

# Communication Design

**INTERDISCIPLINARY  
MINOR FOR UG**

Pathway  
Mapping



## DESIGN THROUGH DIGITAL & SOCIAL MEDIA (EMERGING AREAS)

### LEARNING OUTCOMES

**Knowledge:** Communication Design enables the students to express ideas, brands, and storylines clearly and creatively. The focus is on developing comprehensible design of messages and experiences.

**Skill:** The students will be strengthened with the concepts that connects contemporary and historical contexts of the graphic design and signage and styling techniques. Ability to practice communication design via hands-on/digital exploration using the relationships between type, image and layouts with suitable media.

**Synthesis:** This IDM will provide a strong foundation for a creative expression and ways of proceeding with design-based projects with appropriate communication aids.

SEM III  
Basics  
of Graphic  
Design

SEM IV  
Applied  
Semiotics

SEM V  
Fashion  
Styling  
(Editorial)

SEM VI  
Print &  
Media  
Design

SEM VII  
Digital  
Presentation  
Skills

Communication Design develops professional competencies in graphic, sign and symbol design, brand identity, styling, image processing and narration through a variety of print, media, and digital formats.

The students will be introduced to concepts that connect contemporary and historical contexts of the graphic arts and facilitate a fundamental understanding of the practice of communication design via hands-on exploration of the relationships between type, image, and meaning in communication design.

*Make your own creative visual stories*