

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION
PROGRAMME: B.COM (DIGITAL BUSINESS)**

SEMESTER: II

**NOMENCLATURE OF THE COURSE: COMMERCIAL
DESIGNING**

NEP Vertical: SKILL ENHANCEMENT COURSE (SEC)

Credit: 02

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Programme:	B.COM (DIGITAL BUSINESS)
Nomenclature of the Course	Commercial Designing
Total Marks	50
Semester:	II
Academic year	2025-26

LEARNING OBJECTIVES:

1. To introduce students to the fundamentals of user-centric design, including key elements and principles used in commercial designing.
2. To equip students with hands-on experience in using Photopea and Inkscape for creating various marketing and branding materials.

COURSE OUTCOMES:

1. Understand the fundamentals of user-centric design, including key elements and principles used in commercial design.
2. Use Photopea and Inkscape for creating various marketing and branding materials.

Module	Course Content	Andragogy	No of Lectures
1	<p>Commercial Designing (Photopea)</p> <ul style="list-style-type: none"> ● User-Centric Design ● Elements of Design: Line, Color, Value, Shapes, Spaces, Fonts, Texture ● Principles of Design: <ul style="list-style-type: none"> -Contrast, Balance, Emphasis, Proportion, Hierarchy -Repetition, Rhythm, Pattern, White Space, Movement, Variety, Unity ● Working with Photopea: <ul style="list-style-type: none"> -Introduction to Photopea Interface -Product Manipulation -Creating Ads: Food Ad, Event Ad Poster, Simple Social Media Ad 	Lectures/ AV Presentations/ Demonstrations	15

2	<p>Advanced Design Applications & Introduction to Inkscape</p> <ul style="list-style-type: none"> ● Advanced Photopea Applications: <ul style="list-style-type: none"> -Business Promotion Ad -LinkedIn Banner -Resume Design -Project -Logo Designing -Brochure & Business Card -Recruitment Flyer ● Comparative Study: Difference between Photoshop & Illustrator ● Introduction to Inkscape: <ul style="list-style-type: none"> -Downloading & Setup -Creating Basic Icons -Designing Brand Logos -Crafting Emojis 	Cover Lectures/ AV Presentations/ Demonstrations	15
	Total		30

SUGGESTED READINGS:

- Beard, Jason & George, James (2020). *The Principles of Beautiful Web Design*. Sitepoint Pty Ltd.
- Lupton, Ellen & Philips, J.C. (2015). *Graphic Design: The New Basics*. Princeton Architectural Press.
- White, A.W. (2011). *The elements of graphic design*. Allworth Publications.
- Dawson, Peter, Foster, John et. al. (2019). *Graphic Design Rules: 365 Essential Design Dos and Don'ts*. Frances Lincoln.

INTERNAL CONTINUOUS ASSESSMENT (ICA) PATTERN

Internal Assessment (40% of 20 marks) - 8 Marks

Sr No.	Examination Method	Marks
1	Project / Assignment/ Presentation/Case study	10
2	Project/Presentation/Assignment/Case study	10
	TOTAL	20

TERM END EXAMINATION (TEE) QUESTION PAPER PATTERN

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	15
2	A. Full Length Theory Question OR	15
	B. Full Length Theory Question	15
	TOTAL	30

**Notes: For Question 1, questions should be from Module I.
For Question 2, questions should be from Module II**