



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2022-23

Programme: Bachelor of Technology (Artificial Intelligence (AI) and Data Science)

Semester: II

Course Code: 900009904

Course Title: Media and Graphics (A Course on Liberal Arts)

Course Group: Elective Course (Offered by Faculty of Arts)

Course Objectives:

- To encourage/ foster creativity among the students.
- To introduce students to the fundamentals of graphic designs.
- To cultivate / spawn awareness among students about the significance of art and designs, art criticism and aesthetics.
- To help the students understand the meanings of concept, designs, shapes, colors, print and medium.
- To give the students first-hand experience of working on Graphic Software.
- To develop in students an understanding of major issues, techniques and aspects of designs and print.

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
Lecture	Tutorial	Practical		Theory		J/V/P*		Total
				Internal	External	Internal	External	
0	0	2	2	NA	NA	50/18	50/17	100/35

* J: Jury; V: Viva; P: Practical

Detailed Syllabus:

Sr.	Contents	Hours
1	An Introduction to Media and Graphic Design: <ul style="list-style-type: none">• Creating Art, Art in Context and Art as Inquiry• History of Graphic Design• Constructional, Representational, and Simplification Drawing	03



2	Layout and Design: <ul style="list-style-type: none">• Layout, Design and Aesthetics• Elements of Design• Principles of Design: Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and ProportionImpact/function of DesignIndigenous design practicesRole of design in the changing social scenario	07
3	Form and Space <ul style="list-style-type: none">• Types of Forms: Man-made, Nature• Types of Space: Negative and Positive• Composition of Form and Space to create Layout• Exploring Creativity	06
4	Computer Graphics <ul style="list-style-type: none">• An Introduction to Graphic Software• Flash, Corel draw, Illustrator and Photoshop• Pre-press Process	04
5	Fonts <ul style="list-style-type: none">• Construction of Type• Anatomy of Type• Visual Language• Creating Logo and Symbol	04
6	Basic Print Media <ul style="list-style-type: none">• An Introduction to Press and its Development Phases• Types of Press• Types of Printing Technologies• Post-press Processes	03
7	Contemporary Issues in Graphic Design <ul style="list-style-type: none">• Present Day Graphic Designs• Contemporary Designers and their Contribution• Major Contemporary Issues in Graphic Design	03
TOTAL		30

Pedagogy:

Teaching will be practical based on the hands-on experiences, live and interactive sessions. It will run in the workshop mode. Four Workshops (each of a day) will be organised during the semester.

Evaluation:

The students will be evaluated continuously in the form of their consistent performance throughout the semester. There is no theoretical evaluation. There is just practical evaluation. The evaluation (practical) is schemed as 40 marks for internal evaluation and 60 marks for external evaluation.

Internal Evaluation:



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Students' performance in the course will be evaluated on a continuous basis through the following components:

Sr. No.	Component	Number	Marks per incidence	Total Marks
1	Participation	-	05	05
2	Performance/ Activities	-	15	15
3	Project	-	15	15
4	Attendance	-	05	05
Total				40

External Evaluation:

University Practical examination will be for 60 marks and will test the performance, activities and creative presentations of the students with reference to the course selected:

Sr. No.	Component	Number	Marks per incidence	Total Marks
1	Viva / Practical / Demonstration	01	60	60
Total				60

Learning Outcomes (CO):

At the end of the course, the students/participants should have developed:

- Cultivated a sense of creativity.
- Appreciation of art and designs, art criticism and aesthetics.
- How to recognize the elements of arts in graphic design.
- Better cognizance and association with the meaning of designs, shapes, colors, print and medium.
- Able to design graphics using computer softwares like Photoshop, CorelDraw, and Illustrator.

Curriculum Revision:

Version:	2.0
Drafted on (Month-Year):	June-2022
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025