

BA (Hons) GRAPHIC DESIGN

Graphic design is the art of communication, stylizing, and problem-solving through the use of type, space, and image. The field is also often erroneously referred to as Visual Communication or Communication Design due to overlapping skills involved. Graphic designers use various methods to create and combine words, symbols, and images to create a visual representation of ideas and messages. A graphic designer may use a combination of typography, visual arts and page layout techniques to produce a final result. Graphic design often refers to both the process by which the communication is created and the products which are generated.

Eligibility Criteria: 10+2 or equivalent in any stream

To earn a BA (Hons) in Graphic Design, a student has to earn a minimum of 90 credits. Minimum 24 credits are to be earned from Graphic Design subjects and the remaining can be taken from any stream.

Every student has to attain a minimum of D grade in all courses; a student may however, and repeat or change any course being offered. Notwithstanding, every student must acquire the desired number of credits. The detailed course structure under different categories is given in succeeding pages. Brief description of the course content follows thereafter.

Codes	Subject Name	Credit
1D.101	Ideas Generation and Context I	4
1D.102	Art and Graphics I	4
1D.103	Typographic Ideas	4
1D.104	Cultural Interpretation	4
1D.105	Historical and Contextual Referencing I	4
1D.106	Technical Drawings I	4
1D.107	Design Principles	4
1D.108	Computer Applications in Art and Design	4
1D.109	Ideas Generation and Context II	4
1D.110	Art and Graphics II	4
1D.111	Typographic Skills	4
1D.112	Historical and Contextual Referencing II	4
1D.113	Interior Design	4
1D.114	Technical Drawings II	4
1D.115	Computer Applications I	4
1D.201	Image Manipulation	4
1D.202	Editorial Design	4
1D.203	Advertising Campaigns	4
1D.204	Visual Communications	4
1D.205	Business Practice	4
1D.206	Retail Design	4
1D.207	Visual and Personal Presentation	4
1D.208	Computer Applications II	4
1D.209	Art Direction for Advertising	4
1D.210	Packaging	4
1D.211	Photography Media, Techniques and Technology	4
1D.212	Corporate Identity	4
1D.213	Historical and Contextual Referencing III	4
1D.214	Copywriting for Advertising	4
1D.215	Exhibition Design	4
1D.216	Computer Applications III	4
1D.301	Products, Markets and Advertising Media	4
1D.302	Interface Design Principles	4
1D.303	Multimedia Design and Authoring	4
1D.304	Animation Techniques	4
1D.305	Website Design	4
1D.306	Object Oriented Design and Programming	4

1D.307	Marketing	4
1D.308	Design for Performance-Set Design	4
1D.309	Computer Applications IV	4
1D.310	Project Management for Learning	4
1D.345	Project	4

1D.101 Ideas Generation and Context I

Credit: 4

Ideas Generation introduces a number of ideas-generating techniques to demonstrate that creative thinking is a skill that can be learned and developed rather than just left to chance. Ideas in Context extend and develop ideas generation.

Content: Ideas-generating techniques, graphic communication, Mark-making techniques, Cultural contexts, Stimulation of creative thinking, Promotion offer flow of ideas, Association and development of ideas, information design, advertising, packaging, corporate identity, storytelling, Tools and media.. graphic communication objectives, design applications, generating and developing ideas, presentation, identity schemes, advertising, campaigns, ranges of packaging, editorial design projects, typographic design projects, materials, printing processes, communications media, audience, Creative teams, visuals, storyboards, 3D mock-ups, photocopies, transparencies, digital presentation techniques

1D.102 Art and Graphics

Credit: 4

To develop visual thinking and creativity as fundamental to all art, design or craft work. This subject will enable students to experiment with drawing approaches and techniques in order to broaden their experience and understanding of visual language.

Content: Concept of Drawing media and materials, drawing techniques and processes, Technological media: computers, lens-based media, Specific nature and qualities of drawing medium, wet and dry media, Application of materials and techniques, Contrasting concepts.

1D.103 Typographic Ideas

Credit: 4

This subject extends students' understanding of typographic design by addressing the relationship between design, communication and meaning.

Content: Typographic design, Ideas, Historical and contemporary examples, Relationships: design, communication and meaning, words, phrases, aphorisms, poems, signs, logotypes, Alteration of meaning: size, scale, contrast, relationship, Typographic practice and conventions, lateral thinking, brainstorming, random association, electronic manipulation of type forms. Statements of second law and concept of entropy, indicator diagram, mean effective pressure and air standard cycles, strain energy, stress-strain diagram, ductile and brittle material, elastic constants, impact loading, temperature stresses, shear stress, shear strain, casting, forging and welding

1D.104 Cultural Interpretation

Credit: 4

In this subject students are encouraged to explore the idea that visual communication is often about Reconciling personal aesthetic ambitions with commercial considerations.

Content: Aesthetically driven visual communication, Aesthetics:, Visual communication, Utilize and manipulate aesthetics, Interpretation and adaptation:, Communication and manipulated message, Current visual culture, Methods of communication, Concept of Commercial visual communications, Current use of aesthetic manipulation

1D.105 Historical and Contextual Referencing - I

Credit: 4

This subject introduces students to the cultural history which informs current thought and debate towards art, craft and design.

Content: The Ancient World, Prehistoric And Ethnographic Art, Egyptian Art, Ancient Near Eastern Art, Aegean Art, Greek Art, Etruscan Art, Roman Art, Early Christian And Byzantine Art, The Middle Ages, Islamic Art, Early Medieval Art, Romanesque Art, Gothic Art, The Renaissance Mannerism, And The Baroque, “Late Gothic” Painting, Sculpture, And The Graphic Arts.

1D.106 Technical Drawings I

Credit: 4

This subject provides the student with an introduction to the skills and knowledge required to represent the thoughts of a designer in a specific understandable medium by using appropriate drafting tools, techniques etc. for the industry. Basic approach of the subject is firstly the production of 2-dimensional drawings and then developing them to three dimensioning modeling using various techniques.

Content: Drafting tools and techniques, drawing media, drawing techniques and process, under-standing concept of two dimensional forms and development of three dimensional modeling.

1D.107 Design Principles

Credit: 4

The subject has been devised to enable students studying Construction, Civil Engineering or Building Services Engineering programmes to understand design considerations and the design process. It is intended that this subject will help students develop the ability to apply, analyse and evaluate design in terms of the production and cost implications for construction projects.

Content: Planning, design and production phases, Materials selection, systems and equipment, and environmental impact, Roles, responsibilities and obligations, How technology affects design

1D.108 Computer Applications in Art and Design

Credit: 4

The aim of this subject is to introduce students to the creative potential of the computer in the context of 2D art, craft and design. It will provide students with the opportunity to explore software and its relevance to their own area of study.

Content: Theory of Painting and drawing software, Digitize, typographic design, desktop publishing, digitizing tablet, pressure sensitive stylus, mouse, touch screen, distortion, adjust color range, contrast, palettes, digital photography, Bitmapped fonts, Postscript fonts, and TrueType fonts, word count, spell checker, grammar checker, formatting styles, font styles, headers and footers

1D.109 Ideas Generation and Context - II

Credit: 4

It introduces to basic counting techniques and designing algorithms.

Content: Counting techniques, combinatorics, graph theory, recurrence relations, search techniques, dynamic programming, greedy algorithms, divide and conquer, algorithms for Set manipulations, their implementation and applications, union find, matrix multiplication, pattern matching.

1D.110 Art and Graphics II

Credit: 4

In this subject students will be encouraged to develop visual thinking and creativity as fundamental to all art, design or craft work.

Content: Utilization of visual coding and decoding, including semiotics, semantics, symbolism, icons and concepts, colours, line, pattern, texture, structure, weight, composition, mass, space, volume, proportion, scale, balance, movement, stability, energy, movement, harmony, discord, balance, disparity or distortion, : combination, modification and re-construction of outcomes.

1D.111 Typographic Skills

Credit: 4

This subject is about developing skills in the use of type forms. These skills will be developed through a sound understanding of both traditional and current typographic practice, acquired through theoretical study.

Content: Body size, x-height, cap height, ascender, descender, stroke, serif, bowl, counter, fount or font, sans-serif, bracketed serif, hairline serif, slab serif, contrast, stress, weight, condensed, extended, italic, composition (metal, photo, digital), printing (litho, screen, letterpress), ancillary processes (vanishing, foil blocking), function, legibility, aesthetics, historical and contemporary influences.

1D.112 Historical and Contextual Referencing -II

Credit: 4

This subject introduces students to the cultural history which informs current thought and debate towards art, craft and design.

Content: The Early Renaissance in Italy, The High Renaissance in Italy, Mannerism and Other Trends, The Renaissance In the North, The Baroque in Italy and Germany, The Baroque in Flanders, Holland and Spain, The Baroque and Rococo in France and England, The Modern World, Neoclassicism and Romanticism, Realism and Impressionism , Post-Impressionism

1D.113 Interior Design

Credit: 4

In this subject students will acquire the skills and understanding needed to create and modify interior environments for specific purposes. They will develop spatial awareness and competence in working with 3-D formal elements.

Content: Interior environments, Design processes, Research, Environmental, ethical and ecological considerations, Aesthetic and functional requirements, Analysis of brief,

Create designs, Presentation, Technical processes, The designer's role as commercial practitioner, Legislation.

1D.114 Technical Drawings II

Credit: 4

This subject concentrates in improving technical skills as well as presentation skills for the representations of drawings through measuring drawings presentation drawing, perspective views and rendering techniques.

Content: Perspectives (one point, two point, interiors and exterior) concept of measuring drawing, presentation drawings, and rendering techniques etc.

1D.115 Computer Applications I

Credit: 4

This subject develops the skills and knowledge of Information Technology that will enable the student to use popular word processing, spreadsheet and database software. It is intended that a "Windows" or similar graphical user interface be used.

Content: Concept of Standard information manipulation software, how to Apply standard software packages, Forming new files and folders/directories, Word processing applications, Spreadsheets, concept of Database application.

1D.201 Image Manipulation

Credit: 4

The aim of this subject is for students to capture, digitise, manipulate and create images to produce high-quality graphics and interfaces for use in multimedia applications, video, animations and Internet applications.

Content: Digital artwork, Work with images, Access images: using scanner, digital camera, video camera, Manipulate and adapt, Output: file and compression formats, Color modes, Resolution issues Tools and techniques, Transformation techniques, Plug ins, Advanced techniques, Selection techniques, Layering techniques, Adjustment techniques

1D.202 Editorial Design

Credit: 4

This subject will give students experience in using the fundamental principles of handling text material, using traditional skills to complement and inform digital editorial design.

Content: Text typography tools, Representing illustrated text material, concept of Traditional craft skills, Representing and rendering, Text/image organization, Structuring, Aesthetic decisions, concept of decisions, Design solutions, Presentation of solutions

1D.203 Advertising Campaigns

Credit: 4

This subject is about the production of advertising. Students will study the functions and operation of advertising agencies, learn how advertising objectives are defined and gain an understanding of what goes into developing advertising strategies.

Content: Advertising agencies, Types of agencies, Functions of departments in agencies, Roles of people in agencies, Agency jargon and terminology, Advertising objectives,

Marketing objectives, Advertising strategies, Products, Markets, Terms and definitions, Advertising briefs, Advertising campaigns, Planning of campaigns, Components of campaigns, Creative strategies, Advertisements

1D.204 Visual Communications

Credit: 4

The aim of this subject is to explore the meanings, messages and information that are communicated in art, craft and design work. Meanings and information, Meaning, messages and information, others' work: the forms and content of historical, modern, contemporary specialist work, Communication methods, Techniques: use of composition, Conventions and systems, Experimental visual language, Visual language, Audience, purchaser, user characteristics.

1D.205 Business Practice

Credit: 4

This subject provides an introduction to professional business practices in art, craft and design. It develops students' knowledge of business operations and procedures together with variety of marketing strategies.

Content: Freelance business skills, Taxation and National Insurance, Accounts, Legislation:, Conventions, Information technology, Resource planning and funding, Budgeting, Overheads, Resources, Planning, Insurance, Business planning, Personal management, Personal management, Forms of business, Professional Associations.

1D.206 Retail Design

Credit: 4

In this subject students will gain knowledge and understanding of communication through exhibition and display. They will develop the ability to organize and manipulate spatial awareness. They will develop high-level competence in controlling the creative process from inception to design realization.

1D.207 Visual and Personal Presentation

Credit: 4

This subject will enable students to develop skills in communicating design intentions in 2D and 3D. The subject encourages students to apply and refine visual presentation skills and develop their own distinctive approach to the presentation of design work.

Content: Presentation strategy, Audience, Presentation environment, Available facilities, Materials, media and techniques, concept of 2D techniques, 3D techniques, about different Types of presentation, Personal presentation, Effect of the presentation, Audience feedback, Changes: visual impact, manner, commentary, content

1D.208 Computer Applications II

Credit: 4

This subject provides the student with an introduction to the skills and knowledge required to use appropriate computer software as an aid to design for the construction

industry. The difference in approach between manual and computer aided design (CAD) is explained.

Content: The knowledge and ability to save retrieve and printout to scale a drawing file using industry standard CAD software, dimensioned ground floor and first floor plan of a building project, produce elevations, 3D-views and perspective views of a project.

1D.209 Art Direction for Advertising

Credit: 4

This subject is about working with partners to devise ideas for advertising, subject also requires students to produce visual concepts for advertising using typographic design skills.

Content: Ideas for advertising, Partners: acting as copywriters, Techniques:, Professional standards and codes of practice: Visual concepts, advertisements, posters, storyboards, direct mail, point of sale, Advertising media, Advertising messages, Applications of typographic design skills, Development and production, Creative disciplines, Evaluation criteria

1D.210 Packaging

Credit: 4

In this subject students examine packaging as a starting point for gaining knowledge and confidence in producing new and radical packaging solutions.

Content: Utilitarian packages, Packages:, Research:, Materials, Product characteristics, needs, Cosmetics and marketing, Packaging manufacturing technology, Processes, Technology: shrink-wrapping, foil packaging, Effective design solutions, Design solution, Effective: fitness for purpose, meeting utilitarian and cosmetic/marketing-led criteria.

1D.211 Photography Media, Techniques and Technology

Credit: 4

This subject enables learners to develop their specialist understanding of photography and to practice skills in using some of the media, materials, techniques, processes and technology associated with photography.

Content: Photographic materials and processes, all media and materials have potential which can be explored and exploited. Learners may need to explore the traditional, digital and more unusual uses of photographic media and materials. Health and safety-it is important to eliminate risk to learners and others.

1D.212 Corporate Identity

Credit: 4

In this subject students apply design to corporate identity through an understanding of the historical origins, philosophy, and contexts in which corporate identity has evolved.

Content: Historical origins, Factors affecting corporate identity, Historical origins, Communicate a corporate message, Visual statements, Communication, Corporate message, Problems in communicating corporate message, Corporate identity, Communication applications, Corporate identity, Core values

1D.213 Historical and Contextual Referencing III

Credit: 4

This subject introduces students to the cultural history which informs current thought and debate towards art, craft and design. Emphasis is on research and study skills and on students acquiring source material and knowledge.

Content: Research, Electronics sources, Paper-based materials, Other sources: visits to collections, museums, original sources, distant and local, Influences, Historical and cultural histories, Making judgments: questioning, comparing, measuring, observing, Presentation forms: oral presentation, illustrated written communication

1D.214 Copywriting for Advertising

Credit: 4

This subject is about working with partners to devise ideas for advertising. The subject requires students to develop their general writing skills and to learn specific skills in copywriting.

Content: Ideas for advertising, Partners, Techniques, Professional standards and codes of practice Writing skills, Intellectual resources, Technical:, Copy, Techniques for headlines, Techniques for strap lines Techniques for body copy, Techniques for scripts, Advertising messages, Advertising media.

1D.215 Exhibition Design

Credit: 4

This subject provides students to gain knowledge and understanding of communication through exhibition and display. They will develop the ability to organize and manipulate spatial awareness of exhibitions.

Content: Research and record specific ideas and select materials appropriate to intended purpose and to understand the visual, tactile and functional characteristics. Develop an understanding of structures, spatial awareness, materials and processes. Concept of design development using working drawing, visual, scale models and prototypes

1D.216 Computer Applications III

Credit: 4

This is a subject in continuations of Computer Application-II. Here the students will be made aware of plastic models made in AutoCAD to 3D max

Content: a) concept of 3D max, Menu bar, Tab panels, Create and edit materials and material mapping. Giving light effects and placing cameras. Concept of adding foliage and enhancing scenes, environments and backgrounds, high resolution renderings

1D.301 Products, Markets and Advertising Media

Credit: 4

This subject is about the relationships between products, markets and the media. Students will investigate categories and characteristics of products and learn how brands are created and developed.

Content: Products, Categories of products, Properties of products, Brands, Target markets, Demographic factors, Classification systems, Product and market research,

Quantitative research, Qualitative research, Purpose of research, Advertising media, General 'above the line' media , Sales promotion or 'below the line' media, Factors influencing choice of advertising media, Media planning

1D.302 Interface Design Principles

Credit: 4

The aim of this subject is to enable students to investigate the design elements of user interfaces for interactive systems. Students will learn appropriate use of color, animation, screen metaphor, navigational devices, visual and audio feedback.

Content: Interactive system, Analyse: screen components, user input, information output, LCD displays, Task: combinations of instructions, Interactive systems, Audio feedback, Record, Familiar sounds: sampled music, Use of sound, Interface design, Sound editing and recording software, Visual cues, Familiar visuals, Effects, Multimedia and web authoring and prototyping tools, Screen design, Interactive interface.

1D.303 Multimedia Design and Authoring

Credit: 4

Students will learn to design and evaluate a prototype multimedia system using an iterative approach. Through research and practice students will identify users' needs and content. Students will design the structure, interaction and components of the interface.

Content: Task analysis, Research: literature, publications, journals, electronic data, observation, questionnaire, interview, survey, Users' needs, Task analysis, Prototype system, Cultural and contextual sensitivity, Audio components, Prototyping tools, Originate: production of original source materials, Interaction and interface design, Screen design, Screen metaphors, Communication styles, Multimedia prototype, Plan structure, Develop prototype, Present prototype, Presentation considerations.

1D.304 Animation Techniques

Credit: 4

This subject aims to provide the student with an introduction to a variety of animation techniques used in multimedia and video. The subject will equip about student with the knowledge about the technique most suitable for meeting production requirements.

Content: Concept of animation, Storyboarding, Sequential imagery, Technical issues, concept of 2D animation techniques, Techniques, Technical issues, Target audience, 3D animation principles, Tools: V plane, H plane, scale, stretch, link, unlink, render, zoom, navigate, Objects, Render modes, Techniques, QTVR (Quick Time Virtual Reality), Technical issues, Stitching QTVR, Overview of advanced features/effects

1D.305 Website Design

Credit: 4

This subject aims to provide learners with the basic skills required for website design. It promotes a sound understanding of basic coding practices and styles and explores the elements required for good website design.

Content: theory of Web browser, functions and features such as network preferences, protocols, general preferences, editor preferences, Design issues, design elements such as layout, fonts, colours, readability, navigation, HCI, usability and target audience, Web

pages, editing source, viewing source code, modifying code (eg colours, styles and text), writing HTML code, concept of Advanced web technologies.

1D.306 Object Oriented Design and Programming

Credit: 4

This subject will provide the students with an understanding of object oriented programming. It will explore the advantages of using an object oriented approach to programming as opposed to a traditional programming language, in particular for coding software to be used in a graphical environment.

Content: Object oriented design, Themes: abstraction, encapsulation, information hiding, Object oriented programming, Programming: development of, traditional versus object oriented languages, Object oriented language, Object modeling: static structure of real world, modeling concepts associated with above concepts, constraints.

1D.307 Marketing

Credit: 4

This subject emphasizes the importance of marketing both to commercial organizations and individual designers. The subject covers the basic principles of marketing products and services in a competitive, commercial environment.

Content: Purpose and intentions, Market factors, Market needs, Market research, Publicity, Promotion, Improving effect on the market:, Marketing and design, Market driven design factors, Promotion of own work, Traditional approaches, Contemporary approaches, Personal approaches.

1D.308 Design for Performance-Set Design

Credit: 4

This subject gives an introduction to basic design methodologies, divides and conquer etc and introduction to the theory of lower bounds.

Content: Dynamic programming, branch and bound algorithms, greedy algorithms, algorithms for set manipulations, matrix multiplication, pattern matching, integer and polynomial arithmetic, depth first search and its applications.

1D.309 Computer Applications IV

Credit: 4

This subject introduces to Multimedia definition, abstract and digital media.

Content: Multimedia environment, operating systems, databases, network characteristics. Multimedia authoring tools; text, graphics, audio, analog and digital video, animation, manipulations-storage, concurrency and delays. Multimedia platforms. Multimedia document management. Multimedia information distribution. Computer network architecture and protocols for multimedia applications. Case studies, e.g., multimedia in training and education, multimedia in health care, multimedia in financial transactions.

1D.310 Project Management for Learning

Credit: 4

This subject aims to develop students' ability to manage and organize their personal attributes and qualities in preparation for management. It aims to give multimedia students practice and insight into the management of a range of possible client projects.

Content: Coursework and career development, Learning:, Goals and aspirations, Motivation, Professional and personal context, Client projects, Presentations, System demonstration, Project feasibility, Sources and resources, Multimedia project products, Project management methodologies, People, time, costs and resources, Personnel, Time management, Costs, Physical resources

1D.345 Project

Credit 4