



BENNETT
UNIVERSITY
THE TIMES GROUP

NAAC
GRADE A+
ACCREDITED UNIVERSITY

School of Design

Program Structure & Curriculum

Master of Design– Communication Design

Year - 2026-2028

Duration: 02 Years

Vision of the Bennett University:

To be a global leader in education, research, and innovation, empowering higher learning ecosystems.

Mission of the Bennett University:

- Empower all the members of the Bennett ecosystem and provide thought leadership, focusing on nation-building and preparing our graduates to move with the Times.
- Cultivate international partnerships and collaborations with academic institutions, industry, and government organizations, and provide a rigorous and innovative education that equips students with the knowledge, skills, and ethical values required to excel in their careers.
- Foster a culture of lifelong learning, adaptability, and critical thinking, ensuring graduates are prepared to tackle challenges in all academic fields.
- Drive interdisciplinary research and innovation, pushing the boundaries of human knowledge, addressing pressing global issues, and solving real-world problems.
- Enhance a collaborative environment that encourages faculty and students to engage in research, innovation, and entrepreneurship, creating a lasting impact on society.
- Promote diversity, equity, and inclusion, ensuring that all individuals, regardless of background, feel welcomed, respected, and empowered.
- Prepare students to become global citizens, capable of addressing global challenges and contributing to the well-being of communities worldwide.
- Provide a globally connected career services network with graduate employers and alumni.
- Foster a strong sense of ethical responsibility in our graduates, emphasizing the importance of ethical conduct, sustainability, and social impact in professional practice.
- Commit to ongoing assessment and improvement of our programs and invest in modern infrastructure and advanced technology to support teaching, research, and innovation, adapting to the evolving needs of students, industries, and society.

Vision of the School of Design at Bennett University:

To be a global leader in design education, shaping ethical, empathetic, innovative designers who blend sustainability, heritage, and technology to create a better world.

Mission of the School of Design at Bennett University:

1. Empower designers with strong foundations in the design process, technology, and entrepreneurship to lead with creativity and intent.
2. Foster interdisciplinary innovation and real-world problem-solving through collaboration across fields, cultures, and contexts.
3. Champion inclusivity, sustainability, and cultural preservation by embedding ethical design practices rooted in both tradition and change.
4. Strengthen global and industry relevance through hands-on experiences, live projects, and international partnerships that prepare designers as future-ready global citizens.
5. Inculcate adaptability and lifelong learning to enable designers to evolve with a rapidly changing world.

Program Outcomes (POs)

1. **Design Knowledge:** Demonstrate understanding of design principles, visual communication theories, and emerging media technologies.
2. **Problem Solving & Innovation:** Apply design thinking and creative methodologies to analyze and solve complex communication challenges.
3. **Technical Proficiency:** Use professional design tools and technologies such as Adobe Suite, Figma, and emerging AI/AR/VR platforms for effective execution.
4. **User-Centered Design:** Integrate empathy and user insights to develop inclusive, meaningful, and human-centered design solutions.
5. **Critical & Reflective Thinking:** Evaluate design outcomes through aesthetic judgment, contextual awareness, and research-based critique.
6. **Professional Communication:** Present design ideas clearly and effectively through visual, verbal, and written formats for diverse audiences.
7. **Collaboration & Leadership:** Work collaboratively in multidisciplinary environments demonstrating teamwork, adaptability, and ethical leadership.
8. **Entrepreneurship & Lifelong Learning:** Cultivate an entrepreneurial and self-learning mindset to adapt to evolving design, technology, and business landscapes.

Program Specific Outcomes (PSOs)

1. **PSO1 – Visual Branding & Strategy:**
Create cohesive brand identities and visual systems that communicate values, culture, and positioning across platforms.
2. **PSO2 – UI/UX & Digital Interaction:**
Design user-centered digital interfaces and experiences by applying usability principles, interaction design, and prototyping tools.
3. **PSO3 – Motion & Storytelling:**
Develop compelling motion graphics and audiovisual narratives that enhance engagement and communicate complex ideas effectively.
4. **PSO4 – Professional Readiness and Research:**
Build a strong, industry-aligned design portfolio showcasing creativity, critical thinking, research aware, Culturally Sensitive and technical mastery for employability or entrepreneurship.

Assessment Scheme:

Components	Internal Assessment	Mid-Term Exam	End Exam	Total
Weightage %	40%	20%	40%	100%

Assessment Policies & Procedures

Deadlines & Submissions: Students must manage time effectively to meet deadlines. Absence on the day a brief is delivered does not alter submission deadlines unless an extension is formally approved.

Extensions & Special Circumstances: Students facing exceptional situations (illness, emergencies) must inform the course faculty member in advance and refer to the Student Handbook for assessment policies.

Academic Integrity: Plagiarism and academic misconduct are strictly prohibited. Refer to the Student Handbook for guidelines on ethical academic practices.

Communication & Support: If students face challenges with the module, they should approach the course tutor early for guidance. Non-academic concerns should be directed to the Student Counsellor at Student Development and Support.

Assessment Criteria: Grades are based on the quality of work, adherence to project requirements, creativity, critical analysis, and timely submission.

Curriculum Structure

M.Des. Communication Design					
Semester-I					
S.No	Course Title	Subject Code	L-T-P	Credits	Hours
1	Visual Literacy & Drawing for Designers	2026MDCD600	0-2-4	4	90
2	Typography & Layout System	2026MDCD601	0-2-4	4	90
3	Design Studio 1 – Identity & Culture	2026MDCD602	0-2-4	4	90
4	Digital Tools: Photoshop & Illustrator	2026MDCD603	0-0-4	2	60
5	Discover India/Visual Archives	2026MDCD604	0-2-0	2	30
6	Human-Centred Design Thinking	2026MDCD605	0-0-4	2	60
7	Data Analysis and Synthesis	2026MDCD606	0-2-0	2	30
Total				20	450

Semester-II					
S.No	Course Title	Subject Code	L-T-P	Credits	Hours
1	UI Design Fundamentals	2026MDCD650	0-2-2	3	60
2	Illustration & Motiongraphics	2026MDCD651	0-2-2	3	60
3	Design Studio 2 – Campaigns & Narratives	2026MDCD652	0-1-4	3	75
4	Creative Portfolio	2026MDCD653	0-2-0	2	30
5	Photography	2026MDCD654	0-2-2	3	60
6	Generative AI / Sound Design	2026MDCD655/ 2026MDCD656	0-0-4	2	60
7	Film and video	2026MDCD657	0-0-4	2	60
8	Signage Design	2026MDCD658	0-2-2	3	60
9	Psychology for Designers	2026MDCD659	0-2-0	2	30
Total				20	495

Semester-III					
S.No	Course Title		L-T-P	Credits	Hours
1	Industry Internship	MDC2026700	0-0-8	4	120
2	Design Studio 3 – Design for Digital Products (App/Web)	MDC2026701	0-1-4	3	75

2	UX Research & Strategy	MDC2026702	0-0-4	2	60
3	AR & VR in Communication / Data Visualization	MDC2026703	0-0-4	2	60
4	Entrepreneurship/ Systems Thinking & Service Design	MDC2026704	0-2-2	3	60
5	Professional Practice & Ethics	MDC2026705	0-2-0	2	30
6	Social Design	MDC2026706	0-1-2	2	45
Total				18	450

Semester-IV					
S.No	Course Title		L-T-P	Credits	Hours
1	Design Research Methodology	MDCD2026751	0-2-2	3	60
2	Capstone Project	MDCD2026752	0-15-10	20	375
Total				23	435

Total			81	
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