B. Voc. in Graphic Design
First Semester

Drawing and Composition

Course Title: Drawing and Composition   **Credit Units: 06**

Brief Description of the Course: This course introduces the basic elements and principles of Art and Design topics required for a student at the entry level. Course allow student to look at the subject in a broader perspective and provide a solid theoretical base for the specialization program. Examples for relevant Design problems are given to understand and to find out the solutions. Both 2 dimensional and 3 dimensional design processes is addressed in this course.   **Learning Objectives:**

(a) After completing this course students will be able to understand the elements and define all the principles of Design
(b) Students will be capable of interpret different Design problems and explain the solutions.
(c) Students are capable to understand and explain the 2 dimensional design the concepts
(d) Students are capable to understand and interpret 3 dimensional design concepts
(e) This course allow student to learn observation, visualization and visual experience through basic Elements of Drawings
(f) In this course students learn the visual representations using perspectives
(g) Students will be sensitized towards their surroundings, materials and the visual and Physical qualities.

Pedagogy:

Instruction consists of lecture presentations, demonstrations and studio projects   **Course Outline:**

- Observational Drawing: to draw what is seen through keen observations. To draw simple objects from around.

- Creating basic shapes and forms on a two-dimensional surface using Planes, Orthographic projections, studying Solidity, Depth and Volume, Positive and Negative Shape - structure, surface and texture

- To introduce the basic geometry and the guiding principles
- To study Line styles and types such as; *visible/ hidden/center/ cutting/ plane/ section/phantom*
- To introduce different types of projections such as Multiple views and projections
- Orthographic projection /Auxiliary projection /Isometric projection /Oblique projection To study Perspective /Section Views /Scale /Showing dimensions /Sizes of drawing Graphical representation of figures, objects etc.

- Drawing from Nature –To draw leaves, fruits vegetables and elements from Nature.

- Introduction to human figure drawing – quick Sketching of human figure from out door, indoor.

- To study the gestures and different poses of the human figure.
- Introduction to visual elements and elements of Design, their characteristics, behavior and visual attributes
- To discuss the examples of Aesthetic representation of visual elements
- To discuss the problems of organization of an object and group of Objects of Art and Design
- Introduction to the concept of form, function and the beauty
- Theoretical introduction to the Gestalt Laws of perception, phenomenology, and fundamentals of design
- To discuss the problems for Simplification of forms and the guiding principles and Layout – division of space, grids

Unit-I
Sketching of natural and manmade objects and environment: To enhance observation and sketching skills among students. **Construction Drawing**: Understand the structure of the object and construct drawing based on the structure to be able to draw different orientations of the object. **Representational Drawing**: Representation drawing will help in understanding the characteristics of the objects, its material and texture including color and form. **Simplification Drawing**: Drawing complete details to represent a particular object but reduce/ simplify the complex character of the object to make the perception simpler.

UNIT-II
Society and Articulation
Study, interact, observe and document the socio – cultural, prejudices and beliefs to form clear understanding of the role of motif and place in communication system.

UNIT-III
Introduction to Computer: Creation, Modification and Presentation
Expression of aesthetic and artistic skills using different suitable software for producing simple digital images.

C. PORTFOLIO
Year end submission of portfolio consisting of selected works (min. no.20) produced during the year. The works should be rich in terms of material exploration and visual impact. The works should be rich in terms of material exploration and visual impact.

Recommended Text:
1. Principles of Form and Design by Wucius Wong John Wiley & Sons, New York
2. Principles of Color Design by Wucius Wong, Publisher: Wiley
3. Principles of Two-Dimensional Design, Wucius Wong, Publisher: Wiley, 1) Complete Book of Drawing Technique - Peter Stanyer 2) Fun with the Pencil – Loomis.
3) Dynamic Figure Drawing – Burne Hogart

Suggested Assessment Scheme

Assessment 1: Sketching of natural and manmade objects-20%
Assessment 2: Society and Articulation-20%
Assessment 3: Portfolio- 40%
Assessment 4: Presentation – 20%

Visual Language

Course Title: Visual Language   **Credit Units: 06 Brief description of the Course:**

This Course aims to provide knowledge in various communications prevailing in life and the role of Graphic Design in communication. Course provides introduction to Visual Communication in various contexts and explores the design strategy. Introduces Graphic Design for contemporary communication process. Students work on simple assignments culminating in to a project. **Learning Objectives:**

- After completing this course students will be able to ;
- Define and interpret visual communication through Design.
- Achieve design solutions in a given context and problem Use simple visual elements in communication successfully.
- Understand and analyse designs as applied in different context. **Pedagogy:** Lecture, Demonstrations, Studio based practical projects **Course Outline:**
- Introduction to Graphic Design : To discuss the visual communication process from the history to present. Relation between the Society and the Graphic Design. Research and practical exercises on form and text.
- Graphic Design : To find out solutions to the typical design problems. Ex; Book Cover
- Different stages of simplification of design
- To design a symbol or a logo with specific objective. Different aspects of Letter form.
- To take up design problems in designing Visiting cards, Letter Heads, Envelop Design, Greetings Designs Invitation Cards etc.

UNIT-I

Design and society, functions of Design ,need of graphic design ,role of graphic designer, processes of graphic design .visual design,

UNIT-II

Typography and its power for expressive qualities .Experiments in typography use

To explore the aesthetical aspects of colour , form and the expressionistic quality of letter form treating it almost abstract composition. Copy based Advertisements from Magazines. Understanding of letter Forms, spacing, words, mechanical and optical spacing, grid system

Lettering and Typography: Construction of a San – Serif Font ,Parts of the letter ,Assignments based on Optical spacing and Mechanical spacing ,Expressive Typography.

UNIT-III

Colour**,** Colour theory. Introduction to colour fundamentals ,Colour – interpretation and meaning - connotation, symbolism ,Colour and composition using basic geometrical shape - Colour interaction. To discuss the Examples for Composition using basic design elements ,To understand the relationship between Value, Hue, Chroma Show and discern ,incremental differences in value gradation and match color values to an established gray scale. Show High/Low Value and High/Low Chroma.

The Physics of Color: Color Systems the Color Wheel: Munsell, Goethe, Runge, Itten.

Elements of Design: (line, shape, Forms, space, colours ,

Principles of Design: Unity**-** Harmony, Balance, Rthym, Perspective, Emphasis, Orientation, Radiation, Repetition and Proportion.

UNIT-IV

Planning a campaign, kinds of campaign, advertising, CSR, visual communication and its impact.

UNIT-V

Types of layout,grids,digital imaging and printing. Introduction to visual elements and elements of Design, their characteristics, behavior and visual attributes ,To discuss the examples of Aesthetic representation of visual elements ,To discuss the problems of organization of an object and group of Objects of Art and Design

Introduction to the concept of form, function and the beauty ,Theoretical introduction to the Gestalt Laws of perception, phenomenology, and fundamentals of design ,To discuss the problems for Simplification of forms and the guiding principles and Layout – division of space, grids

Suggested Assessment Scheme

Assessment 1: Design and Society – 20%
Assessment 2: Understanding Letter Forms – 40%
Assessment 3: Design Composition and Visual Communication – 20%
Assessment 4: Types of Layout – 20%

Digital Tools

Course Title: Digital Tools   **Credit Units: 06**

Brief description of the Course:

This Course introduces software Corel draw, Adobe Photoshop CS3, Illustrator CS3, In design CS3, Macromedia flash. Course allow students to expertise in the tools and application in the Design art works and rendering the images, image manipulations, Colour corrections etc.

Course also introduces basics of web design in the context of previously Design.

Learning Objectives: The students will receive information that will enable them to:

- Understand the concept of creating textures, brushes, abstract and thematic designs.
- Create effective typography designs used for raster and vector illustrations and designs.
- Construct characters using flash symbols and rig it for animation.
- Animate background layouts and characters using 2D animation principles.

Pedagogy: Demonstrations, Lectures, Instructor led assignments Course **Outline:**

Theories of Perception, Light and Colour : Essential colours of an artist - Observation, Perseverance, Experimentation, Pre planning, Time Scheduling - Persistence of Vision; Frames per Second, Flip Book.Slow motion and fast motion - Light and Colour Theory; Electromagnetic Spectrum, Chromo and Luma, The Human eye and Vision, Colour Perception - human eye - Colours of Light**,** Additive Theories Subtractive theories Primary Colours Secondary colours, Tertiary colours**,** Warm and Cool colours**,** Colour symbolism Mixing Colours**,** Colour Palettes**,** Colour in painting

Unit-I

Digital Tools, Image Format and Colour Representations: Concept of digital computer, Computer Basics,

Hardware and Software, Hardware Sub Modules, Various Platforms, Workstations, Dedicated Machines Software, Operating Systems, BIOS, Firmware Utilities, Application Software - Image and File Formats: Vector format, Pixel format, File Compression Image formats, File formats, File compression, (Lossy and non lossy compression) Properties of Bitmap Images, Monitor resolution, Image resolution, Resolution for printing, Resolution for display, Pixilation, Interpolation - Colour representation in computers: RGB, HLS, CMYK, Greyscale, Colour pallets. Graphics packages Image formats Vector Formats Pixel format.

UNIT-II

Introduction to Photoshop : Introduction to Vector Shapes and Bitmaps, Exploring the Photoshop Environment, Using the File Browser Basic Photo Corrections - Working with Selection Tools Layer Basics, Masks and Channels Retouching and Repairing, Working with Brushes, Customizing Brushes, Speed Painting, Matte Painting, Creating a workspace for painting, Using Colour Palette, Painting and Editing.

UNIT-III

Image Editing and Manipulation – I " Basic Pen Tool, Techniques, Vector Masks, Paths and Shapes, Advanced Layer Techniques - Creating Special Effects, Preparing Images for Printing.

UNIT-IV

Introduction with Corel Draw

Introduction to Corel Draw Environment, Basic illustrations, Starting a document, creating objects, creating text, creating table, working with bitmaps, import bitmaps, editing bitmap, coloring and styling objects, formatting outlines, choosing fills, adding transparency, adding effect, reusing color and objects, positioning objects, grouping and combining objects, organizing object. Envelope tool, power clip, interactive fill, eraser tool, color proof setting dockers, pdf export, Paint tool, artistic media, Corel power trace, freehand tool, shape tool, mesh tool, adding effects. Setting up the document, working with layers, page number. Working with color profile.

UNIT-V
Social Media Past & Present:

Creation of presentation papers for social media.

Suggested Assessment Scheme

Assessment 1:Colour Symbolism – 20%
Assessment 2: Basic of Images (Photoshop) - 20%
Assessment 3: Basic of Images (Corel Draw) - 20%
Assessment 4: Social Media Pages layout - 40%