MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Bachelor of Arts (Honours) Animation and Graphic Design - Fifth Semester - Modifications to the Course Outcomes, Course Content and Mode of Assessment - Approved - Orders Issued.

ACA 16

No. 6035/ACA 16/2026/MGU Priyadarsini Hills,Dated: 15.06.2026

Read:-1. U.O.No.5797/AC A16/2024/MGU, dated.27.06.2024.

2. Minutes of the meeting of the Expert Committee on Animation and Graphic Design (UG).

3. Orders of the Vice Chancellor under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, dated. 11.06.2026.

ORDER

The syllabi of various Honours Under Graduate Programmes coming under The MGU-UGP (Honours) Regulations, 2024, have been approved vide paper read as (1) above and published on the website of the University.

The Expert Committee on Animation and Graphic Design (UG), discussed the need to modify the Course Outcomes, Course Content and Mode of Assessment of DSC/DSE/SEC type courses, in the Fifth Semester syllabus of **Bachelor of Arts (Honours) Animation and Graphic Design** programme, and has submitted recommendations vide paper read as (2) above.

(Recommendations are attached as Annexure)

Considering the urgency, sanction has been accorded by the Vice Chancellor, in exercise of the powers of the Academic Council vested upon him under Section 10(17), Chapter III of the Mahatma Gandhi University Act 1985, vide paper read as (3) above, to approve the said recommendations.

Hence, the Course Outcomes, Course Content and Mode of Assessment of the said courses in the Fifth Semester syllabus of **Bachelor of Arts (Honours) Animation and Graphic Design** programme, stands modified to this extent.

Orders are issued accordingly.

SIJI ANNA KURIEN

ASSISTANT REGISTRAR III

(ACADEMIC)

For REGISTRAR

Copy To

1. PS to VC
2. PA to Registrar/CE
3. Convenor, Expert Committee, Animation and Graphic Design (UG)
4. JR 2 (Admin)/DR 2, AR 3 (Academic)
5. JR/DR/AR (Exam)
6. Tabulation/Academic Sections concerned
7. AC C1/AC C2 Sections
8. IT Cell 3/OQPM1 Sections
9. PRO/IQAC/Records Sections
10. Stock File/File Copy

File No. 45892/AC A16-3/2026/ACA 16.

Forwarded / By Order

Section Officer

Annexure

SEMESTER V

Course Name: 3D Character Art
Course Code: MG5DSCAGD300

COURSE OUTCOMES

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No. (Modified)	Page No.
1	Create 3D character models with correct proportions, topology flow, and integrated body structures suitable for texturing and rigging.	A	No Change	84
2	Apply UV mapping and texturing techniques to create clean, well-organized UV layouts and high-quality textures for 3D character models.	A		
3	Develop precise and efficient character rigging skills to support animation, game development, and related applications.	An, C		
4	Apply keyframe animation techniques to create realistic, expressive character movements with precise frame-by-frame control.	An, C	1,2,10	

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course description (Modified)	Hrs (Modified)	CO No.	Page No.
1	**Introduction to Character Modeling**				85
	No Change				
2	**UV Mapping and Character Texturing Fundamentals (Modified)**				
	2.1	Character texturing basics	No Change	No Change	
	2.2	UV Texture Mapping Mastery	3		
	2.3	Texture unwrapping essentials	4		
	2.4	Removed			
3	**Character Rigging and Skinning Techniques (Modified)**				
	3.1	Rigging basics, Joint Setup and orientation	3	No Change	
	3.2	Node Editor, Connection Editor	No Change		
	3.3	Constraints & Expressions in Rigging	4		
	3.4	IK Handle and Spline Handle, Deformers	No Change		

	3.5	Set Driven keys, Attributes, Locking & Hiding Channels	No Change	No Change	
	3.6	Biped Rigging Techniques	7		
	3.7	Skinning & Weight Control	4		
	3.8	Removed			
4	**Fundamentals and Diversity in Character Animation (Modified)**				
	4.1	No Change	No Change	No Change	
	4.2				
	4.3				
	4.4				
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

A. Continuous Comprehensive Assessment (CCA) **Total Marks: 30 Marks**	**Page No.**
• Assessment methods like Assignments, Practical exercises, mini-projects, class tests etc. to conduct the Continuous Comprehensive Assessment (CCA) for 30 marks.	86
• All assessments must be clearly mapped to the Course Outcomes (COs) specified in the syllabus.	
• The Teacher-Specific Module (TSC) is a compulsory part of the CCA. It should be designed, conducted, and evaluated by the teacher and must also be mapped to relevant COs.	

B. End Semester Evaluation (ESE) - Practical Examination and Mini Project **Total Marks: 70 Marks** **Component Distribution Chart based on Course Outcome and its Marks distribution** 1. Practical Examination will be conducted for a duration of **5 hours.** 2. The examination will consist of: **a Practical Examination (Modelling & Texturing)** The questions should require students to model the body parts of a character and apply textures based on the given reference. b **Mini Project Evaluation (Rigging & Animation)** The Mini Project evaluation will be conducted simultaneously during the practical examination. Students must create a rig setup for a character, implement its functionality, and animate the character using the created rig. The submission should include both the work file and a video output.	**Page No.** 86

Mapped CO	ESE Components	Evaluation Parameters	Marks	Total Marks	
CO1	Modelling- Practical Examination	Evaluate proportion, topology, anatomy, and completeness of character body parts.	20	40	
CO2	Texturing- Practical Examination	Evaluate UV quality, texture placement, surface finishing, and technical correctness	20		
CO3	Mini Project	Evaluate rig setup, control system, deformation quality, and skinning accuracy	15	30	
CO4	Mini Project	Evaluate pose quality, motion clarity, timing, expression, and animation polish	15		

Course Name: Design for Web
Course Code: MG5DSCAGD301

COURSE OUTCOMES (CO) (Modified)

CO No.	Expected Course Outcome	Learning Domains	PO No.	Page No.
1	No Change	No Change	No Change	87
2				
3				
4				
5	Removed			

COURSE CONTENT

Content for Classroom Transaction (Units)

<table>
<tr><th>Module</th><th colspan="2">Units</th><th>Course Description (Modified)</th><th>Hrs (Modified)</th><th>CO No. (Modified)</th><th>Page No.</th></tr>
<tr><td rowspan="5">1</td><td colspan="5">Understanding Web Fundamentals & structure</td><td rowspan="15">88</td></tr>
<tr><td colspan="2">1.1</td><td rowspan="4">No Change</td><td>5</td><td rowspan="4">No Change</td></tr>
<tr><td colspan="2">1.2</td><td>8</td></tr>
<tr><td colspan="2">1.3</td><td>6</td></tr>
<tr><td colspan="2">1.4</td><td>6</td></tr>
<tr><td rowspan="5">2</td><td colspan="5">Cascading Style Sheets (CSS) Fundamentals</td></tr>
<tr><td colspan="2">2.1</td><td rowspan="4">No Change</td><td>No Change</td><td rowspan="4">No Change</td></tr>
<tr><td colspan="2">2.2</td><td>4</td></tr>
<tr><td colspan="2">2.3</td><td>5</td></tr>
<tr><td colspan="2">2.4</td><td>3</td></tr>
<tr><td rowspan="5">3</td><td colspan="5">Advanced CSS and Layout</td></tr>
<tr><td colspan="2">3.1</td><td rowspan="4">No Change</td><td>No Change</td><td>3</td></tr>
<tr><td colspan="2">3.2</td><td>5</td><td>3</td></tr>
<tr><td colspan="2">3.3</td><td>5</td><td rowspan="2">No Change</td></tr>
<tr><td colspan="2">3.4</td><td>No Change</td></tr>
<tr><td rowspan="7">4</td><td colspan="5">Design and develop a responsive website</td></tr>
<tr><td colspan="2">4.1</td><td colspan="3">Removed</td></tr>
<tr><td>Existing</td><td>Proposed</td><td rowspan="2">Integrate HTML and CSS to create a responsive and visually appealing website.</td><td rowspan="2">10</td><td rowspan="2">4</td></tr>
<tr><td>4.2</td><td>4.1</td></tr>
<tr><td>Existing</td><td>Proposed</td><td rowspan="2">Optimize web content for performance and accessibility. Validating website.</td><td rowspan="2">2</td><td rowspan="2">4</td></tr>
<tr><td>4.3</td><td>4.2</td></tr>
<tr><td>Existing</td><td>Proposed</td><td rowspan="2">Explore current trends and emerging technologies in web design. Explore the profound impact of AI on web development.</td><td rowspan="2">3</td><td rowspan="2">4</td></tr>
<tr><td>4.4</td><td>4.3</td></tr>
<tr><td>5</td><td colspan="5">Teacher Specific Content</td></tr>
</table>

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks CCA can be MCQ, Quizzes, Assignments, Exams	**Page No.** 89
End Semester Evaluation (ESE) - 70 Marks Practical Examination	

CO No.	Evaluation Parameters	Marks Based on CO
CO1	Web fundamentals	10
CO2	HTML structure & elements	25
CO3	CSS styling & layout	20
CO4	Responsive design (mobile + tablet + desktop)	15
	Total	70

Course Name: Advanced Texturing
Course Code: MG5DSEAGD300

Course Code (Typographical Error Corrected)	**MG5DSEAGD300**	**Page No.** 90

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No.	Page No.
1	Understand the fundamental concepts of UV mapping and unwrapping to create efficient and optimized UV layouts.	U	No Change	90
2	Demonstrate the use of industry-standard texturing software for creating basic textures and applying materials.	A		
3	Analyse and implement advanced UV unwrapping techniques for complex models with minimal distortion.	An		
4	Create high-quality textures using advanced painting, material systems, and procedural techniques.	C		
5	Removed			

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs	CO No. (Modified)	Page No.
1	**Fundamentals of UV Unwrapping**				91
	1.1	No Change	5	1	
	1.2		No Change	1	
	1.3			1	
2	**Introduction to the Industry standard Texturing software**				
	2.1	No Change	4	2	
	2.2		No Change	2	
	2.3			2	
3	**Advanced UV Unwrapping Techniques**				
	3.1	No Change	No Change	3	
	3.2			3	
	3.3		5	3	
4	**Texture Creation**				
	4.1	No Change	3	4	
	4.2	Advanced texture painting techniques for adding detail and realism: Fine details like scratches, dirt, wrinkles etc.	3	4	
	4.3	Focuses on creating detailed and realistic textures for 3D props using 3D painting tool, including material application, surface detailing, and rendering techniques.	6	4	
	4.4	Applying textures, materials, and surface details to 3D characters using 3D painting tool to achieve realistic and stylized results.	6	4	
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

A. Continuous Comprehensive Assessment (CCA)

Total Marks: 30 Marks
• Assessment methods like Assignments, Practical exercises, mini-projects, class tests etc. to conduct the Continuous Comprehensive Assessment (CCA) for 30 marks.
• All assessments must be clearly mapped to the Course Outcomes (COs) specified in the syllabus.
• The Teacher-Specific Module (TSC) is a compulsory part of the CCA. It should be designed, conducted, and evaluated by the teacher and must also be mapped to relevant COs.

B. End Semester Evaluation (ESE) - Practical Examination

Total Marks: 70 Marks		
Mapped CO	**ESE Assessment Criteria & Description**	**Marks**
CO1	Workflow Setup and Technical Accuracy	10
CO2	Basic texture application and material control	15
CO3	UV handling, baking, and map management	20
CO4	Final prop/character texture quality and realism	25

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Course Name: Packaging Design
Course Code: MG5DSEAGD301

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains	PO No.	Page No.
1	No Change	No Change	No Change	93
2	Students proficient in packaging design encompassing structure, calculation, measurement, materials, sustainability, and prototype creation.			
3	No Change			
4				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks

CCA can be **Class exercises, Assignments**

End Semester Evaluation (ESE): 70 Marks

End Semester Evaluation is comprised of two parts:

A. Demonstration of Class works – 20 Marks

B. Practical Exam – 50 Marks

(20+50 = 70 Marks)

Page No.

95,96

Mark Distribution for the demonstration of Class Works:

Components	Mark distribution
Design & quality	10
Execution & presentation	10

Mark Distribution for the Practical Examination:

Existing Component	Modified Components	Mark Distribution
Design and Aesthetics	Concept & Design Execution	10
Prototype Making	No change	10
Functionality & Measurements	No change	10
Graphic Document	Graphic Content	10
Mock-up Presentation	No change	10
	Total Marks	**50**

ESE Component – CO Mapping Table

ESE Components	CO1	CO2	CO3	CO4	Total Marks
Concept & Design Execution	5	–	5	5	15
Prototype Making	–	5	5	5	15
Functionality & Measurements	–	5	–	5	10
Graphic Content	7	5	10	–	22
Mock-up Presentation	3	–	–	5	8
Total	**15**	**15**	**20**	**20**	**70**

Total Marks for each COs

CO No.	Marks
CO1	15
CO2	15
CO3	20
CO4	20
Total	**70**

Course Name: 3D Character Animation
Course Code: MG5DSEAGD302

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No. (Modified)	Page No.
1	No Change			97
2	Demonstrate expertise in biped character animation, including walking, running, weight interaction, natural posing and blending actions for complex scenes with proper balance, force and body mechanics.	U,An,E,C	1,4,5,6,10	
3	Master pantomime acting for animated characters, including lip sync, facial posing and expressive animation, while creating character emotions and achieving a high level of refinement in performance.	U,A,An,E,C	2,3,4,5,6	
4	Apply animation techniques in production workflows, including motion capture cleanup, multi-character interaction, continuity and exporting animation for final output or game integration.	A,E,C,S	3,5,6,10	
5	Removed			

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs	CO No. (Modified)	Page No.
1	**Basics of 3D Character Animation**				98
	1.1	No Change	No Change	1	
	1.2				
	1.3				
	1.4				

2	**Body Mechanics and Animating Characters**				
	2.1	No Change	No Change	2	
	2.2				
	2.3				
	2.4				
3	**Facial Performance**				
	3.1	No Change	No Change	3	
	3.2				
	3.3				
	3.4				
4	**Game Animation**				
	4.1	No Change	No Change	4	
	4.2				
	4.3				
	4.4				
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks

Components	Marks	CO	Page No
Assignment – Principles Exercise	6	CO1	99
Practical Exam 1 – Walk/Run Cycle	6	CO2	
Practical Exam 2 – Animation Sequence (Acting Focus)	8	CO3	
Facial Animation Exercise	5	CO3	
Final Refinement	5	CO4	
Total	30		

End Semester Evaluation (ESE): 70 Marks (Practical Examination)

Components	Marks	CO	Page No
Key Posing and application of the Animation Principles	16	CO1	99
Body Mechanics Animation	16	CO2	
Advanced Animation (Blending / Action Sequences)	20	CO2	
Facial Acting & Lip Sync	10	CO3	
Refinement & Final Output (Production Quality / Game Ready)	8	CO4	
Total	70		

Course Name: Digital Illustration
Course Code: MG5DSEAGD303

COURSE OUTCOMES (CO)

CO No. (Modified)		Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No.	Page No.
1		Removed			100
Existing	Proposed	Understand fundamental digital illustration tools and styles	K,U	1,2	
2	1				
Existing	Proposed	Learners will exhibit creative problem-solving tailored to each illustration genre's challenges.	A, C, S	2,4	
3	2				
Existing	Proposed	Students evaluate and reflect on illustration styles, offering constructive feedback to enhance creative skills.	An, E, Ap	1,3,4	
4	3				
Existing	Proposed	Students will effectively express artistic concepts through diverse illustration genres using visual communication skills.	A, C, S	2,4,6	
5	4				

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units (Modified)		Course Description (Modified)	Hrs	CO No. (Modified)	Page No.
1	**Foundations of Digital Illustration**					101
	Existing	Proposed	Introduction to Digital Illustration using raster or vector graphics. Basic digital illustration tools: brushes, layers, blending modes	No Change	1	
	1.2	1.1				
	Existing	Proposed	**Techniques and Styles:** Apply color theory in Digital illustration, Digital painting techniques. Lighting and shadow rendering, Texture creation and brush customization		1,2	
	1.3	1.2				

2	**Scientific and Comic book Illustration**			
	2.1	**Scientific illustration:** Product Illustration for User manual Botanical drawing techniques and observation skills	11	2
	2.2	**Fashion Illustration**: Emphasizing model posing, garment rendering, and drawing for the high-fashion and textile industry.	13	2
	2.3	Removed		
	2.4			
3	**Comic book and Story Illustration**			
	3.1	**Narrative Illustration**: Interpreting a text or brief to create a conceptual digital illustration.	No Change	3
	3.2	No Change		3
	3.3			3
	3.4			3
4	**Illustration Portfolio**			
	4.1	Illustration styles: realism, cartoon, 2D and 3D style, semi-realistic.	No Change	4
5	Teacher Specific Content			

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks			**Page No.** 102
CCA can be **Class exercises, Assignments, Exams**			
End Semester Evaluation (ESE): 70 Marks			
Practical Examination			
CO	**Evaluation Criteria**	**Marks**	
CO 1	Understanding of tools and proficiency	10	
CO 2	Proficiency in Genre-based illustration	20	
CO 3	Visualisation Skills	20	
CO 4	Artistic quality	20	

Course Name: Advanced 2D Animation
Course Code: MG5DSEAGD304

COURSE OUTCOMES (CO)

<table>
<tr><th>CO No.</th><th>Expected Course Outcome (Modified)</th><th>Learning Domains</th><th>PO No.</th><th>Page No.</th></tr>
<tr><td>1</td><td>After the completion of this course, learners can effectively animate various movements of a wide range of human characters.</td><td rowspan="5">No Change</td><td rowspan="5">No Change</td><td rowspan="6">103</td></tr>
<tr><td>2</td><td>Upon course completion, learners will animate various non-human characters like Birds, Reptiles, Insects and Fishes, realistically and creatively.</td></tr>
<tr><td>3</td><td rowspan="2">No Change</td></tr>
<tr><td>4</td></tr>
<tr><td>5</td><td colspan="3">Removed</td></tr>
</table>

COURSE CONTENT

Content for Classroom Transaction (Units)

<table>
<tr><th>Module</th><th>Units</th><th>Course Description</th><th>Hrs</th><th>CO No. (Modified)</th><th>Page No.</th></tr>
<tr><td rowspan="5">1</td><td colspan="5">Animation of Human Characters</td><td rowspan="12">104</td></tr>
<tr><td>1.1</td><td rowspan="4">No Change</td><td rowspan="4">No Change</td><td rowspan="4">1</td></tr>
<tr><td>1.2</td></tr>
<tr><td>1.3</td></tr>
<tr><td>1.4</td></tr>
<tr><td rowspan="4">2</td><td colspan="5">Animation of Birds, Reptiles, Insects and Fishes</td></tr>
<tr><td>2.1</td><td rowspan="3">No Change</td><td rowspan="3">No Change</td><td rowspan="3">2</td></tr>
<tr><td>2.2</td></tr>
<tr><td>2.3</td></tr>
<tr><td rowspan="4">3</td><td colspan="5">Animation of Animals</td></tr>
<tr><td>3.1</td><td rowspan="3">No Change</td><td rowspan="3">No Change</td><td rowspan="3">3</td></tr>
<tr><td>3.2</td></tr>
<tr><td>3.3</td></tr>
</table>

4	**Dialogue Animation**				
	4.1	No Change	No Change	4	
	4.2				
	4.3				
5	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks	**Page No.**
CCA can be Assignments/Mini Projects/Class Room Works based on each CO's	104, 105
End Semester Evaluation (ESE): 70 Marks	
● Practical - (Project Evaluation). ● Evaluation is based on **classroom project videos**, from which the **best works** are selected by the supervising faculty for the final assessment. ● Students must complete multiple exercises; the **best 2 to 4 works** will be considered for the final evaluation. **SUGGESTED EXERCISES** The following are some exercises that can be considered for the classroom projects. These are only suggestions. Supervising faculties can choose from various exercises similar to this. **MODULE 1: HUMAN CHARACTER ANIMATION** 1. **Walk Cycle with Personality** • Neutral walk → then stylized (happy, tired, angry, confident) 2. **Run / Action Movement** • Running, jumping, or quick directional change 3. **Weight & Interaction Exercise** • Lifting a heavy object / pushing / pulling 4. **Short Acting Shot (No Dialogue)** • Expressing emotion using body language only • Example: surprise, fear, confusion 5. **Two-Character Interaction** • Simple action like passing an object or reacting to each other • **MODULE 2: ANIMATION OF BIRDS, REPTILES, INSECTS & AQUATIC ANIMALS** 1. **Bird Flight Cycle** • Basic flapping → glide → take-off or landing 2. **Fish Swimming Cycle** • Side-to-side body motion with tail propulsion 3. **Snake / Reptile Locomotion** • Slithering or crawling movement • Focus on wave motion and body continuity	

4. **Insect Movement Study**
    - Ant, spider, or bee movement (Leg coordination and timing)
5. **Hybrid Motion Study**
    - Combine movements (e.g., frog jump → swim)

MODULE 3: ANIMAL ANIMATION

1. **Quadruped Walk / Run Cycle**
    - Dog, horse, or cat (Emphasis on gait accuracy and timing)
2. **Animal Jump / Action**
    - Leap, pounce, or chase sequence
3. **Animal Acting Shot**
    - Emotion through movement (happy dog, scared cat) (No dialogue required)
4. **Creature Performance (Stylized)**
    - Exaggerated/cartoon animal animation
5. **Interaction with Environment**
    - Animal reacting to an object or obstacle

MODULE 4: DIALOGUE ANIMATION

1. **Basic Lip Sync Exercise**
    - Short dialogue (5–10 seconds) (Accurate mouth shapes and timing)
2. **Dialogue with Facial Expression**
    - Add emotions (anger, sadness, sarcasm) (Integration of face + body language)
3. **Acting Shot with Dialogue**
    - Full performance including gestures (Emphasis on character believability)
4. **Two-Character Dialogue (Optional Advanced)**
    - Conversation scene

CO BASED ESE EVALUATION CRITERIA

CO	Evaluation Criteria	Evaluation Method	Marks
CO 1	Human Animation	Evaluation of Selected Class-room Project Videos (Best 2 or 4 exercises from each module)	20
CO 2	Animation of Birds, Reptiles, Insects & Aquatic Creatures		20
CO 3	Animal Animation		20
CO 4	Dialogue Animation		10
		Total Marks	**70**

Course Name: Publication Design
Course Code: MG5DSEAGD305

COURSE OUTCOMES (CO) (Modified)

CO No.	Expected Course Outcome	Learning Domains	PO No.	Page No.
1	No Change	No Change	No Change	106

2		Removed			
Existing	Proposed	Participants learn to create impactful publication designs with clear visual hierarchy, emphasis, and color elements.	A, An, E, C, S	1,2,5,10	
3	2				
Existing	Proposed	Students will gain proficiency in integrating brand identity aspects and publishing magazines.	A, An, I, C, S, Ap	1,4,8,10	
4	3				
Existing	Proposed	Students will be able to develop and exhibit mastery of print production techniques.	An, E, Ap	2,4,6,8	
5	4				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA): 30 Marks

CCA can be **Class exercises, Assignments**

End Semester Evaluation (ESE): 70 Marks
Practical - Project Evaluation

Record: Submission of a printed booklet with a minimum of **40 pages**. For example, Magazines, Books. Etc

Page No. 108

CO	Evaluation Criteria	Evaluation Method	Marks	
CO 1	Layout skills	Printed submission	10	
CO 2	Visual Hierarchy, Colour and typography	Viva Voce	10	20
		Printed submission	10	
CO 3	Proficiency in Publishing	Viva Voce	10	20
		Printed submission	10	
CO 4	Meet clients' needs effectively	Printed submission	20	
		Total	70	

Course Name: Iconography & Semiotics
Course Code: MG5SECAGD300

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome (Modified)	Learning Domains (Modified)	PO No. (Modified)	Page No.
1	Understand and interpret the fundamental concepts, theories, signs, symbols and meaning-making processes in iconography and semiotics across cultural and historical contexts.	K, U, An	1,3	109
2	Analyse and evaluate visual symbols, images and design systems using semiotic frameworks to derive meaning and	An, E, A	No Change	

	communicate effectively.			
3	Apply semiotic and iconographic principles to create meaningful visual communication through symbols, icons and brand identity elements in contemporary contexts.	A, C, S	2,4,10	
4	Develop and present a semiotics-based visual project demonstrating conceptual clarity, ethical communication, design justification and presentation skills.	A, C, S	4,6,8,10	
5	Removed			

COURSE CONTENT

Content for Classroom Transaction (Units)

Module	Units	Course Description	Hrs	CO No. (Modified)	Page No.
1	**Signs and Signifiers**				110
	1.1	No Change	No Change	No Change	
	1.2				
	1.3			1	
2	**Ideas to Icons**				
	2.1	No Change	No Change	2	
	2.2			2	
	2.3			2	
	2.4			2	
3	3.1	No Change	No Change	3,4	
4	Teacher Specific Content				

MODE OF ASSESSMENT (Modified)

Continuous Comprehensive Assessment (CCA) - 25 Marks

CCA Components
Assignment
Seminar/Presentation

End Semester Evaluation (ESE)
Practical: Project Submission
Total Mark: 50

Page No. 110,111

Project Submission Guidelines

1. **Concept Selection & Approval**
   Students must identify a relevant concept or area related to visual symbols and signs. A detailed concept report outlining the idea, context and objectives must be submitted to the course in charge for approval.
2. **Visual Design Development**
   Students must translate the approved concept into a set of clear, consistent and visually communicative symbols/icons, demonstrating effective use of semiotic principles.
3. **Design Process & Documentation**
   The project must include a well-documented design process, showing concept development, iterations and logical justification of design decisions.
4. **Record Submission**
   Students must submit a complete record containing concept details, analysis, design development, and final design outputs.

ESE Components and Marks

Components	Assessment Dimensions	Mark
Semiotic Analysis & Concept Development	Demonstrates clear understanding and application of semiotic principles in developing a meaningful design concept.	10
Visual Symbol / Icon Design Execution	Effectively translates the concept into clear, consistent and visually communicative symbol/icon designs.	15
Design Process & Justification	Presents systematic design development, iterations and rationale	10
Project Presentation & Viva Voce	Demonstrates communication, conceptual clarity and justification of design decisions	15

CO Based Mark Distribution

CO Number	Marks
CO 1	10
CO 2	10
CO 3	10
CO 4	20
Total Marks	**50**

ESE Component – CO Mapping Table

ESE Components		CO1	CO2	CO3	CO 4	Total Marks
Semiotic Analysis & Concept Development	Project + Viva	5	5	–		**10**
Visual Symbol / Icon Design Execution	Project	–	5	10		**15**
Design Documentation (Process & Justification)	Project + Viva				10	**10**
Project Presentation	Project + Viva	5			10	**15**
Total		**10**	**10**	**10**	**20**	**50**