

Rajasthan ILD Skills University
B.Voc in Graphic Design
 Semester - 5th semester

Couse Title : B.Voc in Graphic Design
Semester – Fifth

S.no	Paper Title	Paper Category Skill Compulsory (SC) Skill Elective (SE)	Credits			Total Credits	Exam Durations (Hrs.)		
			Theory	Practical	Self / Project / Industry		T	P	S
1	E-Commerce	SC	4	0	0	4	3		
2	Website development Project	SC	0		6	6			20 minutes
3	Advertising Design Major Research Project	SC	0	0	8	8			20 minutes
	Total Credits					18			

B. Voc. In Graphic Design

Semester - V

E-Commerce

Course Name : E-Commerce

Credits : 4

Pre-Requisite : NIL

Hours : 80

Units	Course Contents	No. of hours
Unit I	Electronic Commerce Framework, electronic and media convergence, traditional vs electronic business applications, the anatomy of E-commerce applications, overview of mobile computing technology, mobile data internet and mobile computing applications.	20
Unit II	Networks – Security and firewalls, client – server network security threads, firewalls and network security, data message security, encrypted documents and electronic mail.	20
Unit III	Architectural Framework for electronic commerce, World Wide Web as architecture, consumer oriented e-commerce, electronic data interchange (EDI), EDI Applications in business, EDI security document management and digital libraries.	20
Unit IV	Consumer oriented applications, mercantile process models, mercantile models from the consumer's perspective, and mercantile models from the merchant's perspective	20

Learning Outcome:

- Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.
- To provide adequate knowledge and understanding about E-Com practices to the students.
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.

Assessments

Assessment 1- from Unit –I- 10%

Assessment 1- from Unit –II- 20%

Assessment 1- from Unit –III- 20%

Assessment 1- from Unit –IV- 25%

Assessment 1- from Unit –V- 25%

Learning and Teaching Strategy :

Theoretical sessions

References

1 The Complete E-Commerce Book Author Reynolds Janice

2. The E-Commerce Book Building The E-Empire 1999 Edition by Juanita Ellis, Steffano Korper, Elsevier

Website Development Project

Course Name : Website Development Project

Credits : 6

Pre-Requisite : NIL

Hours : 140

Units	Course Contents	No. of hours
Unit I	<p>Introduction to project</p> <p>Create using all the techniques learned so far during the semester, for a restaurant . You are strongly encouraged to consider an appropriate navigation scheme and create a clear focal point.</p> <p>Html and CSS and Bootstrap:</p> <p>HTML (the Hypertext Markup Language) and CSS (Cascading Style Sheets) are two of the core technologies for building Web pages. Understand the principles of creating an effective web page, including an in-depth consideration of information architecture.</p>	10
Unit II	<p>Research on selected industry</p> <ul style="list-style-type: none">• Graphic design principles that relate to web design and learn how to implement theories into practice.• Analyzing the usability of a web site.• Understand how to plan and conduct user research related to web usability.	10
Unit III	<p>Project Process</p> <ul style="list-style-type: none">• Language of the web: HTML and CSS.• CSS grid layout and flexbox.• Use techniques of responsive web design, including media queries.• Use digital imaging (Adobe Photoshop.)• Embed social media content into web pages.	20
Unit IV	<p>Process Document</p>	100

Learning Outcome:

Research

Assessments

Presentation of project

Learning and Teaching Strategy :

Practical sessions

References

Responsive Web Design with HTML5 and CSS: Develop future-proof responsive websites using the latest HTML5 and CSS techniques by Ben Frain

HTML 101

The Essential Beginner's Guide to Learning HTML Coding

Advertising Design Major Research Project

Course Name : Advertising Design Major Research Project

Credits : 8

Pre-Requisite : NIL

Hours : 180

Brief description of the Course: The emphasis of the project on individually planned design research projects that involve considerations of Advertising Campaign for public welfare for any socially relevant issue.

This will involve wide range of requirements of different types and scope for visual, formal and structural innovations. The project is supported by theoretical information and assignments in the complementary nature of systematic and creative thinking in the various stages of the design process and visual, structural and functional analysis of design system. The outcome of the project will be in the form of innovative and conceptual design proposal that reflect the students understanding of the design process. These will be developed and presented in the form of appropriate and tangible design solutions including models, graphic solutions such as;

- TV Advertising concepts – Story boards
- Poster / Hoardings – Out door

This semester degree project provides the students with an opportunity to explore their designing talents which they have accumulated during the period of course. Students should prepare an advertising campaign and a process document .

Learning Outcome:

Research for project requirements

Assessments

Project Assessment from Research to execution

Learning and Teaching Strategy :

Practical sessions

