RAJASTHAN ILD SKILLS UNIVERSITY

Skill Component Semester structure Table Syllabus Format

COURSE TITLE: B.Voc in Graphic Design

SEMESTER: 6th

	Course Code	Title of Paper	Paper Category Skill Compulsory (SC) Skill Elective (SE)	Credits			Total credits
				Theory	Practical	Self/Project/Industry	
1		Portfolio Development	Skill Compulsory	0	0	4	4
2		Industry Oriented Project	Skill Compulsory	0	0	14	14
	Total Credits			**0**	**0**	**18**	**18**

PORTFOLIO DEVELOPMENT

Course Code:

Course Name: Portfolio development

Credit: 4

Pre-Requisite: NIL

Hours: 120

Aim – The course aims at to assist and mentor students in assembling a comprehensive portfolio of their academic work. Students will learn Graphic techniques, as well as how to organize and layout their project in both book and digital formats. The purpose of the portfolio is to showcase each student's best technical, creative, and analytical skills. The end product will be customized template that can then be supplemented with new projects as students continue to develop professionally. The portfolio will be required for applying job positions and successfully transfer to a higher studies in Graphic Design Program.

Units	Course Contents	No. of Hours
Unit I	**Design Boards** • Develop various boards like theme board, mood board, story board, color board, for all the design projects.	10
Unit II	**PROFFESSIONAL GUIDELINES & ETIQUETTE** • Workplace Etiquettes • Common Personal Values	30
Unit III	• Compile and present the portfolio effectively	10

Learning outcome:
- Enhance and polish the quality of previous design work to create smooth transition from project to project.
- Identify key components of each project and accentuate the strength of the project, constructing and meaningful storyline of portfolio.
- Illustrate the effective layout of design process and design project.
- Create both physical and digital portfolio format for various uses and increase accessibility of design work by potential employers.
- Create portfolio with excellent craftsmanship and clear communication, Prepare a resume and design statement.

Course outcome:
- Student(s) will demonstrate competence in preparing marketable portfolio.

Assessments
Assessment 1 (80%) – Building a professional portfolio
Assessment 2 (20%) - Viva Voce

Industry Oriented Project

Units	Course Contents	No. Of hours
Unit I	**Introduction to the project** • Research on various Industry segment and selection of brand/ label/client/industry related to any restaurant /hotel • visits	10
Unit II	**Research on selected Industry** • Selected industry – brand/ label/client/industry • Competitor analysis, • Segment price and client • Trends and forecast • Need Gap analysis • Social and economic environment	30
Unit III	**Project Process** • Industry brief (given by industry or design by student) • Industry Size Chart • Inspiration and theme • Design Boards • Process Document study • Logo study • Branding and presentation study of that particular restaurant /hotel • Cite changes for Need in the branding process of the restaurant . • Presentation of project	140

Key learnings:
- Research on various branding systems people use in food industry
- Research for the project requirements
- Doing Project from research to execution according to the Industry given brief

Assessments

Assessment 1 (100%) –presentation of the project and submission in hard copy of the same .

Assessment 2 (100%)-Viva- Voce