SRISHTI MANIPAL INSTITUTE OF ART, DESIGN AND TECHNOLOGY *(A Constituent Unit of MAHE, Manipal)*

MANIPAL ACADEMY *of* HIGHER EDUCATION *(Institution of Eminence Deemed to be University)*
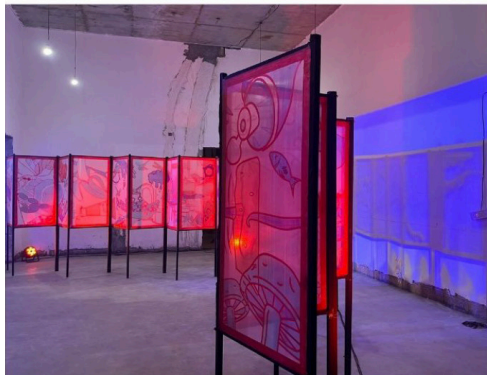
INSTITUTION OF EMINENCE

NAAC A++ GRADE ACCREDITED

4 Years | Undergraduate Professional Program | Bachelor of Design

B.Des. in Visual Communication and Strategic Branding

AICTE APPROVED

FOR FURTHER INFORMATION

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VISUAL COMMUNICATION AND STRATEGIC BRANDING

Visual Communication and Strategic Branding course at the Srishti Institute, focuses on preparing our learners to be agents of change, growth, activism and advocacy. The course is designed to blur the boundaries between Advertising and Graphic Design. Learning fundamental skills, basic principles and conceptual thinking takes precedence over learning to use computer applications and software. Gaining wider historical and contextual perspectives, strategies and solutions, proficiency in communication skills, decoding and making meaningful forms and executing these forms and messages on various media are some of the objectives of this course.

ELIGIBILITY
As per AICTE guidelines published on the admissions page of the Srishti Manipal website.

MEDIUM OF INSTRUCTION
English; all our transactions and transcripts will be in English.

DURATION
8 semesters (4 years); must be completed within 6 years from the start of the course of study.

DESCRIPTION OF CURRICULUM COMPONENTS

FOUNDATION STUDIES introduces students to basic principles and tools of Art and Design through contextual studies and hands-on learning and is common to all courses.

DISCIPLINARY STUDIOS are learning spaces where students develop core disciplinary skills and knowledge, while navigating in a trans-disciplinary environment.

WORKSHOPS provide intense learning experiences in making and doing, across the different disciplines.

GENERAL STUDIES are designed to develop and broaden one's world view and sharpen critical thinking and communication skills.

ELECTIVES allow students to expand their skills, develop interests and provide opportunities for travel and exchange.

ABILITY & SKILL ENHANCEMENT COURSES (AEC), (SEC) include learning units that enable enrichment of knowledge specific to a discipline, or are skill-based and provide hands-on-training and competencies.

CHARETTES are end of semester challenges that allow students to apply their learning from the studios and workshops to participate in brief-driven, quick-fire design assignments.

INTERIM is an open elective that encourages exploration through an open-ended framework for learning by engaging with artistic practices. Contemporary artists are invited from all over the world to lead place-based projects.

INTERNSHIP in an art or design studio/ organization / industry provides students an opportunity to refine and apply their learning in a professional environment.

TERM PAPER allows the integration of theory and reflection with practice or artefact creation.

PROJECT involves the application, synthesis and demonstration of capabilities acquired, and is a qualifier to the thesis.

THESIS PROJECT in the final year is the synthesis and demonstration of capabilities acquired. The first semester includes a qualifying research project; the second a Final Thesis project which is interdisciplinary, within a current context.

CO-CURRICULAR ACTIVITIES provide opportunities for students to stay healthy as well as broaden their talents in various activities.

CURRICULUM COMPONENTS	SEMESTER
Generic Skills	1, 2
Contextual Enquiry	1, 2
Performance of Understanding	1, 2
Disciplinary Studios	3, 4, 5, 6
Design Charette	3, 4, 5, 6
Internship	Between 6 & 7
Project	7
Term Paper	7
Thesis	8
Exhibition	8
Open Electives	1, 2, 3, 4, 5, 6
Workshops	1, 2, 3, 4, 5, 6, 7
General Studies	1, 2, 3, 4, 5, 6, 7
Ability & Skill Enhancement Courses	1, 2, 3, 4, 5, 6
Co-Curricular Activities	1, 2, 3, 4, 5, 6

MAJOR AND MINOR

Navigation for students under the CBCS is provided through the choice of an academic major and minors. In addition to this, there is a choice of open electives, through General Studies and Interim.

An Academic Major typically consists of a Core Curriculum, with prescribed units of study. The Core Curriculum may comprise of the disciplinary studios listed below, which are indicative and not exhaustive. The choice of learning units taken as an academic major may also include similar disciplinary studios chosen from those listed on the prospectus of other specialsed courses.

An Academic Minor is a student's second disciplinary choice and has its own prescribed units of study. A minor is chosen from learning units offered as prescribed as chosen from an interdisciplinary studies cluster other than the one in which their course is located.

CURRICULUM COMPONENTS

(This list may be amended and is listed here as indicative of the program of study)

SEMESTER 1 & 2 – ODD & EVEN
FOUNDATION STUDIES
(Common and Compulsory to All Specialisations)
Studio
Generic Skills
Contextual Enquiry
General Studies

Interim (Learning Expeditions)

SEMESTER 3 – ODD
DISCIPLINARY STUDIOS
Studio

SMVS2303	Researching the Practice
SMVS2301	Visual Tools
SMVS2321	Typographic Form & Communication
SMVS2319	Production Processes for Print

Workshops

SMAE2309	Visual Story Telling
SMVS2333	Calligraphy: Form, Technique & Design
SMAE2309	Introduction to UX/UI Design

SEMESTER 4 – EVEN
OPEN ELECTIVE – INTERIM
DISCIPLINARY STUDIOS
Studio

SMVS2305	Brand Strategy
SMVS2312	Publication Design
SMVS2314	Brand Identity
SMVS2304	Branding & Packaging Design

Workshops

SMAE2310	Introduction to UX/UI Design
SMVS2320	Letterpress Printing
SMVS2322	Book-Making / Book Art

SEMESTER 5 – ODD
DISCIPLINARY STUDIOS
Studio

SMVS2315	Information Visualisation
SMVS2325	Sign, Symbols, Metaphors
SMVS2313	Digital Design

Workshops

SMVS2335	Beyond a Box: Introduction to Packaging Design
SMVS2331	Screen Printing

SEMESTER 6 – EVEN
OPEN ELECTIVE – INTERIM
DISCIPLINARY STUDIOS
Studio

SMVS2306	Brand Communication & Media
SMVS2302	Illustration for Communication
SMVS2318	Professional Practice
SMVS2316	Visual Grammar of Diversity: Social Design

Workshops

SMVS2328	Crafting type - Introduction to Letterform Design
SMAE2310	Experimental Typography

SEMESTER 7 – ODD
PRE-THESIS PROJECT
TERM PAPER

SEMESTER 8 – EVEN
THESIS PROJECT
EXHIBITION

UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:

» Understanding users within larger contexts where work is situated: environments, cultures, societies and world view

» Understanding historical theory, contexts and finding roots to base work upon

» Be articulate in Visual Language using form, shape, color, composition, typography and develop attention to detail

» Ability to think and work using metaphors, signs and symbols to enhance meaning

» Understand inherent nature of variety of printed and electronic media and use them effectively

» Engaging in research with an inquiring mind, and methodical analysis to identify needs, generate insights and propose solutions

» Develop critical thinking, problem solving ability, organising ability, and gain contextual perspectives

» Develop lateral thinking ability to approach the unknown, crossing boundaries, and engage in multi-disciplinary ways

» Work Collaboratively in Participative design, to learn from others and engage in joint creative effort

» Engage in reflective & balanced practice where concerns span social, cultural and business contexts
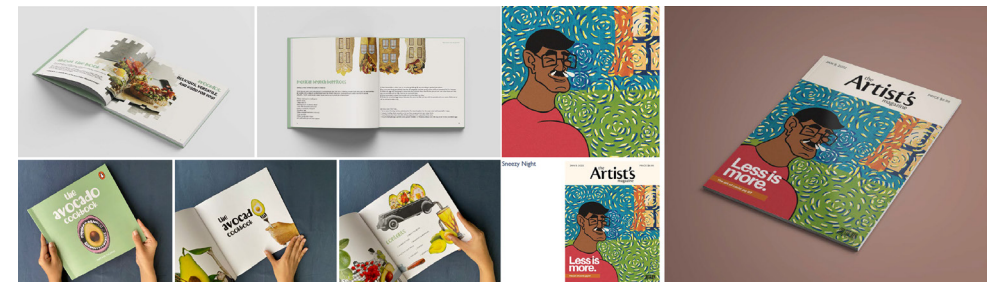
For more information on the programs and courses

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