



# ASSAM SCIENCE AND TECHNOLOGY UNIVERSITY

Guwahati

## Course Structure and Syllabus

### MULTIMEDIA COMMUNICATION AND DESIGN (MCD)

#### SEMESTER I / MCD /B.DES. (BACHELOR OF DESIGN)

SL.NO.	COURSE CODE	COURSE TITLE	L	T	P	C
<b>THEORY/TUTORIAL/PRACTICAL</b>						
1	BMD 171101	Communication Skills	3	0	0	3
2	BMD 171102	Introduction to Design	2	0	2	3
3	BMD 171103	Fundamentals and Principles of Art	3	0	4	5
4	BMD 171104	Computer Fundamentals and Operation	2	0	4	4
5	BMD 171115	Drawing and Illustration Technique	0	0	6	3
6	BMD 171116	Design Studio – I (Digital Drawing Technique)	0	0	8	4
<b>TOTAL</b>			10	0	24	<b>22</b>
Total Contact Hours : 34						
<b>Total Credit : 22</b>						

**Course Title: COMMUNICATION SKILLS**

**Course Code: BMD 171101**

**L-T-P-C: 3-0-0-3**

Class Hours/week	3
Expected weeks	12
Total hrs. of classes	36

<b>MODULE</b>	<b>TOPIC</b>	<b>COURSE CONTENT</b>	<b>HOURS</b>
1	<b>Grammar</b>	Correction of sentence, Vocabulary / word formation, Single word for a group of words, Fill in the blank, transformation of sentences, Structure of sentences – Active / Passive Voice – Direct / Indirect.	6
2	<b>Narration</b>	Essay – Descriptive – Comparative – Argumentative – Thesis statement- Structure of opening / concluding paragraphs – Body of the essay.	5
3	<b>Reading Comprehension</b>	Global – Contextual – Inferential – Select passages from recommended text.	5
4	<b>Business Correspondence</b>	Letter Writing – Formal. Drafting. Bio-data-Resume - Curriculum Vitae.	5
5	<b>Report Writing</b>	Structure, Types of report – Practice Writing.	5
6	<b>Communication and Public Speaking Skill</b>	Communication Process-meaning, principles of effective communication (barriers and solutions), Introduction to the sounds of English, Features of effective speech, verbal-nonverbal.	5
7	<b>Group Discussion</b>	Principle – practice.	5
<b>TOTAL</b>			<b>36</b>

**TEXTBOOKS / REFERENCES:**

1. S R Inthira & V Saraswathi “ *Enrich your English – a) Communication skills b) Academic skills* “ Publisher CIEFL & OUP
2. R.C. Sharma and K.Mohan , “*Business Correspondence and Report Writing*”, Tata McGraw Hill , New Delhi , 1994
3. L.Gartside , “*Model Business Letters*” , Pitman , London , 1992
4. Longman, “*Longman Dictionary of Contemporary English*” (or ‘*Oxford Advanced Learner’s Dictionary of Current English*’ , OUP , 1998.
5. Maxwell Nurnberg and Rosenblum Morris , “*All About Words*” , General Book Depot, New Delhi , 1995
6. *Written Communication in English* by Sara-Freeman – Orient Longman

**Course Title: INTRODUCTION TO DESIGN**  
**Course Code: BMD 171102**  
**L-T-P-C: 2-0-2-3**

Class Hours/week	4
Expected weeks	12
Total hrs. of classes	48

MODULE	TOPIC	COURSE CONTENT	HOURS
1	<b>UNIT – 1 Introduction</b>	Introduction of Design. Arts and Social Sciences. Design as a creative professional career. Interrelationship of Design to Engineering. Inter-relationship of 2D & 3D forms.	13
2	<b>UNIT – 2 History</b>	Brief history of developments in Design and Technology. Aesthetics, Ergonomic, Scientific and Engineering considerations in Design.	11
3	<b>UNIT – 3 Understanding Design</b>	Case studies in Product, Communication, and Environment Designs. Stages in the design processes. Design and indigenous technology.	15
4	<b>UNIT – 4 Role of Design</b>	Role of Design in creating the future. Status of Design profession in India and worldwide.	9
<b>TOTAL</b>			<b>48</b>

**TEXTBOOKS / REFERENCES:**

1. D. Norman, *Design of Everyday Things*, Currency Books, New York, 1990.
2. R. Hollis, *Concise History of Graphic Design*, Thames and Hudson, 1994.
3. P. Sparke, *Introduction to Design and Culture in the 20<sup>th</sup> Century*, Routledge, 1986.
4. J. Guy, *20<sup>th</sup> Century Design*, Thames and Hudson, 1993.
5. M.A. Muser and D.Macleon, *Art and Visual Environment*, MIT Press, 1996.
6. Visual Intelligence, Donald D. Hoffman, 2000
7. M.N. Horenstein, *Design Concepts for Engineers*, Prentice Hall UK, 2002.
8. J.H. Earle, *Engineering Design Graphics*, Addition Wesley, 2003.

**Course Title: FUNDAMENTALS AND PRINCIPLES OF ART**

**Course Code: BMD 171103**

**L-T-P-C: 3-0-4-5**

Class Hours/week	7
Expected weeks	12
Total hrs. of classes	84

MODULE	TOPIC	COURSE CONTENT	HOURS
1	<b>Elements of Art</b>	Shape, Form, Texture, Space,	14
2	<b>Principles of Art</b>	Balance, Movement, Emphasis, Variety, Unity, Pattern, Art Media and Techniques, Drawing and Painting-Sculpture, Architecture, Pottery, Weaving, body painting/printing and adornments ( <i>clothing, tattoo and jewellery</i> ), Printmaking and Photography, Crafts, Graphic Design and Computer Art. The styles and forms of Art ( <i>paintings, sculpture and applied art</i> ).	16
3	<b>Two-Dimensional Art</b>	Influences of Western Art such as Impressionism, Expressionism, Cubism, Surrealism, Abstract Expressionism, Realism, Popular (Pop) Art, Optical (Op) Art, Minimalism, Photo-realism, Conceptual Art.	20
4	<b>Three-Dimensional Art</b>	Sculptures, statues, installations, kinetic art and performance art.	20
5	<b>Aesthetic theories</b>	Realism, emotionalism, formalism, feminism, and constructivism.	14
<b>TOTAL</b>			<b>84</b>

**TEXTBOOKS / REFERENCES:**

1. *Art Fundamentals: Theory and Practice* by Otto G. Ocvirk, Robert Stinson, Philip R. Wigg, Robert O. Bone, David L. Cayton
2. *The Elements of Art and Composition* by Brenda Ellis. Publisher: Artistic Pursuits Inc. Comb-binding, 92 pages, 68 lessons, 186 illustrations. ISBN: 978-1-939394-08-8, January 1, 2013, 3rd Edition
3. Fred, S. Kleiner, "*Gardener's Art through Ages*", Harcourt College Publishers, 2001.
4. Bernard S. Myers, *Understanding the Arts*, Holt, Rinehart and Winston Inc, 1964
5. Edith Thomory, "*A History of Fine Arts in India and the West*", Orient Longman Publisher's Pvt.Ltd, 1982
6. H.H. Arnason, "*History of Modern Art*", Thames and Hudson, 1977.

**Course Title: COMPUTER FUNDAMENTALS AND OPERATION**

**Course Code: BMD 171104**

**L-T-P-C: 2-0-4-4**

Class Hours/week	6
Expected weeks	12
Total hrs. of classes	72

MODULE	TOPIC	COURSE CONTENT	HOURS
1	<b>Definition and History of computer</b>	Definition of Electronic Computer, History, Generations, Characteristic and Application of Computers, Classification of Computers, Computer Languages, Generation of Languages, Algorithm, Flow charts.	6
2	<b>Components of computer system</b>	Components of Computer system, Memory – different types, functions, concept of I/O devices. Types of software, Role of Operating System	6
3	<b>Number system</b>	Number system -Decimal, binary, octal, hexadecimal number systems and conversion from one system to another, Coding System -ASCII, EBCDIC	16
4	<b>Fundamentals of networking</b>	Fundamentals of networking – network topology, concept of LAN, WAN, MAN, network devices – NIC, hub, bridge, switch, repeaters, gateway, modem, transmission media	8
5	<b>Basics of Internet and Web technology</b>	Internet and World Wide Web: Hypertext Markup Language, DHTML, WWW, Gopher, FTP, Telnet, Web Browsers, Net Surfing, Search Engines, Email, Benefits and impact of e-commerce,	18
6	<b>Introduction to MS Office</b>	Basic feature of MS Office, Office Tools, MS Excel, MS PowerPoint.	18
<b>TOTAL</b>			<b>72</b>

**TEXTBOOKS / REFERENCES:**

1. *Computer Fundamentals*, Pradeep K Sinha, Priti Sinha
2. Rajaraman, *Introduction to Computers*, PHI
3. *Learning Word for Windows*: Rajib Mathur
4. *ABC of Office*: Han

**Course Title: DRAWING AND ILLUSTRATION  
TECHNIQUE**

**Course Code: BMD 171115**

**L-T-P-C: 0-0-6-3**

Class Hours/week	6
Expected weeks	12
Total hrs. of classes	72

<b>MODULE</b>	<b>TOPIC</b>	<b>COURSE CONTENT</b>	<b>HOURS</b>
1	<b>Drawing Man-Made Objects</b>	Drawing from cubes, cones, cylindrical object, casts, drapery, and still life groups etc.	10
2	<b>Nature drawing</b>	Nature drawing to develop the sense of structure. Study from any kind of forms in nature-pods, shells, butterflies, flowers, plants, insects, minerals bones etc. To understand how these forms achieve their structural unity through adherence to principles with physical nature of the material being observed and studied through various rendering media and techniques in various light conditions.	10
3	<b>Nature drawing from human figures</b>	Nature drawing from human figures – mainly based on general form and gesture – Head study. Drawing from Memory – To develop the sense of observation and the capacity to retain and recall images and their co-ordinations.	10
4	<b>Introduction to Elements of Perspective</b>	Study of basic solids, plan and elevation main aspects of parallel and 2 angular perspective.	8
5	<b>Calligraphy</b>	Basic discipline of beautiful handwriting, sense of letter form – Simultaneous judgment of the composition of the letters – spacing – organization – intuitive and logical planning of writing – development of style. A Co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students be exposed to Calligraphic examples of various traditional scripts.	16
6	<b>Outdoor sketching</b>	Rapid sketching from any objects from places like – streets, market, stations etc. and also from Museums and Zoo etc. Students should be exposed to such drawing made by master artists of different times.	18
<b>TOTAL</b>			<b>72</b>

## **TEXTBOOKS / REFERENCES:**

- 1) *Drawing* By Daniel Marcus Mendelowitz
- 2) *Dynamic Figure Drawing* Watson-Guptill Publications, 1996
- 3) *Keys to drawing* By Bert Dodson
- 4) *Drawing: Space, Form, and Expression* Wayne Enstice, Melody Peters
- 5) *Drawing distinctions: the varieties of graphic expression* By Patrick Maynard
- 6) *Basic figure drawing techniques* By Greg Albert
- 7) *Secrets to Drawing Realistic Children* By Carrie Stuart Parks, Rick Parks

**Course Title: DESIGN STUDIO – I**  
**(DIGITAL DRAWING TECHNIQUE)**

**Course Code: BMD 171116**

**L-T-P-C: 0-0-8-4**

Class Hours/week	8
Expected weeks	12
Total hrs. of classes	96

MODULE	TOPIC	COURSE CONTENT	HOURS
1	<b>Project 1</b>	<b>Project based on following contents:</b> Implementation of design or art elements & principle on drawing.	22
2	<b>Project 2</b>	<b>Project based on following contents:</b> Graphic Design and Computer Art. The styles and forms of Art ( <i>paintings, sculpture and applied art</i> ). Basic Typo design, Basic concept of Photography, Natural Study Perspective knowledge, Outdoor study, Calligraphy Life drawing etc.	30
3	<b>Project 3</b>	<b>Project based on following contents:</b> Basic type of Animation movie concept, Doodle Design, Handmade drawing or Sketches implement on digital print making techniques etc.	20
4	<b>Project 4</b>	<b>Final design based project report</b>	24
<b>TOTAL</b>			<b>96</b>

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