



FACULTY OF
ARTS, DESIGN AND
HUMANITIES



2024 - 25

B.Des. (Visual Communication Design)

Programme Structure

Division	Faculty of Arts, Design and Humanities
School Name	School of Design
Department Name	Department of Design
Programme Name	B.Des. (Visual Communication Design)

Category-wise Credit Distribution

Category	Credits
Programme Foundation	34
Programme Major	48
Programme Electives	16
Programme Capstone Project/Problem-Based Learning/Seminar and Internships	32
University Core	24
University Electives	9
Total	163

Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which a student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MITWPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Odd(I)	Even(II)	Total Credits
First Year	23	20	43
Second Year	23	22	45
Third Year	22	20	42
Fourth Year	15	18	33

Semester	Course Type	Course Name / Course Title	Total Credits
I	University Core	Effective Communication	1
I	University Core	Critical Thinking	1
I	University Core	Environment and Sustainability	1
I	University Core	Foundations of Peace	2
I	University Core	Yoga - I	1
I	University Core	SLDP	1
I	Programme Foundation	Visualisation and Design Fundamentals	4
I	Programme Foundation	Makers and Tinkers Lab	3
I	Programme Foundation	Digital Tools	3
I	Programme Foundation	Introduction to Research, Thinking and Methods	3
I	Programme Foundation	Crafting Creativity and Impact	3
		Total	23

II	University Core	Advanced Excel	1
II	University Core	Financial Literacy	1
II	University Core	Yoga - II	1
II	University Core	Co-creation	1
II	University Core	Indian Constituion	1
II	University Core	IKS(General)	2
II	University Core	Sports	1
II	Programme Foundation	Communication theories and models	2
II	Programme Foundation	Visual Design Approaches and Techniques	4
II	Programme Foundation	Photography and Image processing	4
II	Programme Foundation	Sound Design	2
		Total	20

Semester	Course Type	Course Name / Course Title	Total Credits
III	University Core	Spiritual & Cultural Heritage; Indian Experience	2
III	University Core	Rural Immersion	1
III	University Electives	UE - I	3
III	University Electives	UE-II	3
III	Programme Major	Composition in Context	2
III	Programme Major	Visualising: Sequence to Impact	2
III	Programme Major	3D-Concepts and Characters	2
III	Programme Major	Digital Cinematography	4
III	Programme Electives	Character Animation, Video Edit Art of Layering	2
III	Programme Electives	Advanced Animation Techniques, Production Design, Physical Compositing	2
		Total	23

IV	University Electives	UE-III	3
IV	University Core	Rural Immersion	1
IV	University Core	Life Transformation Skills	1
IV	Programme Foundation	Typography	4
IV	Programme Major	Semiotics	2
IV	Programme Major	Interface Design: Visual Elements and Principles	2
IV	Programme Major	User Studies	2
IV	Programme Major	Visual Narrative Structure	3
IV	Programme Electives	Environment Concept Design, Screenwriting, Camera tracking and Lighting	4
		Total	22

Semester	Course Type	Course Name / Course Title	Total Credits
V	University Core	Managing Conflicts Peacefully: Tools and Techniques	2
V	Programme Foundation	IKS - VCD	2
V	Programme Major	Visual Identity Branding	2
V	Programme Major	Packaging Design	2
V	Programme Major	Language of Moving Images	3
V	Programme Major	System Design and Management	2
V	Programme Major	Applied Design Project	2
V	Programme Major	Game Design: Concepts and Practices	3
V	Programme Electives	Game Development Tools and Platforms, Advanced Cinematography, Texturing and Shading	2
V	Programme Electives	Game Level Design, Green Screen Shooting Methods, Advanced Virtual Integration	2
		Total	22

VI	University Core	National Academic Immersion	2
VI	Programme Major	Research for Visual Design	3
VI	Programme Major	Virtual Interaction Project	3
VI	Programme Major	Cognitive aspects of Design	4
VI	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Advertising for Modern Media	4
VI	Programme Electives	Animation and Game Production, Craft of Direction, VFX Production	4
		Total	20

Semester	Course Type	Course Name / Course Title	Total Credits
VII	Programme Major	Visual Design for Emerging Technologies	1
VII	Programme Major	Strategy and Visual Design Research	1
VII	Programme Major	Visual Design Prototyping and User Testing	1
VII	Programme Major	Visual Data-Driven Experiences	1
VII	Programme Major	Visual Design Portfolio and Presentation	1
VII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Dissertation Project - Visual Communication Design	8
VII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	D-Lights	2
		Total	15

VIII	Programme Capstone Project/Problem Based Learning/Seminar and Internships	Industry Internship - Visual Communication Design	18
		Total	18

*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.