Syllabus - PhD Entrance Exam (FOMC)

Design and Visual Communication

1	History of Art and Design - world and India
2	Design and Society - impact of environment, culture, social structure, economic development, political scenario, religion, etc on the development of design.
3	Design Fundamentals - elements, principles and theories of design
4	Design Process and Thinking - tools and methods
5	Intellectual Property Rights in Design and Ethics in Design
6	Research Methods in Design
7	Popular Arts and Crafts practices in India and their influence on Design.
8	Visual Communication Theories - Gestalt, Semiotics, Cognitive theories,
9	Types of Visual Communications, theories and their design applications
10	Fundamentals of visual design - digital, print and audio-visual media