



Gyan Vihar Centre for Arts and Design

Curriculum for Academic Session 2026 -2027 for the following Programmes:

1. M.Des. Communication Design

S.No.	Programmes	Remarks
1	M. Des. Communication Design	Semester I & IV

Programme Educational Objectives:

1. Advanced Design Knowledge and Research

To develop an advanced understanding of communication design, visual systems, user-centred design, interaction design, and research methodologies for addressing complex contemporary communication challenges.

2. Innovation and Strategic Design Practice

To nurture innovative thinking, critical analysis, strategic problem-solving, and interdisciplinary approaches for creating impactful communication experiences across print, digital, interactive, and emerging media platforms.

3. Professional Leadership and Ethical Responsibility

To prepare graduates as responsible design professionals capable of leadership, collaboration, professional practice, and ethical decision-making within creative industries, academia, research, and design-driven organisations.

4. Industry Integration and Lifelong Learning

To encourage continuous learning, experimentation, technological adaptability, and industry engagement for sustaining professional growth and contributing to the evolving global design ecosystem.

Programme Intended Learning Outcomes:

1. Advanced Communication Design Knowledge

Apply advanced principles of visual communication, typography, interface design, interaction design, branding, publication design, motion graphics, and digital media in professional design practices.



2. Research and User-Centred Problem Solving

Demonstrate the ability to conduct design research, user analysis, usability studies, and contextual investigations for developing meaningful and research-driven communication solutions.

3. Strategic and Critical Thinking

Develop strategic thinking, conceptualisation, design management, and analytical abilities for solving complex communication and user-experience challenges across multidisciplinary contexts.

4. Digital and Interactive Design Competency

Utilise contemporary digital tools, interface systems, prototyping methods, animation, interactive technologies, and emerging media platforms for designing effective user experiences and communication systems.

5. Professional Practice and Industry Readiness

Demonstrate professional competency through industry-oriented projects, design management practices, portfolio development, presentation skills, client communication, and collaborative workflows.

6. Ethical, Sustainable and Socially Responsible Design

Integrate ethical values, sustainability principles, accessibility standards, inclusivity, and social responsibility within communication design solutions and professional practices.

7. Innovation and Independent Design Practice

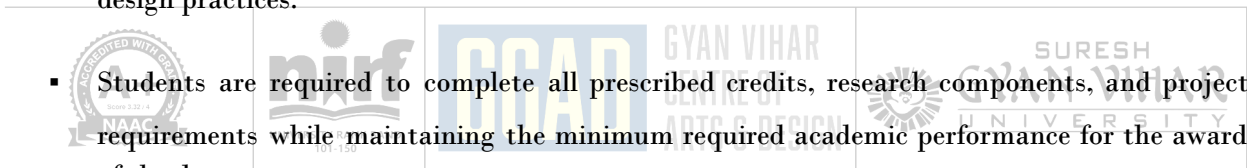
Develop the ability to independently conceptualise, execute, and manage advanced communication design projects, research initiatives, and professional design practices within global creative industries.

CREDIT SYSTEM

- The M.Des. programme follows a semester-based Choice-Based Credit System (CBCS) structure designed to integrate advanced design learning, research, experimentation, and professional practice.
- The programme consists of four semesters combining theory, studio practice, research-based learning, live projects, seminars, and industry-oriented design projects.



- Credits are assigned to courses based on lecture, studio, practical, project, and research engagement hours conducted per week.
- The curriculum emphasises user-centred design, interaction design, communication systems, research methodologies, visual storytelling, digital media, and interdisciplinary design practices.
- Student performance is evaluated through Continuous Internal Evaluation (CIE), practical examinations, studio juries, research documentation, presentations, portfolio reviews, and End Semester Examinations (ESE).
- The programme promotes innovation, professional ethics, industry collaboration, design management, and research-oriented learning aligned with contemporary communication design practices.



- Students are required to complete all prescribed credits, research components, and project requirements while maintaining the minimum required academic performance for the award of the degree.
- The final semester emphasises professional practice and an industry-oriented Post-Graduation Project focusing on research, execution, documentation, and portfolio development.



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1st Year – 1st Semester (Autumn Semester) - This is the first odd semester, which runs from July to December.

S.No	Course Type	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in%)	
					L	T/S	P		CIE	ESE
1	Program Core	DG9001	Communication Skills	2	2				40	60
2	Program Core	DG9002	Elements and Principles of Design	4	2		2		60	40
3	Program Core	DG9003	Visual Communication for Interfaces	2			2		60	40
4	Program Core	DG9004	Design Process & User-Centred Design	4			4		60	40
5	Program Core	DG9005	Space and Form	2			2		60	40
6	SODECA	SODECA-I	Social Outreach, Discipline & Extra Curricular Activities -I	2					100	
			TOTAL	16	4	0	10			



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1st Year – 2nd Semester (Spring Semester)-This is first even semester which runs from January to June.

S.No	Course Type	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in%)	
					L	T/S	P		CIE	ESE
1	Program Core	DGX001	Design Research Methodology	2	2				40	60
2	Program Core	DGX002	Package Design	4	2		2		60	40
3	Program Core	DGX003	Publication Design	2			2		60	40
4	Program Core	DGX004	Elements of Photo, Video and Animation	4			4		60	40
5	Program Core	DGX005	Design Project 2: Publication/ Packaging/ Infographics	6			6		60	40
6	SODECA	SODECA-I I	Social Outreach, Discipline & Extra Curricular Activities-II	2					100	
			TOTAL	20	4	0	14			



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2nd Year– 3rd Semester (Autumn Semester)-This is second odd semester which runs from July to December.

S.No	Course Type	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in%)	
					L	T/S	P		CIE	ESE
1	Program Core	DGY001	Design Management & Professional Practice	2	2				40	60
2	Program Core	DGY002	Information Architecture & UX Systems	2			2		60	40
3	Program Core	DGY003	Advertising & Marketing	2			2		60	40
4	Program Core	DGY004	Interaction Design	4			4		60	40
5	Program Core	DGY005	Design Project 3: Ad Campaign in print/ Motion/ Social Media/ Way Finding and Signage Design	6			6		60	40
6	SODECA	SODECA-I II	Social Outreach, Discipline & Extra Curricular Activities -III	2						100
			TOTAL	18	2	0	14			



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2nd Year–4th Semester (Spring Semester)-This is second even semester which runs from January to June.

S.No	Course Type	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in%)	
					L	T/S	P		CIE	ESE
2	Program Core	DGZ001	Post-Graduation Project	18		18			60	40
3	Program Core	DGZ002	Professional Practice	4	2	2			40	60
6	SODECA	SODECA-I V	Social Outreach, Discipline & Extra Curricular Activities -IV	2					100	
			TOTAL	24	2	20	0			