

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN June - November 2024

Department : Fine Arts
Name/s of the Faculty : Dr. Margaret Thomas
Course Title : Communication Design II
Course Code : 23FA/PC/C234
Shift : I

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	recall design development as an integral process of design	K1, K2
CO2	understand corporate and brand identity	K3
CO3	ideate and develop icons and symbols	K4
CO4	display aesthetic skills and understand dimensional spaces for design development	K5
CO5	create effective design for brand identity, packaging and visual merchandising	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 24 – 26, 2024 (Day Order 4 - 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	10	1-5	Lecture with PPT Mentoring and class work	
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	Corporate and Brand Identity Designing symbols and logotypes				Practical work / mentoring	Class review
July 5 – 12, 2024 (Day Order 1 - 6)	2	Designing Brand Identity Building brand identity	K1-K6	20	1-5	Practical work / mentoring	
July 15 – 23, 2024 (Day Order 1 - 6)	2	Designing Brand Identity Building brand identity				Practical work / mentoring	
July 24 – 31, 2024 (Day Order 1 - 6)	2	Designing Brand Identity Building brand identity				Practical work / mentoring	Critique
Aug 1 – 5, 2024 (Day Order 1 - 3)	3	Packaging Design 3.1 Material and design considerations 3.2 Packaging templates, finishes and effects	K1-K4	04	1-4	Lecture with PPT Mentoring and class work	
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	4	Packaging Applications	K1-K6	24	1-5	Practical work / mentoring	Critique
Aug 16 – 23, 2024 (Day Order 1-6)	4	Packaging Applications				Lecture with PPT Mentoring and class work	

Aug 27 – Sep 3, 2024 (Day Order 1-6)	4	Packaging Applications				Practical work / mentoring	Class review
Sep 4 – 11, 2024 (Day Order 1-6)	4	Packaging Applications				Practical work / mentoring	Class review
Sep 12 - 20, 2024 (Day Order 1-6)	4	Packaging Applications				Practical work / mentoring	Class review
Sep 23 - 26, 2024 (Day Order 1-4)	5	Visual Merchandising 5.1 Window and in - store display for retail 5.2 Exhibition design	K1-K6	20	1-5	Practical work / mentoring	Critique
Sep 27 – Oct 3, 2024	C.A. Test - II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Visual Merchandising 5.1 Window and in - store display for retail 5.2 Exhibition design	K1-K6		1-5	Lecture with PPT Mentoring and class work	
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	Visual Merchandising 5.1 Window and in - store display for retail 5.2 Exhibition design	K1-K6		1-5	Practical work / mentoring	Class review
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	Visual Merchandising 5.1 Window and in - store display for retail 5.2 Exhibition design	K1-K6		1-5	Lecture with PPT Mentoring and class work	Critique
Oct 23 - 24, 2024 (Day Order 1 to 2)	FINAL CRITIQUE						