



Since 1983

Dr. Vishwanath Karad

**MIT WORLD PEACE  
UNIVERSITY** | PUNE

TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



## ***B.Des. Visual Communication Design***

Programme Structure

 [mitwpu.edu.in](http://mitwpu.edu.in)

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

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| Course Type          | Description  |
|----------------------|--|
| Programme Core       | Courses dealing with foundations, depth and breadth of the major in which 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 MIT-WPU 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  | 22     | 22       | 44            |
| Second Year | 22     | 22       | 44            |
| Third Year  | 22     | 22       | 44            |
| Fourth Year | 15     | 18       | 33            |

### Semester – I

| Sr. No. | Name of the Course                     | Type               | Credits   |
|---------|--|--------------------|-----------|
| 1       | Indian Constitution                    | University Core    | 1         |
| 2       | Environment and Sustainability         | University Core    | 1         |
| 3       | Yoga - I                               | University Core    | 1         |
| 4       | Social Leadership Development Program  | University Core    | 1         |
| 5       | Financial Literacy                     | University Core    | 1         |
| 6       | Sketching and Visualization Techniques | Program Foundation | 4         |
| 7       | Material Exploration                   | Program Foundation | 4         |
| 8       | Design Fundamentals                    | Program Foundation | 4         |
| 9       | Geometry and Structures                | Program Foundation | 3         |
| 10      | Art, Craft and Design Chronicles       | Program Foundation | 2         |
|         | <b>Total Credits:</b>                  |                    | <b>22</b> |

### Semester – II

| Sr. No. | Name of the Course                       | Type               | Credits   |
|---------|--|--------------------|-----------|
| 1       | Yoga - II                                | University Core    | 1         |
| 2       | Co-creation                              | University Core    | 1         |
| 3       | AI for everyone                          | University Core    | 2         |
| 4       | Foundation of Peace                      | University Core    | 2         |
| 5       | Indian Knowledge System (General)        | University Core    | 2         |
| 6       | Sports                                   | University Core    | 1         |
| 7       | Art of Storytelling                      | Program Foundation | 2         |
| 8       | Typography: Design and Structure         | Program Foundation | 3         |
| 9       | Visual Design: Approaches and Techniques | Program Foundation | 2         |
| 10      | Photography and Image processing         | Program Foundation | 2         |
| 11      | Advanced Sketching and Visualization     | Program Foundation | 2         |
| 12      | Composition in Context                   | Program Foundation | 2         |
|         | <b>Total Credits:</b>                    |                    | <b>22</b> |

### Semester - III

| Sr. No. | Name of the Course                                 | Type                 | Credits   |
|---------|--|----------------------|-----------|
| 1       | Spiritual and Cultural heritage: Indian Experience | University Core      | 2         |
| 2       | Research Innovation Design Entrepreneurship (RIDE) | University Core      | 1         |
| 3       | University Electives - I                           | University Electives | 3         |
| 4       | User Research and Analysis                         | Program Foundation   | 3         |
| 5       | Digital Cinematography                             | Program Foundation   | 2         |
| 6       | 3D-Modeling  | Program Major        | 3         |
| 7       | VCD Studio Project - I                             | Program Major        | 4         |
| 8       | Program Elective - I (Track)                       | Program Electives    | 2         |
| 9       | Program Elective - I (Open)                        | Program Electives    | 2         |
|         | <b>Total Credits:</b>                              |                      | <b>22</b> |

### Semester - IV

| Sr. No. | Name of the Course         | Type                 | Credits   |
|---------|----------------------------|----------------------|-----------|
| 1       | Rural Immersion            | University Core      | 1         |
| 2       | Life Transformation Skills | University Core      | 1         |
| 3       | University Electives - II  | University Electives | 3         |
| 4       | Semiotics                  | Program Foundation   | 2         |
| 5       | Visual Identity & Branding | Program Major        | 3         |
| 6       | Packaging Design & Making  | Program Foundation   | 2         |
| 7       | Visual Narrative Structure | Program Foundation   | 2         |
| 8       | VCD Studio Project - II    | Program Major        | 4         |
| 9       | Program Elective - II      | Program Electives    | 2         |
| 10      | Program Elective - II      | Program Electives    | 2         |
|         | <b>Total Credits:</b>      |                      | <b>22</b> |

### Semester-V

| Sr. No. | Name of the Course                                  | Type                 | Credits   |
|---------|---|----------------------|-----------|
| 1       | Managing Conflicts Peacefully: Tools and Techniques | University Core      | 2         |
| 2       | University Electives - III                          | University Electives | 3         |
| 3       | Language of Moving images                           | Program Major        | 2         |
| 4       | Signages and Wayfinding                             | Program Major        | 2         |
| 5       | Interface Design: Visual Elements and Principles    | Program Major        | 2         |
| 6       | VCD Studio Project - III                            | Program Major        | 4         |
| 7       | Publication Design                                  | Program Major        | 3         |
| 8       | Program Elective - III                              | Program Electives    | 2         |
| 9       | Program Elective - III                              | Program Electives    | 2         |
|         | <b>Total Credits:</b>                               |                      | <b>22</b> |
|         |   |                      |           |

### Semester-VI

| Sr. No. | Name of the Course                  | Type   | Credits   |
|---------|-------------------------------------|--|-----------|
| 1       | National Academic Immersion Program | University Core                                  | 2         |
| 2       | Design Portfolio and Presentation   | Program Major                                    | 2         |
| 3       | Research for Visual Design          | Program Major                                    | 2         |
| 4       | Virtual Interaction Project         | Program Major                                    | 3         |
| 5       | Cognitive aspects of Design         | Program Major                                    | 2         |
| 6       | Advertising for New Media           | Program Capstone Project/Seminar and Internships | 3         |
| 7       | VCD Studio Project - IV             | Program Capstone Project/Seminar and Internships | 4         |
| 8       | Program Elective - IV               | Program Electives                                | 2         |
| 9       | Program Elective - IV               | Program Electives                                | 2         |
|         | <b>Total Credits:</b>               |  | <b>22</b> |

### Semester-VII

| Sr. No. | Name of the Course                                 | Type   | Credits   |
|---------|--|--|-----------|
| 1       | Summer Internship                                  | Program Capstone Project/<br>Seminar and Internships | 3         |
| 2       | VCD Research Project                               | Program Major  | 6         |
| 3       | Emerging Visual Communication Technologies         | Program Major  | 3         |
| 4       | Visual Communication Strategy and Entrepreneurship | Program Major  | 3         |
|         | <b>Total Credits:</b>                              |  | <b>15</b> |

### Semester-VIII

| Sr. No. | Name of the Course                             | Type   | Credits   |
|---------|--|--|-----------|
| 1       | Capstone Project - Visual Communication Design | Program Capstone Project/<br>Seminar and Internships | 18        |
|         | <b>Total Credits:</b>                          |  | <b>18</b> |

\*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.