

B. Voc. In Graphic Design

Semester- II

TYPOGRAPHY

Course Name : TYPOGRAPHY

Credits : 4

Pre-Requisite : NIL

Hours : 84

Aim – An exploration of typographic structures, terminology and methods as a tool for visual problem solving. This course use both hand & computer on methods to address the language of type and its effective use. Studying the language of type through its history and application , course introduces students to the advanced principles, techniques and practices in typographic communication and will gain strong working knowledge in Graphic Design.

Units	Course Contents	No. of hours
Unit I	Art of writing : basic tools and instruments: dip pens, brushes, nibs etc. Application of calligraphy in design. Understanding difference between calligraphy & typography.	10
Unit II	Study of different type faces, type structure, specialty of display types, families and fonts, usage of different type variations, laws of designs in typography and its applications.	20
Unit III	Creating various visual designs using typography, experimental typography, images using typography, 3D typography, application of 3D typography in various designs.	14
Unit IV	Contemporary trends in typography and layout, Study of typefaces, type and culture. Create a new font of any language using grid system , in manual and digital.	20
Unit V	Practical exercises : Typography to reinforce message – different advertisement designs – campaign advertisements – posters – book covers – leaflets etc. using typography.	20

Learning Outcome:

Course introduces students to the advanced principles, techniques and practices in typographic communication and will gain strong working knowledge in Graphic Design.

Assessments

Assessment 1- from Unit –I- 10%

Assessment 1- from Unit –II- 20%

Assessment 1- from Unit –III- 20%

Assessment 1- from Unit –IV- 25%

Assessment 1- from Unit –V- 25%

Learning and Teaching Strategy :

Practical sessions

References

1. Typography Workbook : Timothy Samara
2. The Elements of Typographic Style : Robert Bringhurst
3. Thinking with Type : Ellen Lupton
4. The Fundamentals of Typography : Gavin Ambrose and Paul Harris
5. Typographic Design: Form and Communication: : Rob Carter, Ben Day, & Philip B.Meggs
6. Grid Systems in Graphic Design : Josef Muller-Brockmann
7. Typographic Systems of Design : Kimberly Elam

TECHNIQUES OF APPLIED ART

Course Name : TECHNIQUES OF APPLIED ART

Credits : 4

Pre-Requisite : NIL

Hours : 84

Aim- The course will cover advanced tools and techniques in digital illustration and information design by translating data into visuals and visuals into understanding.

Units	Course Contents	No. of hours
Unit I	The use of digital tools to generate art directly through an interface that translates that movement into a digital display. The representation of objects – the process of simplification.	10
Unit II	Introduction of Digital Illustration applications, Medical Illustration, 3D Illustration, Different Styles of Digital symbols, Character Creation : Human, Animals, Birds, Objects.	15
Unit III	Digital Painting, Story Illustration, Poem Illustration, Comic book layout & Illustration.	20
Unit IV	Translating Data into Visuals: Statistical Information Illustrations, Graphs, Charts, Simplification of Complex Data.	19
Unit V	Events Visualization: Recreating events in space and time. Visualization of Dynamic Information – applications & case studies. Information graphics in interactive Media.	20

Learning Outcome:

Digital illustration and information design by translating data into visuals.

Assessments

Assessment 1- from Unit –I- 10%

Assessment 1- from Unit –II- 20%

Assessment 1- from Unit –III- 20%

Assessment 1- from Unit –IV- 25%

Assessment 1- from Unit –V- 25%

Learning and Teaching Strategy:

Practical Sessions

Reading References -

1. Beginners Guide to Digital Painting : Richard Tilbury
2. Digital Painting Techniques : Practical techniques of digital art masters
3. The complete guide to
Digital Illustration : Steve Caplin, Adam Banks, Nigel Holmes
4. Infographics Designers' Sketchbooks : Rick Landers and Steven Heller
5. Visual Explanations : Edward Tufte
6. Envisioning Information : Edward Tufte
7. Information Graphics : Robert L. Harris
8. Visual Function: An Introduction to
Information Design : Paul Mijksenaar
9. The Functional Art: An Introduction to
Information Graphics and Visualization : Alberto Cairo

INTRODUCTION OF PROMOTIONAL DESIGNS

Course Name : INTRODUCTION OF PROMOTIONAL DESIGNS

Credits : 4

Pre-Requisite : NIL

Hours : 84

Aim-

The course will build on previously learned graphic design Elements & Principles and its applications. Students will explore the presentation of abstract ideas for the purpose of building identity and to develop creative strategies for problem solving and investigate design issues.

Units	Course Contents	No. of hours
Unit I	Techniques of representation to acquire the necessary skill to represent visual images. Exercise on converting visual images into 2D representation. Branding and identity as communicated through visual signs.	10
Unit II	Design of Signage - Graphic Symbols for use in the different public environments. Printing and materials. Signage design process, applications and case studies.	19
Unit III	Corporate Design- students design a corporate logo and its style guide. Corporate Identity design – students work on developing a visual identity for a company/product.	15
Unit IV	Text and image Poster design – history and development. Types of posters – Propaganda, Advertising, Events, Educational. Poster design project–students design a poster for an event/cause/awareness campaign.	20
Unit V	Brochure design project- students design a brochure for an event/ cause / awareness campaign.	20

Learning Outcome:

Building identity and to develop creative strategies for problem solving and investigate design issues.

Assessments

Assessment 1- from Unit –I- 10%

Assessment 1- from Unit –II- 20%

Assessment 1- from Unit –III- 20%

Assessment 1- from Unit –IV- 25%

Assessment 1- from Unit –V- 25%

Learning and Teaching Strategy :

Theory and Practical sessions

References

1. Graphic Design that Works : Cheryl Dangel Cullen
2. The best of Brochure Design : Jason Godfrey
3. Designing Brand Identity : Aliena Wheeler
4. The complete Design thinking guide : Daniel Ling
5. The big book of Illustration Ideas : Roger Walton
6. Graphic Design : The new Basics : Ellen Lupton
7. New Signage Design : Wang Shiaoqiang

INTERACTION DESIGN

Course Name : INTERACTION DESIGN

Credits : 6

Pre-Requisite : NIL

Hours : 84

Aim –

This course aims to give students an understanding of how the study of human-computer interaction affects the design of interactive systems. Students will be introduced to and have opportunity to practice the fundamental concepts, methods, and practices of interaction design.

Units	Course Contents	No. of hours
Unit I	Introduction to Web Technologies, Introduction to HTML & CSS, Basic Structure of HTML, Head Section, Meta Tags, Table Tag, Div Tag, Paragraph, Span, Pre Tags, Form Tag, DOM Elements, HTML Validators.	10
Unit II	Introduction to Adobe Dreamweaver, Introduction to Adobe Dreamweaver, Dreamweaver Interface Basics, Defining a Dreamweaver site, Insert Toolbar, Common Tools, Layout Tools, Forms Tool, Properties Panel. Introduction to HTML5, Features of HTML5, HTML5 Doc Type, New Structure Tags, Section, Nav, Article, Aside, Header, Footer, Designing a HTML Structure of Page, Audio Tag, Video Tag, Examples of Form.	20
Unit III	Introduction to Cascading Style Sheets Styling – Introduction to Cascading Style Sheets, Types of CSS, CSS Selectors, Universal Selector, ID Selector, Tag Selector, Introduction to CS3, Advanced web coding using HTML5 & CSS3 in Dreamweaver, Page Structure & Layout. Styling Pages with CSS , intro to animation, transition, font & -webkit- techniques in the advanced version of HTML.	20
Unit IV	Introduction to Responsive Web Design(RWD). Basic idea about Responsive Design & Mobile-first Principles. Media Queries & Responsive Development. Mobile first design concepts, Common device dimensions, View-port tag, Using css media queries, Basic Custom Layout.	20
Unit V	Process of designing and developing an interactive system – data collection, concept and planning, designing, prototyping, evaluating, production, testing. Contemporary trends in UI design, new technologies and possibilities.	14

Learning Outcome:

An understanding of how the study of human-computer interaction affects the design of interactive systems.

Assessments

Assessment 1- from Unit –I- 10%

Assessment 1- from Unit –II- 25%

Assessment 1- from Unit –III- 25%

Assessment 1- from Unit –IV- 20%

Assessment 1- from Unit –V- 25%

Learning and Teaching Strategy :

Theory & Practical sessions

References

1. HTML 5 in simple steps: : Kogent Learning Solutions Inc.
2. The Design of Everyday Things : Donald A. Norman
3. Designing Interfaces: Patterns for
4. Effective Interaction Design : Jenifer Tidwell