

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
HYDERABAD – 5000 007**

BA Digital Communication - Semester II

Course title	PRINCIPLES OF DESIGN
Category	a. 20% changes in Units 1 and 3
Course code	BADCC104
Semester	II
Number of credits	04
Maximum intake	20 (on first-come-first-served-basis for BA courses only)
Day/Time	Tuesday 2:00 Pm – 4:00 Pm & Wednesday 11:00 Am – 1:00 Pm
Name of the teacher/s	Prof. G. Nagamallika
Course description	<p>Overview of the course: The course intends to introduce the students to the basic principles of design beginning with the print and then the digital medium, which is nothing but an extension of the philosophy of design for different media. The underlying principles can be applied to any medium to enhance the aesthetics of the medium and make it user friendly. Students will learn to apply these principles in various design contexts, developing their critical thinking and creative skills.</p> <p>Objectives as per the PSOs: PO3. The students will be exposed to the basic principles involved in designing. PO4. Will be able to select the types required as per their relevance and occasion PO5. Will be able to identify and work with colours to enhance meaning. PO5. Learn the basic tools of design PO5. Will be able to apply the basic principles of design PO7. Develop creative and critical thinking skills</p> <p>Learning Outcomes a. To know the basic elements in designing for any media. b. To examine and differentiate the types and typography relevant in designing different media b. To identify the importance of Colour and be able to work with colours. c. To learn the basic tools in design. c. To be able to apply the principles of design d. To design visiting cards, greeting cards, posters etc. applying the principles of design</p>
Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 50 marks End-semester (mode of evaluation): written and assignment 50 marks *Please note that open-book examination is permissible only for courses offered as part of MA programmes and subject to approval by the Head of the Department/Dean of the School concerned
Reading list	Essential reading: Pearsall, Germaine, (2016) Graphic Design. The English Press, USA. Walter, Aarron (2011) Designing for Emotion. A Book Apart.com Krug, Steve (2014) Don't Make Me Think. New Ryders. Garrett, Jesse James (2002) The Elements of User Experience". PeachpitPr Tidwell, Jenifer et al (2019) Designing Interfaces. O'Reilly. Other readings https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20sense%20to%20users https://www.adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics https://visme.co/blog/elements-principles-good-design/ https://designbro.com/blog/branding/graphic-design-future-design-media/ https://edtechbooks.org/webdesign/multimediasdesign

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Semester II

Course title	DIGITAL MEDIA AND SOCIETY
Category (Mention the appropriate category (a/b/c) in the course description.)	C New course
Course code	BADCC105
Semester	II
Number of credits	4
Maximum intake	20
Day/Time	Tuesday & Wednesday, 9:00 AM – 11:00 AM
Name of the teacher/s	Dr. Ranjith T.
Course description	<p>Include the following in the course description</p> <p>i) A brief overview of the course It is envisaged as a Seminar series to serve as a platform for students to be aware of the latest information and gain knowledge on digital technology as it intersects with media and society. The impact of technoculture in society has several ramifications that need to be understood in a digital world</p> <p>ii. Objectives of the course PO 2. To acquire knowledge of emerging digital media technologies and the convergence of media PO 6. To critically look at the impact that digital advancements will have on the future of media and communication both in society and professionally. PO7. To provide a base for students in future endeavours in research.</p> <p>iii. Learning outcomes The students will be able to acquire knowledge of emerging digital media technologies. b) They will be able to critically engage with the technological endeavors in society and its impact.</p>
Course delivery	Lecture/ Seminar /Experiential learning
Evaluation scheme	<p>Internal (modes of evaluation):40 End-semester (mode of evaluation):60 It will be continuous assessment during the whole semester.</p>
Reading list	<p>Downing, John D H., (ed) The Sage handbook of media studies, 2004, Sage Publication Nabi, L Robin, Mary Beth Oliver (eds)The Sage Handbook of media processes and effects.2009, Sage Publication.</p>

**THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
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Semester II

Course title	Academic Writing and Reading
Category (Mention the appropriate category (a/b/c) in the course description.)	New Course
Course code	BADCSEC102
Semester	II
Number of credits	03
Maximum intake	
Day/Time	Tuesday 11Am-1Pm
Name of the teacher/s	Prof. Sujatha Mukiri
Course description	<p>i) A brief overview of the course:</p> <p>This course develops undergraduate students’ ability to read, analyze, and produce academic texts across disciplines. Students learn strategies for critical reading, including identifying arguments, evaluating evidence, and recognizing academic conventions. The writing component emphasizes the development of clear, coherent, and well-supported academic essays, with attention to thesis development, organization, paragraph structure, and style. Students practice integrating sources through summarizing, paraphrasing, and quoting, and learn to use appropriate citation and referencing conventions to avoid plagiarism. The course also introduces the writing process—planning, drafting, revising, and editing—and encourages reflective and independent learning. By the end of the course, students will be able to engage confidently with academic texts and communicate ideas effectively in written academic English.</p> <p>ii) Objectives of the course as per the POs:</p> <p>PO3: The students will be exposed to the field of Academic Reading and Writing</p> <p>PO4: Students will be able to hone their professional skills in academic reading and writing.</p> <p>PO5: Students will be able to utilize the skill-based training and teaching for their academic advancement in academic reading and writing.</p> <p>PO7: Students will gain professional understand and practice the skills in academic reading and writing.</p> <p>iii) Learning outcomes:</p> <ul style="list-style-type: none"> ● To gain the skills in academic reading and writing ● To understand the domain of academic reading and writing ● To gain deeper insights into their future research aspirations ● To analyze, interpret, and evaluate the academic reading and writing ● To fully appreciate the domain and gain deeper skill-based knowledge in the field. ● To offer a solid base for future research
Course delivery	Lecture/Seminar/ student presentation
Evaluation scheme	Internal (modes of evaluation):40% End-semester (mode of evaluation):60%
● Readings	<ul style="list-style-type: none"> ● Graff, Gerald & Birkenstein, Cathy – They Say / I Say ● Booth, Wayne C., Colomb, Gregory G., & Williams, Joseph M. – The Craft of Research ● Williams, Joseph M. & Bizup, Joseph – Style: Lessons in Clarity and Grace ● Williams, Joseph M. & Bizup, Joseph – Style: Lessons in Clarity and Grace ● Adler, Mortimer J. & Van Doren, Charles – How to Read a Book ● Swales, John – Academic Writing for Graduate Students (selected units)