SEMESTER III

SEC-1 (Skill Enhancement Course)

DESIGN AND GRAPHICS

Credits - 3

L	T	P
2	1	0

1. What is Design art?

- **Art and Design:** Relationship and difference between art and design, Design education, Communication and Design process
- **History of Design:** The craftsman, Technological shift, Separation of design and production, Advertising, Font explosion, International typography, Photography, illustration, branding, and advertising.
- **Types of design:** Image based design, Type based design, Image and type design, Symbols, Logos

2. Graphic Design

- **Scope of design:**

  The opening and closing credits sequences of films, animation, TV programs and product commercials,

  Corporate websites, newspapers, magazines,

  Advertisements, posters, brand motifs and company logos, product packaging, road signs, and so on

- **Visual Design:**

  Design Elements: Point, Line. Shape, Form, Color, Value, Texture, Space, Typography

  Design principles: Balance, Unity, Emphasis, Contrast, Movement, Pattern, Rhythm

  Design Process: Briefing, Design, Art work, Proof, Final Production

- **The Designer:**

  The link between the client and audience, Job of the Designer: To understand the purpose, to build a concept construct a message, to present it successfully

3. Typography

- Type anatomy, face, style, size and weight
- Letter spacing, leading and word spacing, letter serif, Placement of Types
- Color: adding colors, drawing reader's attention, back ground colors of the text, readability, Color contrast; Change in color dramatically effects the dramatic effect

4. Design and Layout

- Emphasis (what is most important), Emphasis technique
- Contrast, balance, alignment, movement, rhythm
- Repetition, flow, Images and color

5. Computer Graphics

- Meaning and definition, Scope of CG
- Opening credit design, Logo of production, Poster art
- Adobe Photoshop, after effects

***

Reference Books

1. Elements of Graphic design: by Alexander W. White
2. Graphic design Theory: by Helen Armstrong
3. Grid System in Graphic Design: by Zum Buch
4. How to use Graphic Design: by Thames and Hudson

GRAPPHIC DESIGN (PRACTICE)

Credits-3

L	T	P
0	0	6

PRACTICAL

To be added after discussion with the concerned faculty