

HIGHER NITEC IN COMMUNICATION DESIGN (3 YEARS)

CERTIFICATION

Credits required for certification:

Sector Foundation Modules	: 12
Cluster Core Modules	: 18
Specialisation Modules	: 27
Internship Programme Modules	: 12
Life Skills Modules	: 10
Cross-Disciplinary Core Modules	: 9
Elective Modules	: 8
Total	: 96

COURSE STRUCTURE

Module Title	Credits
SECTOR FOUNDATION MODULES	
Visualisation Techniques	3
Introduction to Photography & Videography	3
Media Creation Fundamentals	3
Design Process & Fundamentals	3
CLUSTER CORE MODULES	
Ideation	3
Visual Design Principles	3
Digital Illustration	3
Motion Design Principles	3
Image Making	3
Professional Practices	3
SPECIALISATION MODULES (GRAPHIC DESIGN)	
Typography & Infographics	3
Advanced Digital Photography	3
Advanced Digital Imaging	3
Identity & Layout Design	3
User Experience Design & Prototyping	3
Web Technologies Essentials	3
Content Management System	3
Brand Experience Design	3
Brand Applications	3
SPECIALISATION MODULES (ANIMATION & MOTION GRAPHICS)	
Motion Graphics	3
2D Animation	3
3D Modelling	3
Video Editing	3
3D Texturing	3

Module Title	Credits
3D Animation	3
Compositing	3
Cinematic Lighting and Rendering	3
Creative Production	3
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.

MODULE OBJECTIVES

Sector Foundation Modules

Visualisation Techniques

On completion of the module, students should be able to apply important skills in visual thinking, design visualisation, freehand design sketching and rendering of design.

Introduction to Photography & Videography

On completion of the module, students should be able to apply proper techniques in photography and videography using smart devices.

Media Creation Fundamentals

On completion of the module, students should be able to create digital media based on the design requirements using the appropriate applications.

Design Process & Fundamentals

On completion of the module, students should be able to apply important skills in setting design statement, creating image boards, freehand design sketching and explaining the rationale of their concept drawing.

Cluster Core Modules

Ideation

On completion of the module, students should be able to generate, analyse, refine, collaborate, and pitch creative ideas effectively.

Visual Design Principles

On completion of the module, students should be able to create compelling graphic design demonstrating solid understanding of visual design principles.

Digital Illustration

On completion of the module, students should be able to apply various techniques used in digital illustration and create appealing assets for different media platforms.

Motion Design Principles

On completion of the module, students should be able to apply motion design principles to create compelling sequences using various mixed design elements.

Image Making

On completion of the module, students should be able to apply various techniques used in digital imaging and develop the visual concept.

Professional Practices

On completion of the module, students should be able to create a digital portfolio that will represent their works with self-branding which leverages on various relevant media platforms.

Specialisation Modules (Graphic Design)

Typography & Infographics

On completion of the module, students should be able to customise typography and create infographic from given data.

Advanced Digital Photography

On completion of the module, students should be able to apply the proper techniques in photography and understand the use of various photographic equipment.

Advanced Digital Imaging

On completion of the module, students should be able to apply digital imaging techniques using image-editing software to create graphics and illustration.

Identity & Layout Design

On completion of the module, students should be able to create pictograms and apply effective typography onto design layouts and compositions using software applications.

User Experience Design & Prototyping

On completion of the module, students should be able to create interfaces with a focus on enhancing user satisfaction by improving usability and accessibility.

Web Technologies Essentials

On completion of the module, students should be able to create a desktop website using HTML5, CSS3.

Content Management System

On completion of the module, students should be able to create, manage, and publish dynamic web content using Content Management System (CMS).

Brand Experience Design

On completion of the module, students should be able to collect research and effectively create a brand identity and its touchpoints.

Brand Applications

On completion of the module, students should be able to design and develop innovative applications using various forms and materials while demonstrating knowledge of effective print packaging and prepress concepts and techniques.

Specialisation Modules (Animation & Motion Graphics)

Motion Graphics

On completion of the module, students should be able to produce visually engaging motion graphics sequence for various relevant media platforms.

2D Animation

On completion of the module, students should be able to create animation using the animation technique and workflow.

3D Modelling

On completion of the module, students should be able to create hard surface 3D elements using various techniques and methodologies.

Video Editing

On completion of the module, students should be able to create seamless visual effects with the application of rotoscoping, keying and tracking techniques.

3D Texturing

On completion of the module, students should be able to apply UV mapping and layout to 3D models and export them into real time engine.

3D Animation

On completion of the module, students should be able to create 3D character Keyframe animation and perform retargeting animation.

Compositing

On completion of the module, students should be able to composite shots on various relevant media platforms.

Cinematic Lighting and Rendering

On completion of the module, students should be able to assemble 3D assets in a real-time rendering engine with materials, lighting, and cinematic framing techniques.

Creative Production

On completion of the module, students should be able create content across media platforms, from conception to completion.

Electives (General) and Life Skills Modules

For details, click [here](#).