

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: Information Technology and Data Science

Programme: B.Sc. (Artificial Intelligence & Data Science)

Semester: II

Nomenclature of the Course: Graphic Designing

NEP Vertical: SEC

Credit: 02

Total Marks: 50

Academic Year: 2026–27

(As per Choice Based Credit System under NEP 2020)



Course Structure

Part A: Introductory Theory Component (Brief – 1 hour per week)

1. Introduction to Graphic Design
2. Principles of Design – Balance, Contrast, Alignment, Repetition
3. Color Theory and Typography
4. Layout Design Basics
5. Raster vs Vector Graphics
6. Overview of Design Tools (Canva / Photoshop / Illustrator – Conceptual)
7. Role of Design in Branding & Digital Media

(Conceptual understanding before tool implementation)

Part B: Practical Component

List of Practical

1. Introduction to Design Tool Interface
2. Creating Basic Posters
3. Designing Social Media Post (Instagram/Facebook)
4. Creating Logo Design
5. Typography-based Design Layout
6. Color Palette Design
7. Image Editing – Cropping, Resizing, Enhancing
8. Background Removal & Image Composition
9. Designing Brochure (Single Page)
10. Banner Design for Website
11. Infographic Creation
12. Business Card Design
13. Advertisement Design (Product Promotion)
14. Mini Project – Branding Kit
 - Logo
 - Poster
 - Social Media Template
 - Visiting Card

Learning Objectives

1. To understand principles of graphic design.
2. To apply typography and color theory effectively.
3. To create digital media designs using professional tools.
4. To develop creative branding materials.
5. To build industry-ready design portfolio.

Course Outcomes (CO)

CO No.	Course Outcome	Bloom's Level
CO1	Explain principles of graphic design	Understand (L2)
CO2	Create visual content using design tools	Apply (L3)
CO3	Apply typography and color theory effectively	Apply (L3), Analyze (L4)
CO4	Design branding and promotional materials	Apply (L3)
CO5	Evaluate visual effectiveness of designs	Analyze (L4), Evaluate (L5)

Evaluation Scheme

Component	Marks
Mini Project (Branding Kit)	15
Journal (Design Portfolio)	05
Viva	05
Practical Examination	25
Total	50