<u>DETAILED</u> <u>SYLLABUS</u> OF 1ST SEMESTER

COURSE CODE : SEC148

Title Of the Course : GRAPHIC DESIGN

Nature of the Course : Skill Enhancement Course (SEC)

End Semester : 80 Marks

In Semester : 20 Marks

Total Credits : 03

COURSE OBJECTIVES :

- **Introduce Students to the Basic of Graphics, web Design & Multimedia.**
- **Use of digital technology and software used in Graphic Designing.** .
- **Apply color theory and typography principles effectively in design projects.**
- **Learn to manipulate images, create vector graphics, and design layouts using software tools.**

UNITS	CONTENTS	L	T	P
1 (15Marks)	1.1 Introduction to Graphic Design 1.2 Implications and Impact of Graphic Design 1.3 Role of Graphic Designer 1.4 Contemporary Graphic Design in India 1.5 Methodology of Graphic Design	6	2	-
2 (25 Marks)	**Principles and Elements of Design** 2.1 Introduction to Drawing 2.2 Types of Drawing 2.3 Virtues of Drawing 2.4 Colour 2.4.1 Colour theories, Colour Wheel,Colour Symbolism. 2.5 Fundamentals Visuals Compositions 2.6 Typography 2.7 Principles of Layout Design.	**10**	**2**	**10**
3 (20 Marks)	**Sound and Video Editing** 3.1 Introduction to Sound Editing 3.2 Introduction to Video Editing 3.3 Compilation of Sound & Video	**6**	2	10
4	**Media and Design** 4.1 Digital Imaging and Printing	10	2	10

		32	8	30
(20 Marks)	4.2 Campaign Design 4.3 Integrated Methods of Advertising Agency 4.4 Graphic Design for Interactive Media			
	Total	**32**	**8**	**30**

Where,   L : Lectures   T : Tutorials   P : Practicals

MODES OF IN-SEMESTER ASSESSMENT :   (20 Marks)

- **One Test   = 10 Marks**
- **Students have to choose any one of the following suggested activities in a semester for their in semester assessment   =10 Marks**
  - ➢ **Seminar presentation of any concept**
  - ➢ **Peer Teaching and Discussion**
  - ➢ **Writing report on study visits arranged by the institutions to organizations practicing these skills.**
  - ➢ **Practical : Home assignment/Viva**

LEARNER OUTCOMES :

After the completion of this course, the learner will be able to :

- Students should be able to effectively communicate ideas, messages, and concepts using visual elements such as typography, images, color, and layout.
- Understand the principles of typography, including font selection, spacing, hierarchy, and legibility, and apply them to create visually appealing and readable designs.
- Gain proficiency in industry-standard graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or other relevant tools, and be able to use them effectively to create various types of designs.
- Understand the process of creating visual identities and branding elements for businesses and organizations, including logo design, brand guidelines, and brand consistency.
- Acquire skills in designing for both print and digital platforms, considering the specific requirements and constraints of each medium.
- Compile a strong portfolio showcasing a variety of design projects that demonstrate skills, creativity, and versatility.

Reading List :

1. **Adobe Creative Team. (2012). Adobe Photoshop CS6 Classroom in a Book. California: Adobe Press**
2. **Evans, Poppy, SherinAaris. (2013). The Graphic Design : Reference & Specification Book Sixth edition 1998. US: Rockport Publishers.**
3. **Ellen, Phillips & Jennifer, C. P. (2015). Graphic Design : The New Basics: 2nd Edition. UK : Princeton Architectural Press**
4. **David, Dabner, Sanra, Stewart & Eric, Zempol. (2014). Graphic Design Shool. Thames & Hudson**
5. **Sharma, M.C.(2009). Corel Draw Graphics Suite X4 : BPB**
6. **The   story   of   Graphic   Design,   NCERT   Publications. https://www.ncert.nic.in/textbook.php?kegd1=0-8**