visual Communication:</b><br><br><b>Theory Topics:</b> Introduction to Graphic Design, Meaning and Importance of Graphic Design, Applications of Graphic Design, Good Design vs Poor Design, Visual Communication, Communication through |      |             |



Images and Text, Line, Shape, Space, Color, Balance and White Space, Canva Basics, Figma Basics, Exporting Designs

**Practical:**

1. Redesign poor design example into good design.
2. Design awareness poster using visual communication concepts.
3. Create composition using lines and geometric shapes only.
4. Create an "About Me" poster using shapes and text.
5. Design layout using balance and white space principles.
6. Explore Canva interface, toolbar, templates, and export options.
7. Export design in PNG and PDF formats.
8. Design a business promotion poster using Canva templates.
9. Create a collage using images, icons, and typography.
10. Design a quote card showing importance of graphic design.
11. Design a profile card using typography, icons, and spacing techniques.
12. Create hierarchy-based text poster using different font sizes.

**Evaluation Method:**

| Sr. No. | Evaluation Methods                                                                                                                                                                               | SEE | CCE |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|
| 1       | <b>Awareness Campaign Poster:</b> Create an A3 awareness poster in Canva on given topic with a title, slogan, message, visuals, and call-to-action. Submit in PNG/PDF format.                    | 20  |     |
| 2       | <b>Comparison of Graphic Design Tools:</b> Compare Canva, Figma, Photoshop, and Illustrator based on features, usability, and applications. Present with examples/screenshots and upload on ERP. |     | 5   |
| 3       | <b>Student Development Program - From Basics to Professional Documents:</b> Microsoft Word interface and essential tools, Professional document formatting                                       |     | 5   |
|         | Total                                                                                                                                                                                            | 20  | 10  |

**Examination Style:**

**Awareness Campaign Poster (20 marks)**

Create an A3 size awareness campaign poster using Canva within 2 hours on given topic. The poster should include a campaign title, slogan, awareness message, suitable images or illustrations, and a call-to-action

18

20%



|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |  |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | <p>statement. Students must apply visual communication principles, typography, color combinations, balance, alignment, and white space techniques to create an attractive and meaningful design. The poster should clearly communicate the message and demonstrate creativity, readability, and professional presentation skills. The final design must be exported in PNG or PDF format.</p> <p><b>Comparison of Graphic Design Tools (5 marks)</b><br/>Compare graphic design tools such as Canva, Figma, Adobe Photoshop, and Adobe Illustrator based on features, usability, templates, collaboration support, and design applications. Students should identify the advantages, limitations, and suitable use cases of each tool with proper visual examples or screenshots. The activity may be presented in the form of a report, presentation, or infographic. Proper content arrangement, readability, and visual presentation should be maintained. The final submission must be uploaded on the GMIU ERP Portal for evaluation.</p> <p><b>From Basics to Professional Documents (5 marks)</b><br/>Create and format a professional document using Microsoft Word by applying appropriate fonts, styles, headings, alignment, spacing, margins, headers, footers, page numbers, and other layout features. Students should demonstrate proper use of formatting tools to improve the document's readability, consistency, and professional appearance. The activity may include a report, formal letter, resume, or academic document. Proper content arrangement and visual presentation should be maintained. The final submission must be uploaded on the GMIU ERP Portal for evaluation.</p> |  |  |
|  | <p><b>CRAP Design Principles &amp; Layout Composition:</b></p> <p><b>Theory Topics:</b> Introduction to CRAP Principles, Meaning and Importance of CRAP Principles, Relationship Between Design Elements and Principles, Applying CRAP in Real Designs, Visual Focus and Emphasis, Contrast in Advertisements and Posters, Repetition, Visual Consistency in Design, Alignment and Proximity, Types of Alignment, Organized and Structured Layouts, Layout Composition, Grid System and Layout Design, Visual Balance and Hierarchy, Rule of Thirds and Visual Flow</p> <p><b>Practical:</b></p> <ol style="list-style-type: none"> <li>13. Create a before-and-after redesign applying CRAP principles.</li> <li>14. Create a poster highlighting Visual Focus and Emphasis techniques.</li> <li>15. Create a social media advertisement using visual hierarchy principles.</li> <li>16. Design a product showcase poster using contrast and repetition principles.</li> <li>17. Create a portfolio page layout using visual consistency principles.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |  |





| 2       | <p>18. Design a comparison layout showing proper and improper alignment.</p> <p>19. Design a business card applying proximity and alignment techniques.</p> <p>20. Design a restaurant flyer using hierarchy and organized spacing.</p> <p>21. Design a newsletter layout using columns and alignment techniques.</p> <p>22. Create a magazine layout using grid system principles.</p> <p>23. Create a structured photo gallery layout using grid alignment.</p> <p>24. Design a web page mockup with structured layout composition.</p> <p>25. Create a promotional banner using visual flow and balance concepts.</p> <p>26. Create an event announcement post applying Rule of Thirds composition.</p> <p>27. Design a creative advertisement using emphasis and focal point techniques.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 18      | 20%                |     |     |   |                                                                                                                                                                                                        |    |  |   |                                                                                                                                                                                                                           |  |    |  |       |    |    |  |  |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------|-----|-----|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----|--|-------|----|----|--|--|
|         | <p><b>Evaluation Method:</b></p> <table border="1"> <thead> <tr> <th>Sr. No.</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td><b>Professional Brochure Design:</b> Create a professional bi-fold/tri-fold brochure in Canva for an event, including event details, schedule, speakers, venue, registration, and contact information.</td><td>20</td><td></td></tr> <tr> <td>2</td><td><b>Product Promotion Flyer:</b> Design an A4 promotional flyer in Canva for any product, including product details, features, offers/pricing, images, and contact information. Apply proper design principles and layout.</td><td></td><td>10</td></tr> <tr> <td></td><td>Total</td><td>20</td><td>10</td></tr> </tbody> </table> <p><b>Examination Style</b></p> <p><b>Professional Brochure Design (20 marks)</b><br/>Create a professional bi-fold or tri-fold brochure using Canva within 2 hours for an event such as seminar, workshop, exhibition, or conference. Include introduction, schedule, speaker details, highlights, venue, registration information, and contact details with suitable images and icons. Students should apply all CRAP principles, grid-based layout, visual hierarchy, alignment, and organized content arrangement to create a structured and professional brochure design.</p> <p><b>Product Promotion Flyer (10 marks)</b><br/>Design an A4 size product promotion flyer using Canva within 2 hours for any product such as mobile phone, food item, fashion product, or</p> | Sr. No. | Evaluation Methods | SEE | CCE | 1 | <b>Professional Brochure Design:</b> Create a professional bi-fold/tri-fold brochure in Canva for an event, including event details, schedule, speakers, venue, registration, and contact information. | 20 |  | 2 | <b>Product Promotion Flyer:</b> Design an A4 promotional flyer in Canva for any product, including product details, features, offers/pricing, images, and contact information. Apply proper design principles and layout. |  | 10 |  | Total | 20 | 10 |  |  |
| Sr. No. | Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SEE     | CCE                |     |     |   |                                                                                                                                                                                                        |    |  |   |                                                                                                                                                                                                                           |  |    |  |       |    |    |  |  |
| 1       | <b>Professional Brochure Design:</b> Create a professional bi-fold/tri-fold brochure in Canva for an event, including event details, schedule, speakers, venue, registration, and contact information.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 20      |                    |     |     |   |                                                                                                                                                                                                        |    |  |   |                                                                                                                                                                                                                           |  |    |  |       |    |    |  |  |
| 2       | <b>Product Promotion Flyer:</b> Design an A4 promotional flyer in Canva for any product, including product details, features, offers/pricing, images, and contact information. Apply proper design principles and layout.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |         | 10                 |     |     |   |                                                                                                                                                                                                        |    |  |   |                                                                                                                                                                                                                           |  |    |  |       |    |    |  |  |
|         | Total                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 20      | 10                 |     |     |   |                                                                                                                                                                                                        |    |  |   |                                                                                                                                                                                                                           |  |    |  |       |    |    |  |  |



|         | online service. Include product name, product features, offer or pricing details, images, and contact information. Students must apply Contrast, Repetition, Alignment, and Proximity principles along with proper spacing, typography consistency, and organized layout structure to create an attractive promotional flyer. The final submission must be uploaded on the GMIU ERP Portal for evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |         |                    |     |     |   |                                                                                                                                                                                                                |    |  |    |     |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------|-----|-----|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|----|-----|
| 3       | <p><b>Typography &amp; Content Design:</b></p> <p><b>Theory Topics:</b> Typography Basics, Serif Fonts, Sans Serif Fonts, Script Fonts, Font Pairing, Typography Terminologies, Typography Hierarchy, Heading and Body Text, Readability and Spacing, Content Arrangement</p> <p><b>Practical:</b></p> <ol style="list-style-type: none"> <li>28. Create a font pairing chart using Serif, Sans Serif, and Script fonts.</li> <li>29. Design a business advertisement using typography hierarchy principles.</li> <li>30. Create a creative name poster using decorative typography styles.</li> <li>31. Design a motivational poster using typography emphasis techniques.</li> <li>32. Design a newsletter layout with proper heading and body text arrangement.</li> <li>33. Design a menu card using font hierarchy and content arrangement.</li> <li>34. Design a product information layout using readable typography structure.</li> <li>35. Create a social media banner using bold and minimal typography styles.</li> <li>36. Create a certificate design using professional font combinations.</li> <li>37. Create a digital greeting card using script and decorative fonts.</li> <li>38. Create a book cover design using typography hierarchy and visual balance.</li> <li>39. Design a web page text layout using spacing and alignment principles.</li> <li>40. Design an infographic using clear heading and content arrangement techniques.</li> </ol> <p><b>Evaluation Method:</b></p> <table border="1"> <thead> <tr> <th>Sr. No.</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>I</td><td><b>Creative Publication Design:</b> Create a creative publication design in Canva using proper typography, images, headings, colors, and layout to achieve a professional and visually appealing presentation.</td><td>20</td><td></td></tr> </tbody> </table> | Sr. No. | Evaluation Methods | SEE | CCE | I | <b>Creative Publication Design:</b> Create a creative publication design in Canva using proper typography, images, headings, colors, and layout to achieve a professional and visually appealing presentation. | 20 |  | 18 | 20% |
| Sr. No. | Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | SEE     | CCE                |     |     |   |                                                                                                                                                                                                                |    |  |    |     |
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|   |                                                                                                                                                                                                               |    |    |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|
| 2 | <b>Professional Resume Template Design:</b> Design a professional resume template in Canva with personal details, education, skills, experience, and contact information using a clean and structured layout. |    | 10 |
|   | Total                                                                                                                                                                                                         | 20 | 10 |

**Examination Style:**

**Creative Publication Design (20 marks)**  
 Create a creative publication design using Canva within 2 hours by applying typography, layout composition, readability, and visual hierarchy principles. The design should include suitable headings, subheadings, images, text content, and decorative elements arranged in a clean and visually balanced format. Students must use proper font pairing, spacing, alignment, and color combinations to create an attractive and professional design. Creativity, content arrangement, visual presentation, and overall design quality will be considered during evaluation. The final design must be exported in PNG or PDF format.

**Professional Resume Template Design (10 marks)**  
 Design a professional resume template using Canva within 2 hours. The resume should include personal details, career objective, education, technical skills, experience, certifications, and contact information. Students must apply typography hierarchy, readability principles, spacing techniques, font pairing, and structured layout composition to create a clean and professional resume suitable for job applications. The final submission must be uploaded on the GMIU ERP Portal for evaluation.

**Color Theory & Image Composition:**

**Theory Topics:** Color Theory, RGB and CMYK, Color Schemes, Color Psychology, Image Resolution and Cropping, Image Placement, Infographic Design, Poster Composition

**Practical:**

41. Create a triadic color scheme poster using balanced color combinations.
42. Design a brand logo using suitable color psychology concepts.
43. Design a business promotion poster using suitable color psychology.
44. Create a social media advertisement using RGB color mode principles.
45. Design a travel banner using high-resolution images and vibrant colors.





46. Design a print-ready flyer using CMYK color settings.  
 47. Create a before-and-after image composition using cropping techniques.  
 48. Create a creative photo frame layout using image composition principles.  
 49. Design a photo collage using proper image placement and spacing.  
 50. Create a movie poster using color harmony and visual composition.  
 51. Create an educational infographic using icons, charts, and color hierarchy.

**Evaluation Method:**

| Sr. No. | Evaluation Methods                                                                                                                                                                                                 | SEE | CCE |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|
| 1       | <b>Visual Information &amp; Product Design:</b> Create a creative Canva design using text, images, icons, and colors with proper layout, readability, and visual hierarchy to communicate information effectively. | 20  |     |
| 2       | <b>Festival Promotion Banner:</b> Design a Canva festival banner including festival name, greeting, event details, date, time, and relevant visuals using attractive colors and typography.                        |     | 10  |
| Total   |                                                                                                                                                                                                                    | 20  | 10  |

4

18

20%

**Examination Style:****Visual Information & Product Design (20 marks)**

Create a creative visual design using Canva by applying color theory, image composition, visual hierarchy, and information presentation techniques. The design should include suitable text content, images, icons, color combinations, and visual elements arranged in a professional and attractive layout. Students must apply proper image placement, readability, color harmony, spacing, and composition principles to create an effective and visually balanced design. Creativity, presentation quality, content organization, and overall visual communication effectiveness will be considered during evaluation.



|         | <b>Festival Promotion Banner (10 marks)</b><br>Design a promotional banner for a festival or celebration event using Canva. Include festival name, greeting message, event details, date, time, and relevant images or illustrations. Students should apply suitable color schemes, image composition, visual balance, typography readability, and proper image placement techniques to create a visually appealing festival banner. The final submission must be uploaded on the GMIU ERP Portal for evaluation.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |                   |     |     |   |                                                                                                                                                                                          |    |  |    |     |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|-----|-----|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|--|----|-----|
| 5       | <b>Digital Design Applications &amp; Portfolio:</b><br><br><b>Theory Topics:</b> Social Media Graphics, Logo Design Basics, Branding Basics, Advertisement Design, Mobile Interface Basics, Web Interface Basics, Wireframing Basics, Portfolio Development<br><br><b>Practical:</b><br><br>52. Create Instagram promotional post for startup/business.<br>53. Design digital advertisement banner for marketing campaign.<br>54. Design Instagram story for product promotion.<br>55. Create YouTube thumbnail using typography and images.<br>56. Create social media carousel design.<br>57. Design branding template using brand colors and fonts.<br>58. Design logo for startup/business.<br>59. Create business card using branding principles.<br>60. Create mobile app login screen UI design.<br>61. Design simple website homepage mockup.<br>62. Create a mini digital portfolio slide/page by arranging 4–5 best works from previous modules with title, category and short description.<br><br><b>Evaluation Method:</b> <table border="1"> <thead> <tr> <th>Sr. No.</th><th>Evolution Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>I</td><td><b>Startup Branding Kit:</b> Design a startup branding kit in Canva including a logo, business card, and Instagram post with a consistent color palette, typography, and brand identity.</td><td>20</td><td></td></tr> </tbody> </table> | Sr. No. | Evolution Methods | SEE | CCE | I | <b>Startup Branding Kit:</b> Design a startup branding kit in Canva including a logo, business card, and Instagram post with a consistent color palette, typography, and brand identity. | 20 |  | 18 | 20% |
| Sr. No. | Evolution Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | SEE     | CCE               |     |     |   |                                                                                                                                                                                          |    |  |    |     |
| I       | <b>Startup Branding Kit:</b> Design a startup branding kit in Canva including a logo, business card, and Instagram post with a consistent color palette, typography, and brand identity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 20      |                   |     |     |   |                                                                                                                                                                                          |    |  |    |     |





|   |                                                                                                                                   |    |    |
|---|-----------------------------------------------------------------------------------------------------------------------------------|----|----|
| 2 | <b>Canva Branding Design Certification:</b> Complete the Canva Design School “Branding Design” course and obtain the certificate. |    | 10 |
|   | Total                                                                                                                             | 20 | 10 |

**Examination Style:**

**Startup Branding Kit (20 marks)**  
Design a branding kit for a startup or small business using Canva. The branding kit should include logo design, business card, and Instagram promotional post using common typography styles, color palette, and visual identity elements. Students should maintain branding consistency and apply professional layout and typography principles across all branding materials.

**Canva Branding Design Certification (10 marks)**  
Complete the “Branding Design” course offered through Canva Design School to develop an understanding of branding fundamentals, visual identity, design consistency, and effective brand communication. Students are required to complete the course and obtain the course completion certificate. The certificate must be uploaded on the **GMIU ERP Portal** within the prescribed deadline for evaluation.

### Suggested Specification:

| Distribution of Theory Marks<br>(Revised Bloom's Taxonomy) |                    |                      |                    |                |                 |               |
|------------------------------------------------------------|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level                                                      | Remembrance<br>(R) | Understanding<br>(U) | Application<br>(A) | Analyze<br>(N) | Evaluate<br>(E) | Create<br>(C) |
| Weightage<br>%                                             | 10%                | 10%                  | 30%                | 15%            | 10%             | 25%           |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

|                                                            |                                                                                                                                                          |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| After learning the course, the students should be able to: |                                                                                                                                                          |
| CO1                                                        | Analyze the fundamentals of graphic design, visual communication concepts, and basic design elements for creating effective visual compositions.         |
| CO2                                                        | Build professional layouts by applying CRAP design principles, visual hierarchy, balance, and composition techniques in real-world designs.              |
| CO3                                                        | Create typography-based designs using appropriate font selection, typography hierarchy, readability, and content arrangement principles.                 |
| CO4                                                        | Develop visually appealing graphics using color theory, color psychology, image composition, and visual storytelling techniques.                         |
| CO5                                                        | Execute industry-oriented digital design projects including branding, social media graphics, UI layouts, and portfolio-based creative works using Canva. |

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students.

A minimum of 20–30% of the course content shall be suggested to deliver through Flipped Learning, where students study digital learning resources before the classroom session. Classroom time shall be utilized for discussion, problem-solving, practical applications, and higher-order learning activities.

Students shall be encouraged to use AI-powered learning platforms, simulation software, virtual laboratories, digital libraries, research databases, online certification courses, NPTEL, SWAYAM, MOOCs, and other technology-enabled learning resources to strengthen conceptual understanding and practical competence.

Continuous assessment shall be conducted through Active Learning Assignments (ALAs), quizzes, skill demonstrations, presentations, practical exercises, projects, case studies, innovation activities, peer assessment, reflective learning, and industry-oriented tasks instead of relying primarily on conventional written assignments.

**Reference Books:**

- [1] **The Fundamentals of Graphic Design** – Gavin Ambrose, Paul Harris, Nigel Ball
- [2] **The Non-Designer's Design Book** 3<sup>rd</sup> Edition – Robin Williams
- [3] **Graphic Design School:** – David Dabner, Sandra Stewart, Eric Zempel, Abbie Vickress
- [4] **Design Elements: A Graphic Style Manual** – Timothy Samara
- [5] **Graphic Design The New Basics:** Second Edition, Book by Ellen Lupton and Jennifer C. Phillips



**Suggested Assessment Guidelines:****Module 1 - Awareness Campaign Poster**

| <b>Design Implementation Task (20 Marks)</b> |                                                                                             |              |
|----------------------------------------------|---------------------------------------------------------------------------------------------|--------------|
| <b>Criteria</b>                              | <b>Description</b>                                                                          | <b>Marks</b> |
| Concept relevance and message clarity        | Effectively communicates the awareness theme with clear purpose and audience understanding. | 5            |
| Creativity and visual appeal                 | Innovative layout, attractive visuals, balanced composition, and creative presentation.     | 5            |
| Typography and color usage                   | Proper selection of fonts, readability, color harmony, and visual hierarchy.                | 5            |
| Design execution and final presentation      | Proper alignment, spacing, image quality, neatness, and professional final output.          | 5            |
| <b>Total</b>                                 |                                                                                             | <b>20</b>    |

**Module 2 – Professional Brochure Design**

| <b>Brochure Design Task (20 Marks)</b>   |                                                                             |              |
|------------------------------------------|-----------------------------------------------------------------------------|--------------|
| <b>Criteria</b>                          | <b>Description</b>                                                          | <b>Marks</b> |
| Content organization and structure       | Information is properly arranged with logical flow and section management.  | 5            |
| Layout design and creativity             | Professional layout with creative use of space, grids, and design elements. | 5            |
| Typography, images, and branding         | Effective use of fonts, visuals, icons, and branding consistency.           | 5            |
| Overall presentation and print readiness | Clean finishing, proper formatting, alignment, and print/export quality.    | 5            |
| <b>Total</b>                             |                                                                             | <b>20</b>    |





**Module 3 – Creative Publication Design**

| <b>Publication Design Task (20 Marks)</b> |                                                                                           |              |
|-------------------------------------------|-------------------------------------------------------------------------------------------|--------------|
| <b>Criteria</b>                           | <b>Description</b>                                                                        | <b>Marks</b> |
| Page composition and layout management    | Proper arrangement of text, images, columns, and visual elements.                         | 5            |
| Creativity and originality                | Unique design approach with engaging and professional appearance.                         | 5            |
| Consistency in design elements            | Consistent typography, spacing, color palette, and formatting throughout the publication. | 5            |
| Final output and presentation quality     | Well-structured publication with proper export, readability, and finishing.               | 5            |
| <b>Total</b>                              |                                                                                           | <b>20</b>    |

**Module 4 – Visual Information & Product Design**

| <b>Visual Design Task (20 Marks)</b>      |                                                                                                        |              |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------|
| <b>Criteria</b>                           | <b>Description</b>                                                                                     | <b>Marks</b> |
| Information visualization and clarity     | Proper representation of information using visuals, icons, charts, or product presentation techniques. | 5            |
| Product/visual design creativity          | Innovative and visually appealing design with practical presentation.                                  | 5            |
| Color scheme, typography, and composition | Effective use of design principles, color balance, typography, and layout structure.                   | 5            |
| Design accuracy and final presentation    | Neat execution, proper alignment, professional finishing, and presentation quality.                    | 5            |
| <b>Total</b>                              |                                                                                                        | <b>20</b>    |



**Module 5 – Startup Branding Kit**

| <b>Startup Branding Kit (20 marks)</b> |                                                                                                                                                   |              |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Criteria</b>                        | <b>Description</b>                                                                                                                                | <b>Marks</b> |
| Logo Design & Brand Identity           | Creation of a unique, relevant, and professional logo that effectively represents the startup's vision and identity.                              | 5            |
| Branding Consistency                   | Consistent application of color palette, typography, and visual elements across all branding materials (logo, business card, and Instagram post). | 5            |
| Layout, Typography & Visual Hierarchy  | Effective use of spacing, alignment, typography hierarchy, readability, and structured layout composition.                                        | 5            |
| Creativity & Professional Presentation | Originality, visual appeal, design quality, neat execution, and overall professional presentation of the branding kit.                            | 5            |
| <b>Total</b>                           |                                                                                                                                                   | <b>20</b>    |

