

COURSE AIMS AND OBJECTIVES

- » To produce productive and technically competent professionals who are accomplished and skillful in their practice that traverses digital as well as print based design.
- » To enable our graduates with industry standard professionalism and work ethics, so as to be capable participant in the publishing industry, either as Illustrators or Graphic Designers.
- » To produce graduates with graphic & layout skills, and, illustration & imaging skills as demanded by the publishing industry in print and digital spaces.



SRI SH TI MANIPAL
INSTITUTE OF ART, DESIGN
AND TECHNOLOGY
(A Constituent Unit of MAHE, Manipal)



3 Years | Undergraduate Skill-Based Vocational Program | Bachelor of Vocation

B.Voc. in Graphic Arts and Design Practices

PATHWAYS GRAPHIC DESIGN | ILLUSTRATION



FOR FURTHER INFORMATION

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GRAPHIC ARTS AND DESIGN PRACTICES

The publishing industry in India is counted among the top seven publishing nations in the world. With an estimated market of INR 10,000 crores, India ranks third after the US and UK in English language publishing. The sector has tremendous potential, both in the domestic as well as the export markets.

PATHWAY 1: GRAPHIC DESIGN

PATHWAY 2: ILLUSTRATION

CURRICULUM COMPONENTS	SEMESTER
Theory	1, 2, 3, 4, 5
Tutorial	1, 2, 3, 4, 5
Master Class	1, 2, 3, 4, 5
Practical	1, 2, 3, 4, 5, 6
Self-Study	1, 2, 3, 4, 5, 6
Seminar	2, 4
Focused Area Study	5
Projects	1, 2, 3
Mentor Lab	5
Portfolio	1, 2, 3, 5
Language	1, 2, 3, 4, 5
Electives	1, 2, 3, 4
Holistic Education	1, 2, 3, 4
Practicum	1, 2, 3, 4, 5, 6
Industry Exposure	2
Apprenticeship	4
Capstone	6

ELIGIBILITY

Published on the admissions page of the Srishti Manipal website.

MEDIUM OF INSTRUCTION

English; all our transactions and transcripts will be in English.

DURATION

6 semesters (3 years); based on the National Skills Qualification Framework (levels 4, 5, 6, 7).

MODES OF DELIVERY

THEORY Master classes, appreciation, lecture-demos, readings

TUTORIALS Learning by working on given tasks, interjected with short periods of instruction/demonstration to learn specific techniques or ideas

MASTER CLASSES Interactions that could be face-to-face, on Skype or as webinars

PRACTICAL Studio settings where students will use techniques and concepts they have learnt to facilitate making, doing and thinking. This learning mode is envisioned as a space for experimenting, synthesizing knowledge and practices through immersive engagement, intuition, contextual learning, design processes and creative methodologies

FOCUSED AREA STUDY Specialized learning in a specific aspect of a discipline that has a direct skill based industrial input. Core skills are amplified based on cutting edge industry trends as crystallized through the round table and the mentor labs

SELF-STUDY SESSIONS Sessions where documentation, online resources and forums are used to learn specific topics- this could include taking short online courses (when such are available) and working on open-source projects

PORTFOLIO Building of a curated collection of work

PRACTICUM Work based learning experience

PROJECTS Punctuations in a semester, requiring students to work individually or collaboratively towards a real or simulated design brief

SEMINAR Students work towards the articulation of a position on the one hand and being sensitive to the position of the other. Seminar is a mode where learners explore a curated - theme, technology, method or innovation through guided interaction with industry experts, professionals or students themselves, in a collaborative mode

ROUND TABLE Brings in experts from the industry as keynote speakers, in addition to students who have come in fresh from industry apprenticeship, to create a reflection on how the industry and institution collaborate in order to produce vocation specific learning

MENTOR LABS Non-prescriptive by nature, mentors labs enable rather than instruct in different areas such as technical knowhow, innovation and design, leadership and motivation, business and entrepreneurship

INDUSTRY EXPOSURE Facilitate building networks and keeping abreast with the developments that are constantly occurring in industry - field visits, trade shows, festivals, symposiums, seminars conferences

APPRENTICESHIP Involves working in a professionally mentored environment under a practitioner from the industry such as a master craftsman, designer or artist

CAPSTONE PROJECT A compulsory industry-based project situated in a real world production pipeline, focusing on developing industry standard solutions. Students will apply their skills and learning in research, design process, ideation, prototyping, making and testing.

PATHWAY 1

GRAPHIC DESIGN

The practice of Graphic Design is rich, versatile and exploratory as it is nested at the threshold of communication, and visual arts through print as well as digital mediums. This pathway develops skill sets that span a variety of industries from advertising, branding and marketing, to publication design, book making and web design as students learn to work across a variety of art and design contexts and concerns and aims to create skilled professionals who think through their craft.

In addition, the course enables learning in visual communication, design thinking and culture studies through core studios such as typography, publication design, information design, branding & advertising, marketing collateral design, packaging design, web design, and user interface design. The abilities of our Graphic Design students are desired in numerous industries and sectors – media, entertainment, publishing, marketing, corporations, NGOs, small-scale industries, and education to name a few.

EXIT CRITERIA

At the end of year 1 students will:

- » Apply principles of visual design and Gestalt to create imaginative visual compositions.
- » Use principles of Typography and Basic Typography to create imaginative compositions.
- » Develop visual sensibility & attention to detail.
- » Work with and combine text and visuals to create simple and coherent piece of visual communication material.
- » Develop ability to use industry standard computer software to visualize, layout, and manipulate text and visual content.
- » Learn to consider advantages and challenges of various production and print-making techniques when outputting own work.

At the end of year 2 students will:

- » Be familiar with a variety of contexts in which data can be manipulated Leverage principles of interaction and interface design for screen.
- » Develop competence in the use and application of various tools, techniques and processes.
- » Hone industry level professional ability to design marketing collateral.
- » Collaborate and participate in the entire process of design from design brief to print-ready files for a specific industry.
- » Be able to create digital publications for mobile or tablets.

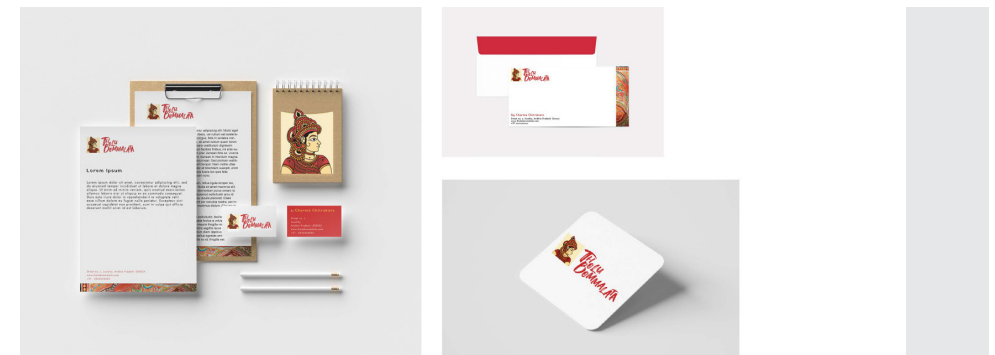
At the end of year 3 students will:

- » Conceptualize and execute a creative brief through proficiency in ideation, research, visualization, execution, communication and presentation.
- » Demonstrate capability to work independently on a wide range of complex visual communication design projects.
- » Have a professional portfolio that documents wide range of graphic design projects for print or for screen.

FOR FURTHER INFORMATION

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PATHWAY 2

ILLUSTRATION

Illustration is one of the oldest art-form to visualize ideas and communicate complex information through visuals. Contemporary illustration includes hand-drawn and printed as well as digitally produced images that use variety of media and methods to arrive at the desired visual. Visual story-telling and constructing imaginative visual narratives is one of the primary skill developed in this pathway. Apart from this, interpretation and visual explanation of a text, concept or process, is taught and developed as the core skill.

The abilities of our Illustration graduates are desired in numerous industries – education, music, entertainment, fashion, publishing, media, science, medicine, literature, children’s literature and marketing to name a few. The course enables blended learning of print-based and digital mediums and covers Drawing, Character Design, Motion Graphic, 3- D Illustration, Sequential Narratives, Creative Imaging, and Visual Story Telling and builds capabilities to be technically sound, visually skillful and industrially relevant.

EXIT CRITERIA

At the end of year 1 students will:

- » Be able to apply basic knowledge of the elements of design (Type, Color, Layout, Imaging) and, understand and employ principles of Gestalt in creating simple print based communication material that combines text and illustration.
- » Develop a range of drawing and imaging techniques, keeping in mind principles of cognition and perception.
- » Use principles of Basic Typography to enhance interaction of text and images.
- » Develop ability to use industry standard computer software to visualize, layout, and manipulate text and visual content.

At the end of year 2 students will:

- » Understand & work with various printmaking & printing techniques to realize artistic as well as communicative ideas.
- » Develop logical thinking, problem-solving ability and understand user needs through employment of design research and design processes.
- » Learn to apply illustration/creative imaging to enhance communication, aesthetics, behavior and visual perception of a brand.
- » Become proficient in industry standard computer software to visualize, realize ideas, create imaginative layouts; manipulate text and visual content for print as well as screen based design.
- » Work with industry as an intern apprentice.

At the end of year 3 students will:

- » Conceptualize and execute a creative brief through proficiency in ideation, research, visualization, execution, communication and presentation.
- » Demonstrate capability to work independently on a wide range of projects requiring illustration as the primary mode of communication.
- » Have a professional portfolio that documents wide range of illustration based projects for print or for screen.
- » Have designed a capstone either as an individual or a collaborative project.

FOR FURTHER INFORMATION

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