

MVA APPLIED ARTS
(Specialization in Visualization)

Semester I

Paper Code	Title	Contact Hours		Credits
		Per Semester	Per Week	
VAA 121	Advertising & Business Organisation	30	2	2
VAH 122	Oriental Aesthetics	30	2	2
VAA 123	Seminar (Internal Evaluation)	30	2	2
VAA 126	Graphic Design	360	24	12
VAA 127	Promotional Design	120	8	4
Total credits for Semester I				22

Semester II

Paper Code	Title	Contact Hours		Credits
		Per Semester	Per Week	
VAA 221	Advertising & Business Organisation	30	2	2
VAH 222	Oriental Aesthetics	30	2	2
VAA 223	Seminar (Internal Evaluation)	30	2	2
VAA 226	Graphic Design	360	24	12
VAA 227	Promotional Design	120	8	4
Total credits for Semester II				22

Semester III

Paper Code	Title	Contact Hours		Credits
		Per Semester	Per Week	
VAA 321	Advertising & Business Organisation	30	2	2
VAA 322	Occidental Aesthetics	30	2	2
VAA 323	Dissertation (Internal evaluation)	30	2	2
VAA 326	Graphic Design	360	24	12
VAA 327	Promotional Design	120	8	4
Total credits for Semester III				22

Semester IV

Paper Code	Title	Contact Hours		Credits
		Per Semester	Per Week	
VAA 421	Advertising & Business Organisation	30	2	2

VAA 422	Occidental Aesthetics	30	2	2
VAA 423	Dissertation (External evaluation)	30	2	2
VAA 426	Graphic Design	360	24	12
VAA 427	Promotional Design	120	8	4
Total credits for Semester IV				22
Total Credits				88