



Delhi Skill and Entrepreneurship University

**BA
(Digital Media &
Design)**



Effective from Academic Year 2022-23

Program Information

Introduction

A wealth of new, innovative career paths in digital media are opening that are great options for recent graduates. Digital media encompasses a lot of different functions: marketing, consultancy, PR, writing/publishing, social media, innovation, or technology. The amalgamation of digital media and design will provide a plethora of opportunities in the upcoming sector of digital communication, especially after the COVID-19 pandemic. This is a field that ensures that a good idea is not lost because of poor communication and is poised to be among the top five job providers in the next five years.

Program Objectives

Delhi Skill and Entrepreneurship University (DSEU)'s B.A. Digital Media & Design (DMD) undergraduate program enables students to understand, build, and enhance their knowledge and skills about this ever-dynamic and growing sector of digital design. It provides strong inputs on the digital media and design industry, its basics and newest technical developments, its customer segments, etc. It provides a combination of theory, practical / lab studies, guided tutorials, and field visits to provide a skilling experience to students that makes them ready for immediate deployment in various organizations of the industry contributing via increased productivity from "Day 1 Hour 1".

The skills developed include fundamentals of design, application of design using various physical and digital media, advanced skills on new-age tools used in the digital media sector, and the art of visualizing and communicating an idea in an effective manner.

The program offers flexible entry and exit opportunities to students who can choose to exit after the first year of the program with a Diploma, after the second year with an Advanced Diploma, or complete the full three years and exit with a Degree.

Common Courses

There are three courses that will cut across all the degree programmes:

- a. Face the World (FTW) courses aimed at imparting twenty-first century skills among the learners that will cover Digital Literacy, Financial Literacy, Socio-emotional skills, Professional Workplace Behaviour, and Entrepreneurial mindset to name a few.
- b. English Communication I and English Communication II as prescribed by UGC under Ability Enhancement courses.
- c. Environmental Studies (EVS) and Disaster Management as prescribed by UGC under Ability Enhancement courses.

Pedagogy and Teaching Methodology

This program's in-depth and effective pedagogy (developed by eminent experts from the design industry and academicians from MIT Institute of Design, Cognizant, TCS, Adobe, and other prestigious institutions) will focus on active classroom training, real-world examples, hands-on projects / internships at design firms, guest lectures by veterans of the industry, guided tutorials, and practical sessions to enable students to become well-rounded digital designers.

Placement and Internship

With strong industry inputs and partnerships since the inception of this course, the design and development of the curriculum of this prestigious program focuses on hands-on, contemporary skill development such that students will have ample opportunity to get the much-required projects and industry internship experience which will pave the way for a strong foundation for a future career in the digital media and design sector.

Credit scheme

Semester I			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-DC101	Essentials of Color, Form, Space and Structure (CFSS)	6
2	DMD-DC102	Essential Of Design Blueprint	4
3	DMD-DC103	Essentials Of Drawing	6
4	DMD-DC104	History & Theory Of Design	2
5	DMD-DC105	Design Induction - Design Snapshot	0
6	DMD-FW101	Face The World Skills (FTW) - I	3
7	DMD-AE101	English Communication - I	2
Total			23

Semester II			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-SE201	Data Visualisation	2
2	DMD-DC201	Digital Illustration	4
3	DMD-DC202	Fundamentals of Programming and Web Design	3
4	DMD-DC203	Typography + Book Design	4
5	DMD-DC204	Photography & Imaging Processes	4
6	DMD-AE201	English Communication - II	2
7	DMD-AE202	Environmental Studies (EVS) - I	2
8	DMD-FW201	Face The World Skills (FTW) - II	3
Total			24

Semester III - Specialization 1: Print + UI/UX			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-EC301-I	Digital Film Design (Elective)*	4
2	DMD-EC302-I	Drawing and Kinematics for Animation (Elective)*	
3	DMD-DC301-I	Basics of Script Writing + Story Boarding	4
4	DMD-DC302-I	Basics of UX	4
5	DMD-DC303-I	Icon Design	3
6	DMD-DC304-I	Semiotics (Symbols & Identity)	4
7	DMD-DC305-I	Typography + Book Design (Editorial Design)	1
8	DMD-FW301	Face The World Skills (FTW)- III	3
9	DMD-AE301	Environmental Studies (EVS) - II	2
Total			25

Semester III - Specialization 2: Print + Motion graphics			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-EC301-II	Basics Of UX (Elective)*	4
2	DMD-EC302-II	Semiotics (Symbols & Identity) (Elective)*	
3	DMD-DC301-II	Basics Of Script Writing + Story Boarding	4
4	DMD-DC302-II	Digital Film Design	4
5	DMD-DC303-II	Icon Design	3
6	DMD-DC304-II	Drawing And Kinematics For Animation	4
7	DMD-DC305-II	Typography + Book Design (Editorial Design)	1
8	DMD-FW301	Face The World Skills- III	3
9	DMD-AE301	Environmental Studies (EVS) - II	2
Total			25

Semester IV - Specialization 1: Print + UI/UX			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-EC401-I	3D Animation in Maya	3
2	DMD-EC402-I	VFX Title Sequence	
3	DMD-SE401-I	Animation Design	3
4	DMD-DC401-I	Mobile App Design	3
5	DMD-DC402-I	Basics Of UI Design	3
6	DMD-DC403-I	Design for Brands	4
7	DMD-DC404-I	Packaging Design	5
8	DMD-FW402-I	Client Orientation & Servicing	3
9	DMD-FW401-I	Face The World Skills (FTW) - IV	3
Total			27

Semester IV - Specialization 1: Print + Motion graphics			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-EC401-II	Animation Design	3
2	DMD-EC402-II	Basics of UI Design	
3	DMD-SE401-II	VFX Title Sequence	3
4	DMD-DC401-II	Mobile App Design	3
5	DMD-DC402-II	3D Animation in Maya	3
6	DMD-DC403-II	Design for Brands	4
7	DMD-DC404-II	Packaging Design	5
8	DMD-FW402-II	Client Orientation & Servicing	3
9	DMD-FW401-II	Face The World Skills (FTW) - IV	3
Total			27

Semester V			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-SE501	360 Advertising Campaign	3
2	DMD-DC501	Brand Manual	4
3	DMD-DC502	Design Ethics & Management	4
4	DMD-DC503	Human Factors for Visual Design	3
5	DMD-SE502	Website Design	4
6	DMD-SE503	30 Secs In 3D Animation	3
7	DMD-SE504	Final Film - 3 Minutes	3
8	DMD-FW501	Face the World Skills - V	3
Total			27

Semester VI (Internship)			
SI No.	Course Code	Course Titles	Total Credits
1	DMD-SI601	6 - Month Internship	25

Note: The detailed syllabi for courses that are common across programs, for example, English Communication, Face the World, etc., are presented separately.