

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Fine Arts
Name/s of the Faculty : Meenakshi M, Sakthi Priya S,
Course Title : Communication Design II Practical
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 asthetic 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 15 – 22, 2026 (Day Order 1- 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	6	1-2	Introductory lectures	Evaluation of research pages and initial classwork
	3	Packaging Design 3.1 Material and design considerations	K1-K4		1-3	Visual presentation	
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	6	1-2	Visual presentation	Assignment 1
	3	Packaging Design 3.1 Material and design considerations	K1-K4		1-3	Analysis of case studies	
July 2 – July 8, 2026 (Day Order 1- 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	6	1-2	Analysis of case studies	Peer Review
	3	Packaging Design 3.1 Material and design considerations	K1-K4		1-3	Brief on Material research	
July 9 – 16, 2026 (Day Order 1- 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	6	1-2	Visual presentation on typography	Evaluation of classwork
		Packaging Design				Brief on research and survey	

	3	3.2 Packaging templates, finishes and effects	K1-K4		1-3		
July 17 – 24, 2026 (Day Order 1- 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	6	1-2	Design brief on logo and symbols	Assignment 2
	3	Packaging Design 3.2 Packaging templates, finishes and effects	K1-K4		1-3	Brief on critical thinking and concept development	
July 25 – 28, 2026 (Day Order 1- 3)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	4	1-2	Workshop	Peer Review
	3	Packaging Design 3.2 Packaging templates, finishes and effects	K1-K4		1-3	Visual presentation and brief on template design	
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	1	Corporate and Brand Identity Designing symbols and logotypes	K1-K3	4	1-2	Group presentation and feedback	Assignment 3
	4	Packaging Applications	K1-K6		1-5	Group discussion on commercial applications	

Aug 7 – 14, 2026 (Day Order 1- 6)	2	Designing Brand Identity Building brand identity	K1-K6	5	1-5	Visual presentation	Evaluation of classwork and research
	4	Packaging Applications				Workshop	
Aug 17 - 24, 2026 (Day Order 1- 6)	2	Designing Brand Identity Building brand identity	K1-K6	5	1-5	Analysis of case studies	Peer Review
	4	Packaging Applications				Design brief on Mock-ups	
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	2	Designing Brand Identity Building brand identity	K1-K6	5	1-5	Brief on critical thinking and concept development	Assignment 4
	5	Visual Merchandising 5.1 Window and in-store display for retail				Visual presentation	
Sep 3 – 11, 2026 (Day Order 1- 6)	2	Designing Brand Identity Building brand identity	K1-K6	6	1-5	Workshop	Evaluation of classwork
	5	Visual Merchandising 5.1 Window and in-store display for retail				Analysis of case studies	
Sep 15-17, 2026 (Day Order 1 - 3)	2	Designing Brand Identity Building brand identity	K1-K6	4	1-5	Design brief on brand building	Peer review
	5	Visual Merchandising					

		5.1 Window and in-store display for retail				Student presentation	
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	2	Designing Brand Identity Building brand identity	K1-K6	4	1-5	Visual Presentation	Evaluation of classwork
	5	Visual Merchandising 5.2 Exhibition design				Analysis of case studies	
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	2	Designing Brand Identity Building brand identity	K1-K6	6	1-5	Group Discussion	Final portfolio
	5	Visual Merchandising 5.2 Exhibition design				Design brief on Mock-up	
Oct 8 - 14, 2026 (Day Order 1 - 6)	2	Designing Brand Identity Building brand identity	K1-K6	5	1-5	Student presentation and feedback	Peer Critique
	5	Visual Merchandising 5.2 Exhibition design				Group Discussion and feedback	
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						