



Jesuit Worldwide Learning
Higher Education at the Margins

1-Year Certificate Course in Creative Writing & Design Awarded by St Joseph's University, Bengaluru, India.

Objectives of the “Creative Writing & Design” Certificate Course:

1. To provide a strong foundation in skill-based learning that integrates advanced creative writing and design tools.
2. To help students analyse design requirements and gain exposure to business skills and information systems.
3. To create opportunities for self-entrepreneurship in the field of design.
4. To prepare students for further professional studies and related disciplines.
5. To enable students to work effectively with a range of current, standard Office Productivity Software applications.

Curricular Plan for the Certificate Course in “Creative Writing & Design”

The curricular plan consists of the following courses: each Course runs for 8 weeks. The order of the course study follows as numbered below. Each of the prior courses is the prerequisite for the next course study. In case of non-passing a course, a student can repeat the same Course as and when scheduled in the next immediate run.

Creative Writing & Design:

First Course: Code: PCPCW1: Name: Creative Writing

Second Course: Code: PCPGD2: Name: Graphic Design Level 1

Third Course: Code: PCPGD3: Name: Graphic Design Level 2 **Fourth**

Course: Code: PCPWD4: Name: Web Design

Fifth Course: Code: PCPWD5: Name: Dynamic and Interactive Website

Total number of credits: 30

INTERNAL ASSESSMENT (40 Marks)

- **ACTIVITY:** Each unit/week of a course has various activities such as discussions, quizzes, reflections, and assignments, and the maximum point for each course is 160 Marks.
- Each unit activity is for a maximum of 20 marks
- For one course having 8 units, the maximum score is 160 marks
- 160 Marks is to be converted to 40 marks as CIA (Continuous Internal Assessment)

EXTERNAL ASSESSMENT (60 Marks)

- A student must write a final examination at the end of each Course (in week 8) for maximum of 60 marks.
- The final exam duration will be of 3 hours to answer 6 questions (each question carries 10 points)
- There will be 8 questions (each question from each unit) available to the student at the time of the final examination, and students need to choose ANY 6 questions to answer.
- The final examination must be administered under the invigilation of an onsite facilitator from the JWL learning center.
- Students who are absent for the final exam in week 8 for some genuine reason can take the final examination in week 9.
- The final exam is mandatory to earn a passing grade.

OVERALL, MARKS

40 marks as CIA and 60 marks from external examination = 100 Marks

Academic requirements to earn a certificate and transcript in the above course:

- The above programs follow the grading scheme below:

Grading scheme		
% Marks	Equivalent Grade	Grade points per credit
95-100	O	10
90-94	A+	9
80-89	A	8
70-79	B+	7
60-69	B	6
50-59	C	5
< 50	F	0

Each of the course modules will be awarded a grade and counts for 6 credits. Hence, a total of 30 credits per course.

- Transcript shows the grades earned in each course as per the above grading scheme and hence a CGPA out of 10 at the end of the program.
- In case of non-completion of the course with a passing grade, a student is allowed to retake the course ONLY once in the immediate course scheduling.
- In case of failure in the second attempt, the decision by SJU is final whether to allow the student to continue the studies or not.
- Though a student can finish the study within 1 year, a student can be allowed to complete it within a maximum of 2 years in case of unavoidable circumstances, with the prior approval from the SJU.

Admission

- Online Screening test score \geq B1+ 56 above / 120
- Lingua Skill test or New CEST Test score $>$ B1 140 above / 240
- Applicants who have scored B1 and above will need to write an essay as proof of their commitment to the course and their motivation towards the course (4 points)
- Admission criteria- Essay score 50% (2 out of 4) + advocacy
- Certificate proof for the completion of high school
- ID proof

COURSE 1 - CREATIVE WRITING

Course Outcomes

- Learning to write in an organic manner
- To enable students to learn in an exploratory manner
- Develop content creation and analysis

Course Specific Outcomes

Students can acquire the following skills after completing the course:

- Ability to write continuously and to connect between seemingly unrelated points. To let their narratives develop on their own.
- Ability to identify blocks while writing and talking to communicate. To eliminate the predetermined notion of a structure.
- To be able to express better, analyze and talk about their experiences- traumatic or otherwise, even break stereotypes.
- To understand their experiences as valuable information for writing.

SYLLABUS

UNIT 1 BRAINSTORMING

Using Memory and Thoughts to begin the journey of writing.

UNIT 2 FREE ASSOCIATION

Explain how to associate an idea with a concept, and how to use it to write freely

UNIT 3 THE SELF

Use the skills of brainstorming and free association to unwrap the concept of diary writing and autobiographies as a means of expressing oneself.

UNIT 4 THE IMMEDIATE WORLD

Using the world around in order to understand and make sense of it.

UNIT 5 BEYOND THE IMMEDIATE WORLD

The unit will enable one to write with clarity and confidence. It introduces the students to new ideas and makes you accept things that they might have never thought of.

UNIT 6 NARRATIVES

The unit takes one through impactful narratives that will motivate them to create one of their own.

UNIT 7 THE SIMILAR STRANGER

Students practice the exercise of understanding differences in cultures through texts and activities.

UNIT 8 ACTIVITY BASED WRITING MODULE

The exercises and tasks in this unit will take students on a fun journey of practicing their writing.

COURSE 2 GRAPHIC DESIGN LEVEL 1

Objective:

- To help students understand the design elements, principles, process and conceptualize ideas in visual form that is effective and aesthetically pleasing.

Course outcome:

- Have developed a good knowledge of the history, language, and process of graphic design.
- Have Developed a very good understanding of design elements and principles.
- Be able to handle and demonstrate the tools of professional design software
- Be able to analyze and critique designs.
- Be able to evaluate their own work based on the visual qualities and technical skills relevant to graphic design.
- Be able to create designs that communicate and articulate their ideas.

Instructions:

- This course is divided into two levels. Each level consists of 8 units, spread across 8 weeks. (8X10=80)
- Students can score a maximum of 20 points per unit, and 160 points for the entire course.
- At the end of each unit, students will have to complete an assignment and a learning activity for a total of 6 points, and you will get 4 points for attending the two in-class meetings per unit. Beginning in Unit 4 you will work on your project, which will be graded at the end of Unit 8 and is worth 80 points.

SYLLABUS

Unit 1: INTRODUCTION TO GRAPHIC DESIGN

This unit is intended to give students the basics for becoming a successful visual communicator, whether to master page layout techniques, the creation of eye-catching posters, brochures, or packages or be aware of the complex world of informational graphics.

UNIT 2: INTRODUCTION TO DESIGN SOFTWARE

This unit will introduce the design software and software interface. Students will understand the uses and applications of the software; the differences between the vector and raster-based software; and the tools and settings of the raster-based software.

UNIT 3: ELEMENTS OF DESIGN

The elements of design are the fundamental aspects of any visual design which include line, shape, color, value, texture, form, typography, and space. Students will understand and use these elements to create designs.

UNIT 4: PRINCIPLES OF DESIGN

Design is a visual language that is built on fundamental principles and elements. Students will apply the design principles with the elements to create order and visual interest.

UNIT 5: COLOUR FUNDAMENTALS

This unit will explore the various principles and behaviors of colors within the design spectrum. The unit will start with the identity of color which affects the nature of color. The concept of “Chromatic interaction” will be introduced, where one learns the interaction between different colors. The unit also looks into different emotions which can be evoked by different colors. This lays the foundation of the application of colors in graphic design. Different theories distinguishing between CMYK, and RGB color options and their usages will be discussed as a major fundamental idea for an application

UNIT 6: TYPOGRAPHY

The verbal culture that we experience is documented and expressed through text. Typography is a vital component of graphic communication as the text that one reads is also an image. In this unit, students will learn and understand the expressive visual communication of words and the mechanics of the text itself.

UNIT 7: IMAGERY AND DESIGN

In this unit, students will design elements, principles, typography, and color along with an image to design poster for various events.

UNIT 8: ONLINE PORTFOLIO

The online portfolio is based on the learnings from unit 1 to unit 8. Students must submit a minimum of 5 designs based on the assigned task.

COURSE 3 GRAPHIC DESIGN: LEVEL 2

Objective:

- To help students understand the visual design language that effectively communicates the brand identity, values, and engages with its target audience.

Course outcome:

- I have developed a good knowledge and understanding of the brand building process.
- Have Developed a very good understanding of design elements and principles.
- Be able to handle and demonstrate the advanced tools of professional design software
- Be able to analyze and critique designs and brand elements.
- Be able to evaluate their own work based on the visual qualities and technical skills relevant to graphic design.
- Be able to develop brands, rebrand and create brand elements for a product or service.

SYLLABUS

UNIT 1: VISUAL IDENTITY AND BRANDING

In this unit, the brand basics are defined and discussed. Students will learn about the basics of branding and the importance of visual identity in branding.

UNIT 2: BRAND ELEMENTS I

This unit will give students an overview of the brand elements such as brand name, taglines, logos, signages, etc. Students will apply to level 1 to create brand elements of their own hypothetical brand.

UNIT 3: BRAND ELEMENTS II

This is an extension of the previous unit, students will create additional brand elements such as letterheads, visiting cards, letterheads, print ads, etc. required for the hypothetical brand.

UNIT 4: PRODUCT AND PACKAGING

This unit will give students an understanding of the product design and packaging. Students will learn about the different layers of packaging, the kind of material used, and factors affecting design of a product.

UNIT 5: DESIGN FOR THE WEB

Website is an important tool for business, it is accessible to anyone, anywhere, anytime. It is something we cannot avoid. Hence, this unit will give students an understanding of website design and the effective principles to design for the web.

UNIT 6, 7 AND 8: BRAND MANUAL (ONLINE PORTFOLIO)

A student should prepare a Brand Manual for an imaginative Company by incorporating the concepts they have learned from the practical course. This Brand Manual should be incorporated the company logo, color scheme, typefaces, corporate stationery, print ad, and social media ad campaign.

COURSE 4 WEB DESIGN

On successful completion of the course the students will be able to do the following:

- To provide an in-depth training for web development skills.
- To understand and develop web pages independently.
- To understand the methods of debugging and correcting anomalies.
- To provide a proper foundation for learning other tools of web development.

SYLLABUS

UNIT 1 – BASICS OF THE INTERNET AND ELEMENTS OF HTML

Important terminology, Basics of the Internet, History, World Wide Web, HTML Basics, Structure and elements, Text Editors, Basic tags, HTML Page Format, Text Formatting in HTML, Image tag and attributes, Hyperlinks and type, Unordered and ordered list tags, HTML Definition Lists and Nesting Lists

UNIT 2- TABLES AND FRAMES

Tables in HTML, Table Attributes, Types of Table design, HTML frame tag, Frame Attributes.

UNIT 3: INTERACTIVE PAGE DESIGN IN HTML

Interactive page designs of HTML, Forms on Web page, Event objects on Web pages, Radio button code, Submit and reset buttons on Web pages.

UNIT 4- INTRODUCTION TO CSS I

Introduction to CSS, Element Selector, ID Selector, Class Selector, CSS Grouping Selectors, Universal Selector, CSS Inclusion Color and Box Model using CSS, Color Properties, Hexadecimal Notation, Background Color, Border Color, Opacity, Margins, Padding and Basic Box Properties in CSS, CSS Margin, CSS Padding, Height and Width in CSS and Box model

UNIT 5- CSS II

Text Properties in CSS, Letter-Spacing Property, Word-spacing Property, Text-align Property, Text-transform Property, Line-height Property, Text Decoration and Font Properties in CSS, Text decoration properties, Font Properties, Table and List Properties in CSS, Font Properties, Border Property, Padding Property, Border-collapse Property, List Properties and List-style property.

UNIT 6- INTRODUCTION TO JAVA SCRIPT

Introduction to JavaScript, General Structure of JavaScript, Document Object Model, Browser Compatibility.

UNIT 7: JAVASCRIPT STATEMENT

Statements in JavaScript, DOM, to implement DOM and events, Variables, Declaring Multiple Variables, Naming Conventions for Variables, Understanding Events and Event Handlers, Mouse Events, Keyboard Events, Form Events, Document/Window Events, Arrays and strings, Array Properties, Array Methods, Conditional Statements, “if” statement, “if else” statement, "if...else if" statement,

UNIT 8: JAVASCRIPT LOOPING STATEMENTS AND FUNCTIONS.

Looping Statements, "While" loop, “do-while” loop, “for” loop, Functions and Types, User define JavaScript Function Syntax, invoking functions or calling the functions

COURSE 5 DYNAMIC AND INTERACTIVE WEBSITE DEVELOPMENT

Course Outcomes

- To understand the methods of designing dynamic websites.
- To understand the significance of open sources in developing dynamic websites.
- To understand the role of data in the interactive web pages.
- To develop an effective interactive website.

Course Specific Outcomes

- Students can acquire the following skills after completing the course:
Need of interactive pages.
- Demonstrating various open sources in managing data.
- Auto responses for the submitted data on the web page.
- Confident in managing the interactive web pages.
- Importing and exporting data within the web pages.

SYLLABUS

UNIT 1 INTRODUCTION TO INTERACTIVE WEB PAGE

Design: Controls: Textbox, Radio button, checkbox etc. CSS for customizing the controls.

UNIT 2 INTRODUCTION TO JAVASCRIPT

Introduction to JS, Variables, expressions, statements, Arrays, functions, Data Object Model (DOM). Validation of login form and other values. From Events and String operations

UNIT 3 EVENTS AND ITS IMPLEMENTATION

Mouse events, Keyboard events, String built-in functions. External JS, Regular Expression.

UNIT 4 REACT JS

React JS Introduction, Workflow of React JS, overview of JSX, Difference between JS and JSX, React Components, Containers and components, Child Components.

UNIT 5 REACT JS SET UPS

React JS environment setups, Node setup, NPM, create package. Json, ES6 Introduction and features, A real-time application by using react js, React JS render, React JS Pros. Props validation.

UNIT 6 REACT JS UI

React JS form and UI: Lists of Form components. Setup Controlled and Uncontrolled form components. Control Input elements. How to set default values on all formats of Input elements. React JS Form validations. How to write Styles? Animations overview

UNIT 7 DYNAMIC DOM AND JSON

Creating DOM Nodes, Dynamic Photo Gallery, JSON, JSONP, AJAX

UNIT 8 ADVANCED SOFTWARE TOOLS

Intro to jQuery, J S, jQuery Plugins, Timers, JS Animations, Canvas Animations, Front-end JS Frameworks, Vue.js