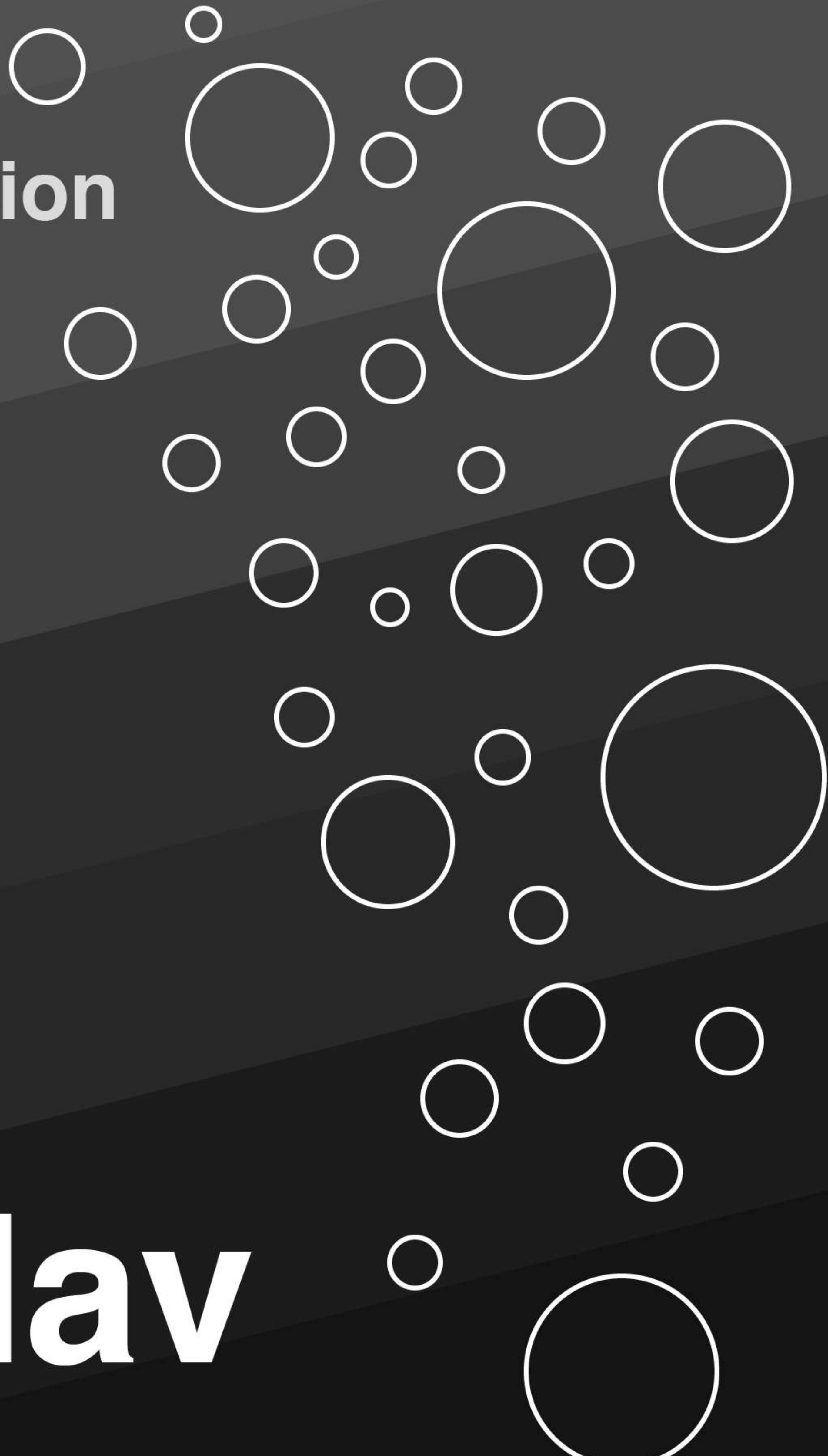


DES202

Visual Design and Communication

Winter 2024

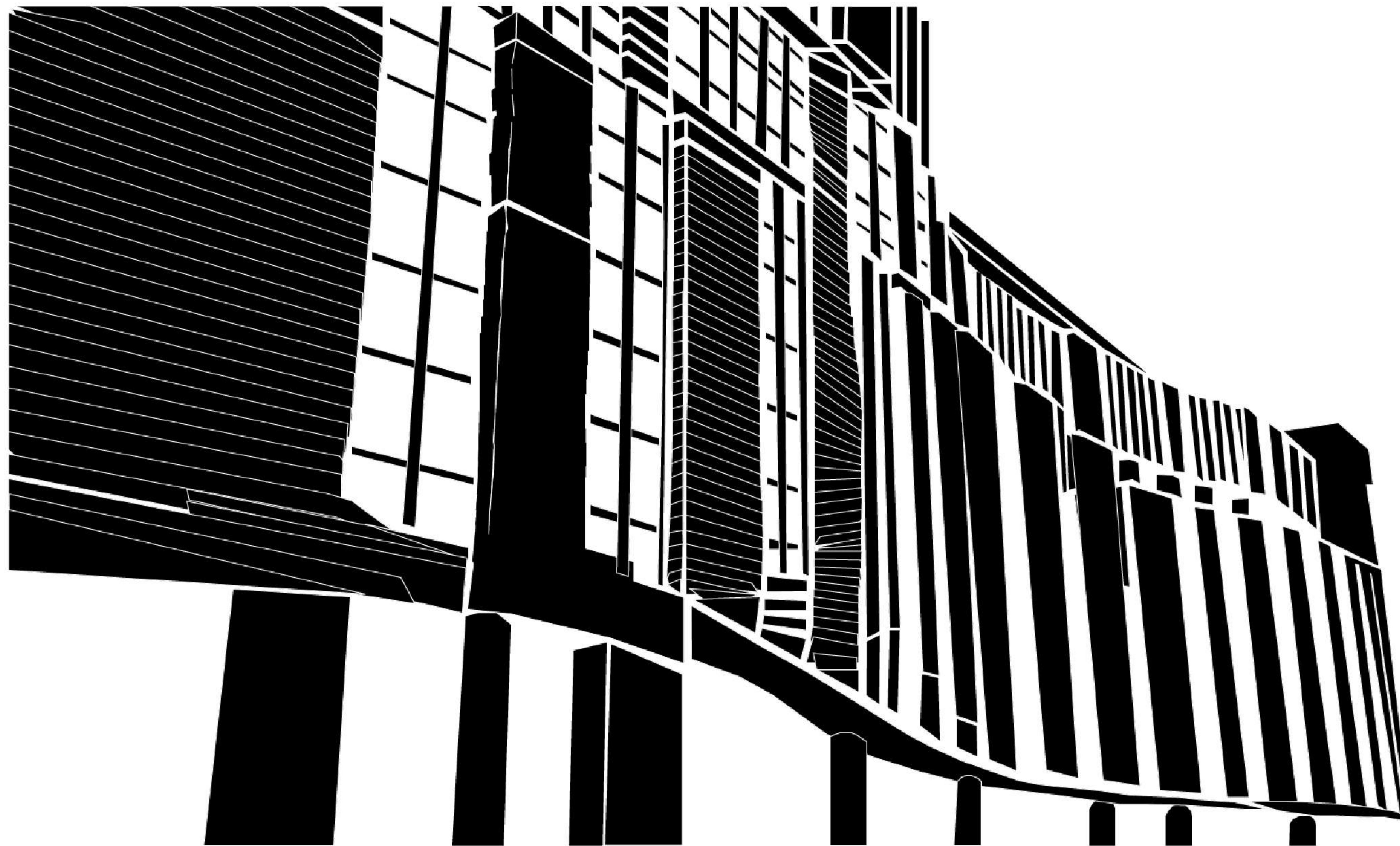
Animish Yadav



IITD's Iconic Spots

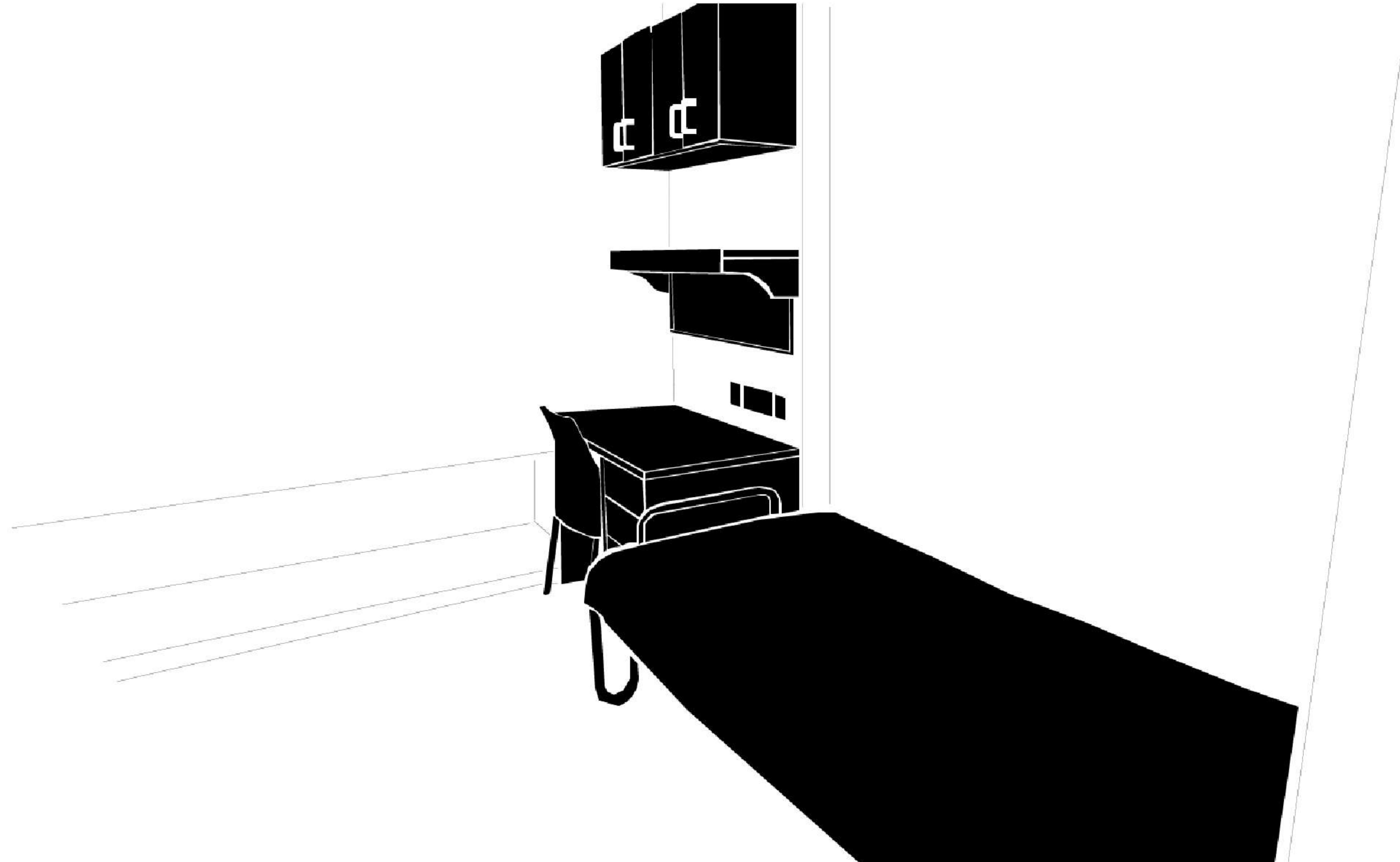
Assignment 02

IITD's Iconic Spots



Assignment 02

IIITD's Iconic Spots



Assignment 02

Logo Design



13th Convocation

Assignment 03

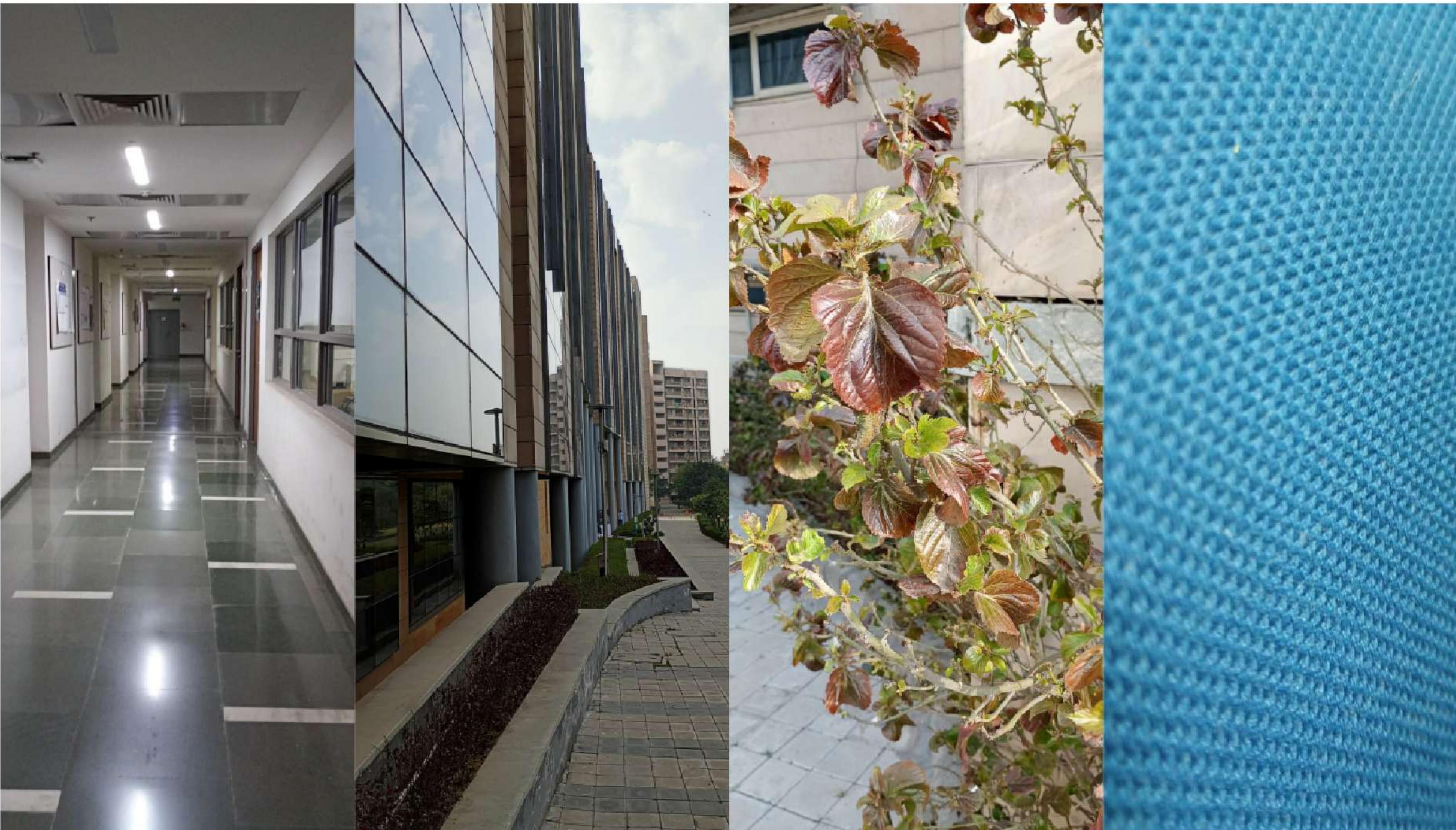
Expressive Typography

DDV

DESIGN ARCADE

Assignment 04

Design Elements



Lines

Form

Color

Texture

Exercise 01

Design Principles



Leading Lines

Rule of Thirds



Exercise 01

Design Principles

Golden Points



Exercise 01

Color Palettes



Analogous
Calm
Cool
Comfortable

Exercise 02

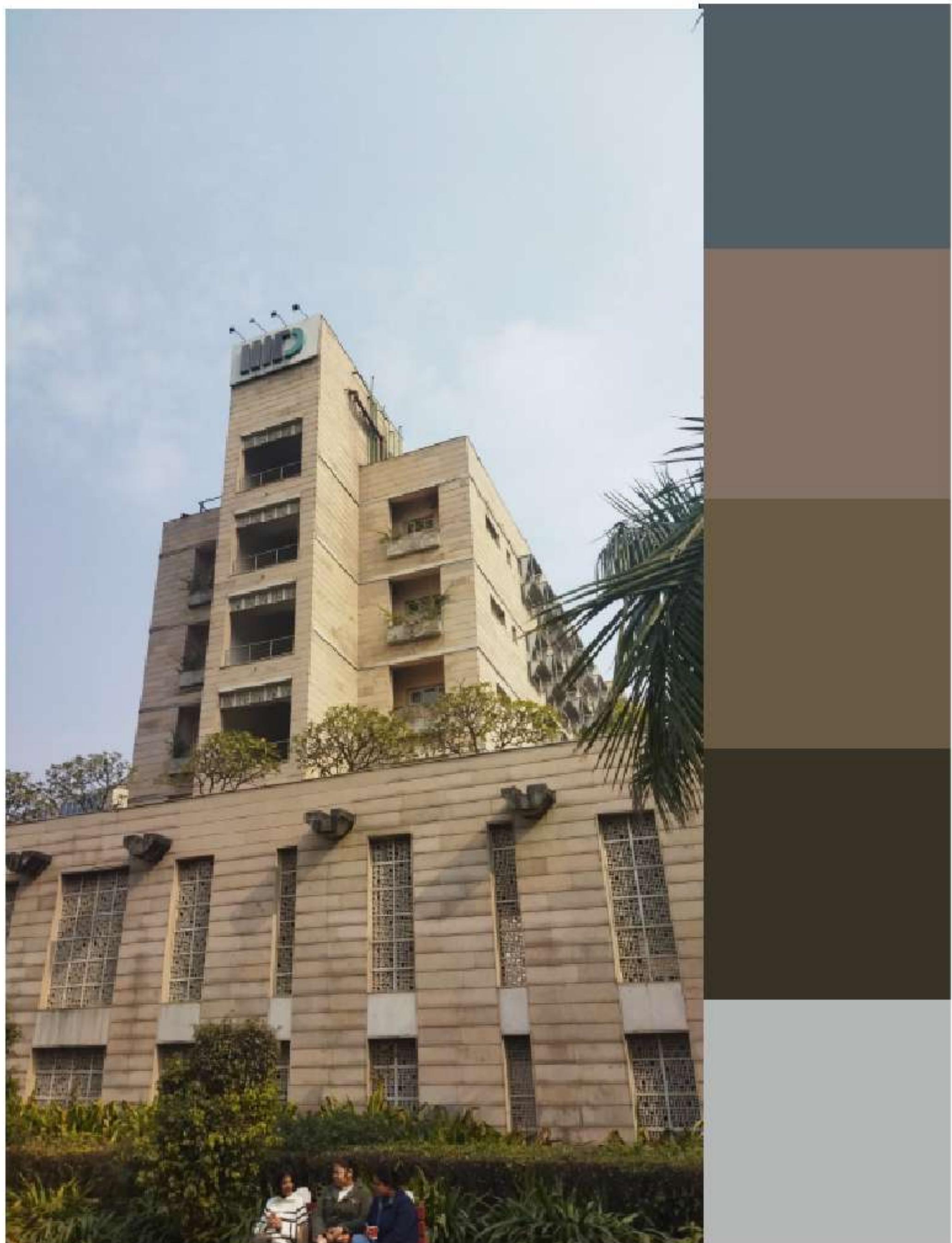
Color Palettes



Achromatic
Hope
Confident
Strength

Exercise 02

Color Palettes



Analogous
Stability
Serene
Clarity

Exercise 02

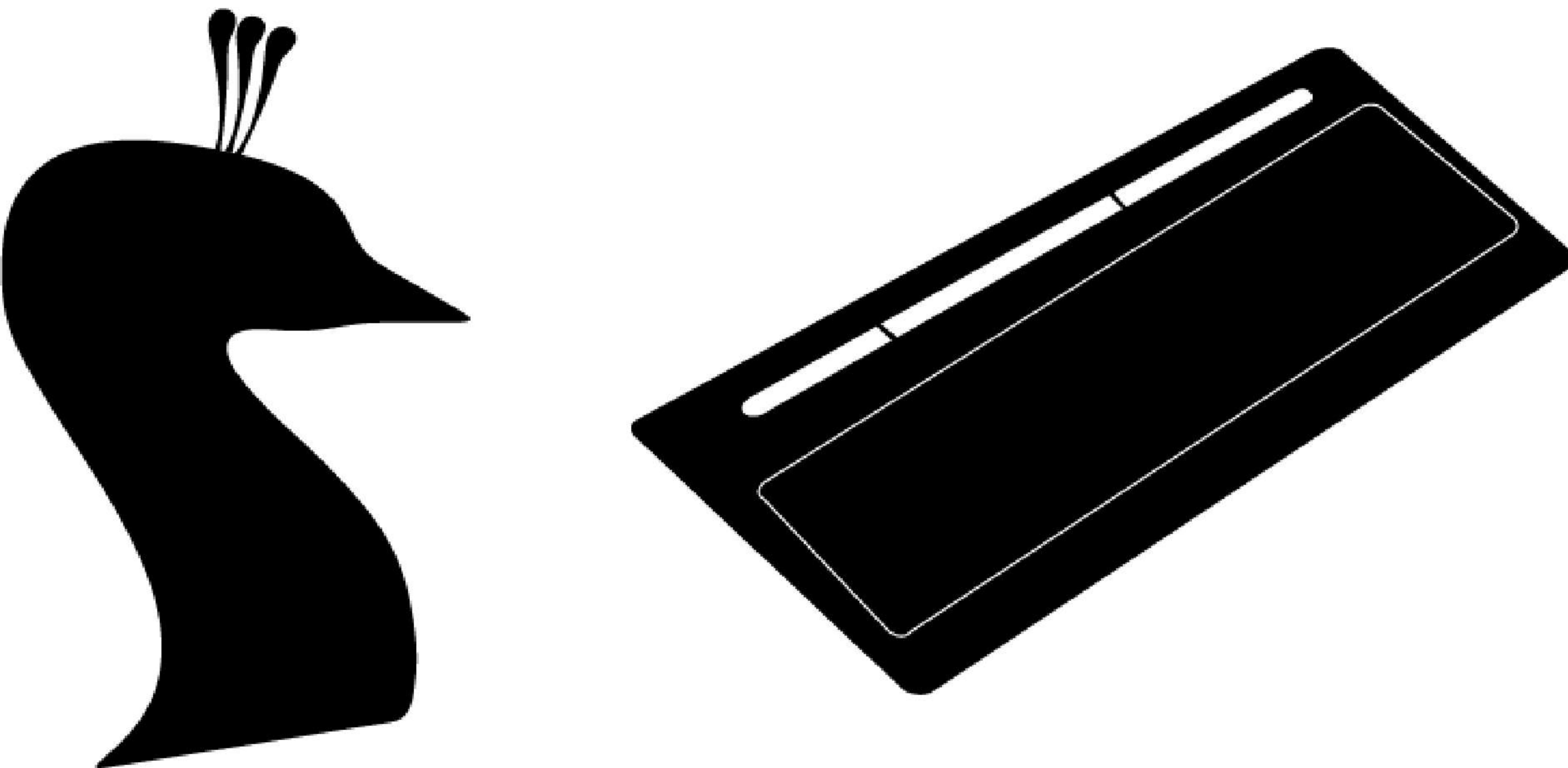
Color Palettes



**Muted
Happy - Elegance - Relax**

Exercise 02

Icon Design



Exercise 03

Logo Evolution (Past - Present - Future)



logitech Logitech

Exercise 03

Denotation and Connotation



Chairs in Pairs

Team Work, Collaboration, Communication

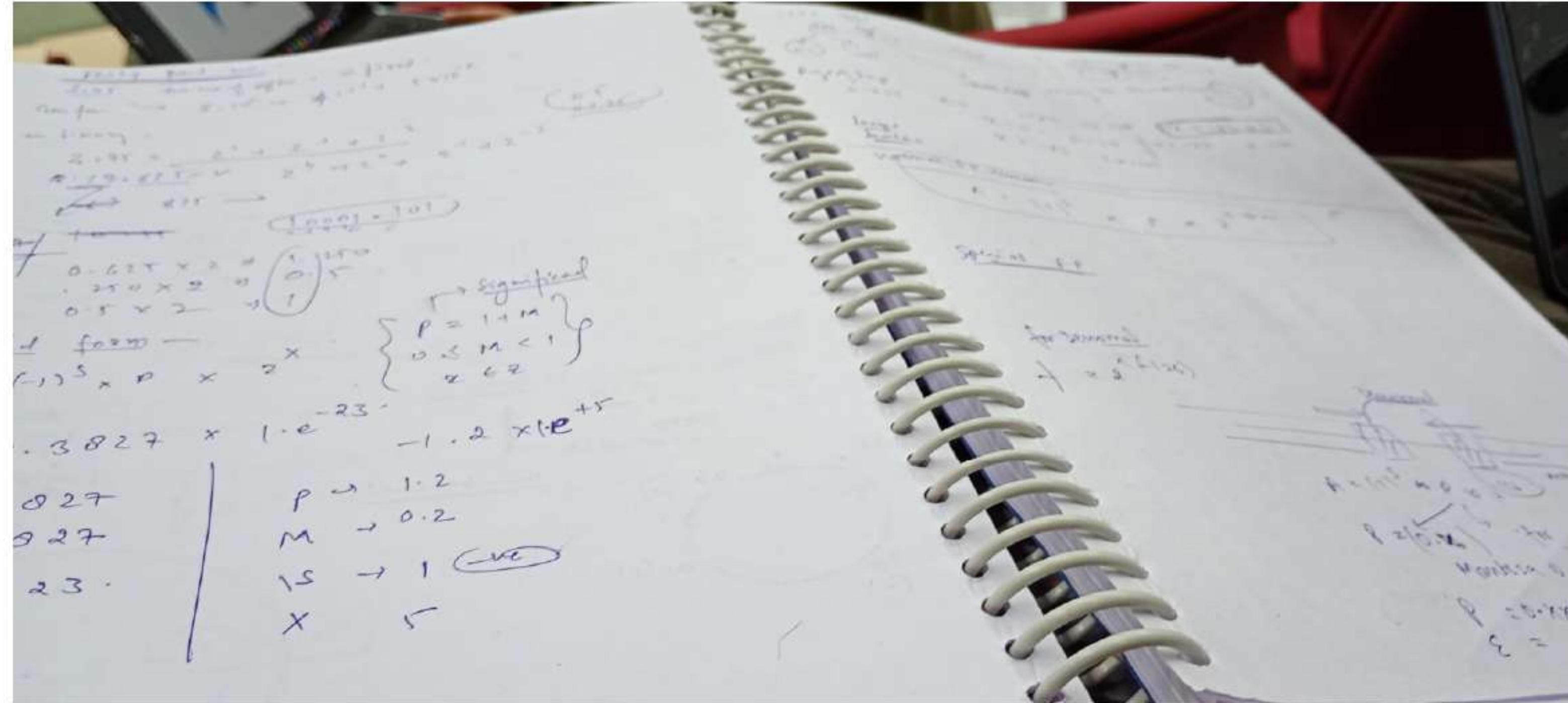


Classroom

*Learning Environment, Work Place
Understanding*

Exercise 05

Denotation and Connotation



Notebook

Education, Studies, Literacy

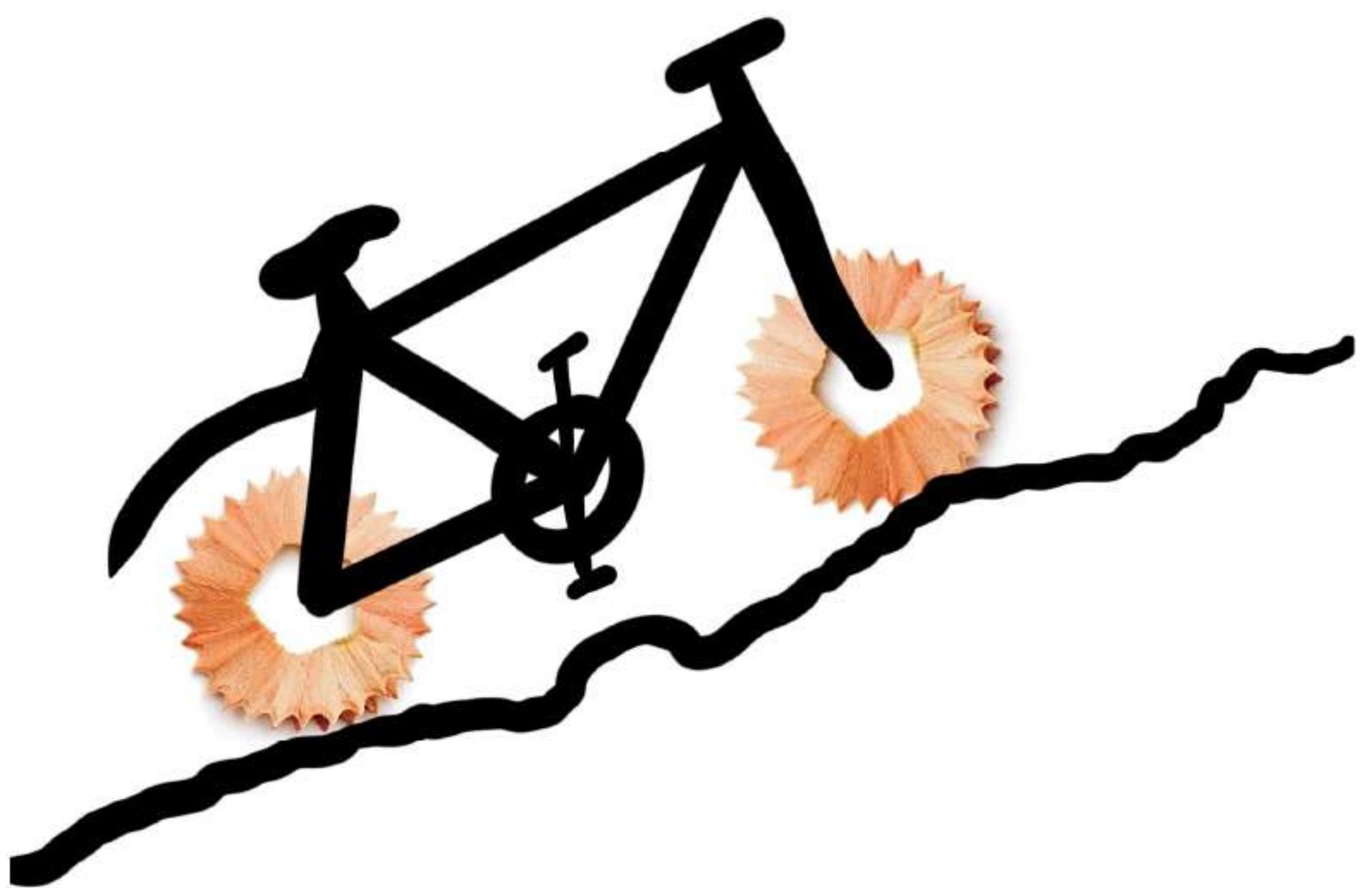
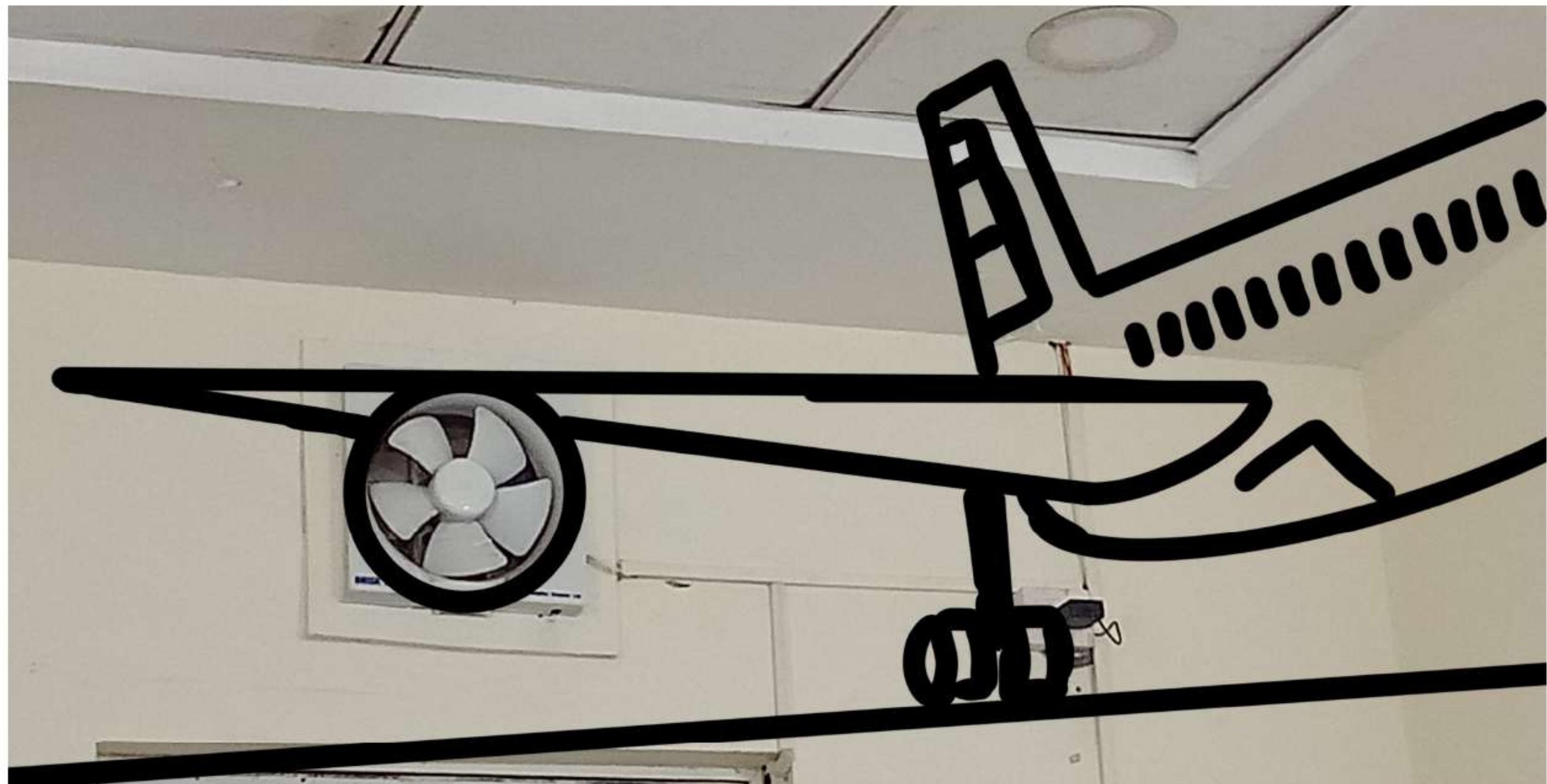
Podium

Communication, Authority, Power



Exercise 05

Visualizing Design



Exercise 06

Semiotics Triads

OBJECT 1

Object: Table
Interpretant:



[IMAGE SOURCE: URBAN LADDER](#)

Representamen: Stability, Elevation,

OBJECT 2

Object: Hammer
Interpretant:



[Image Source: Amazon India](#)

Representamen: Build, Strength, Construct

OBJECT 3

Object: Shed
Interpretant:



[Image Source: ABC Sheds](#)

Representamen: Coverage, Safety, Protection

Practice Session Assignment 4

Semiotics Triads

OBJECT 4

Object: Fur

Interpretant:



Image Source: Collective Fashion Justice

Representamen: Warm, Soft, Wool

OBJECT 5

Object: Secured Gate

Interpretant:



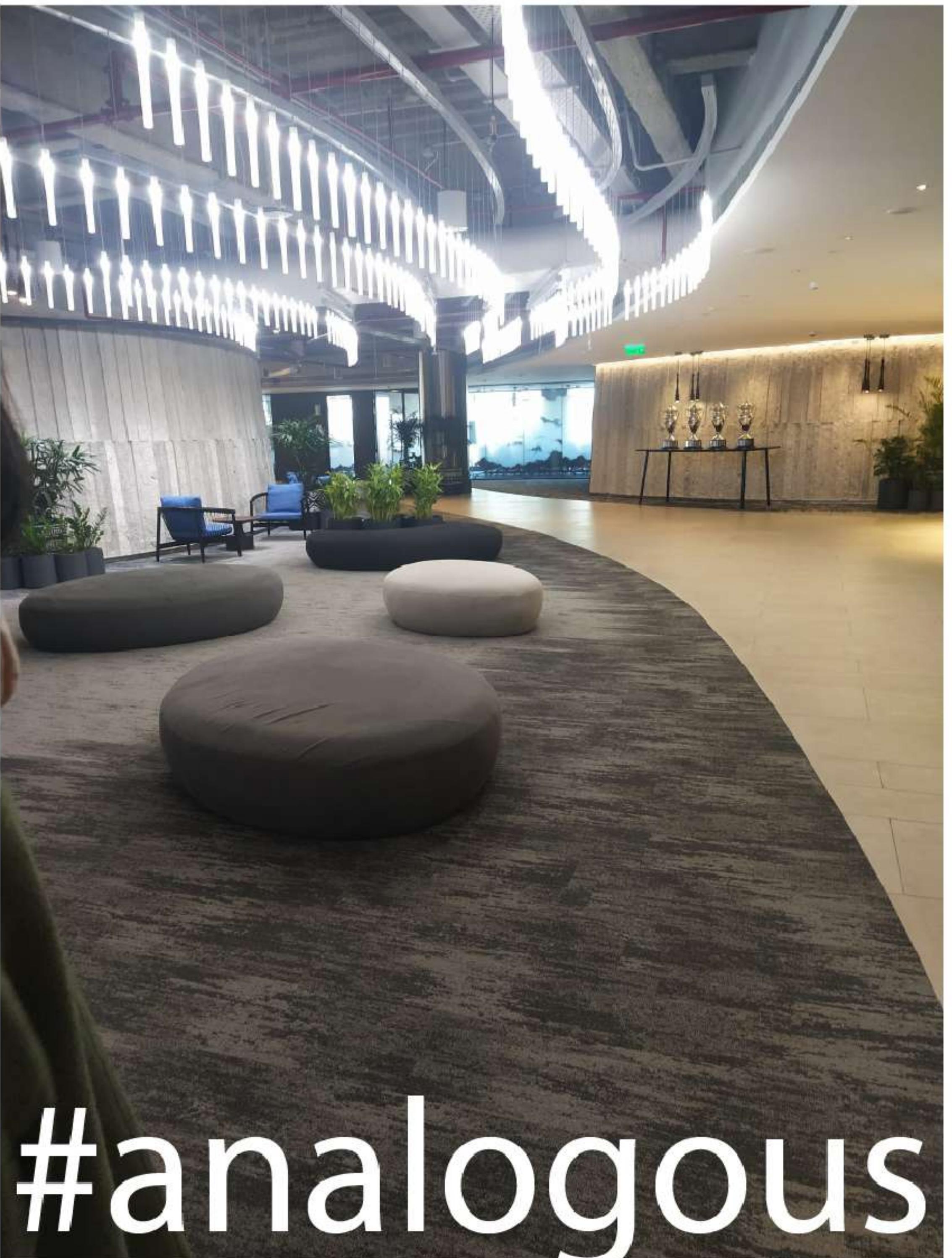
shutterstock.com · 1427241773

Image Source: shutterstock.com

Representamen: Secured, Safe, Prohibited

Practice Session Assignment 4

Color Palettes



#analogous

comfort

stability

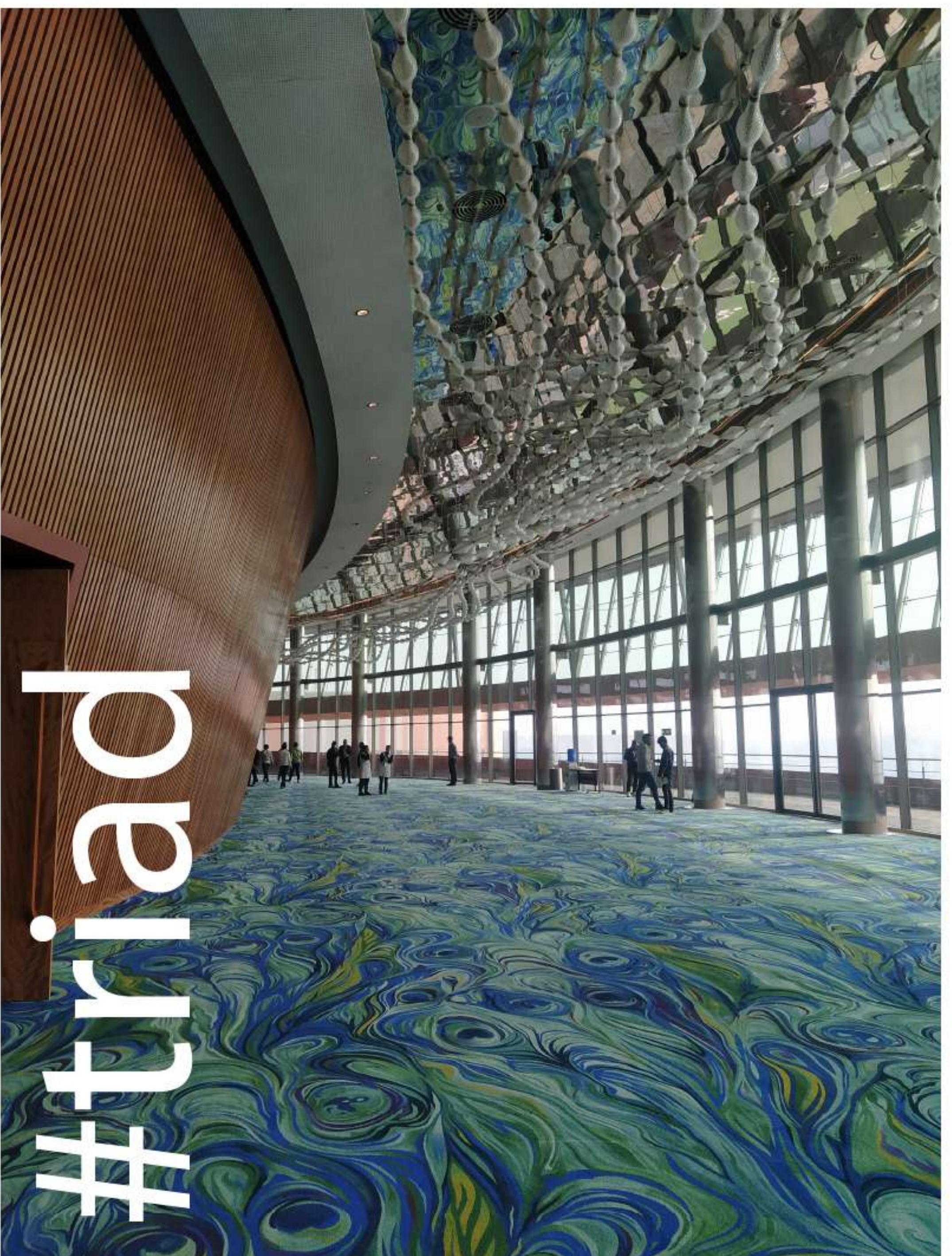
clarity

calm

serene

Practice Session Assignment 5

Color Palettes



#triad

reliability
trust
sophisticated
relax
passion

Practice Session Assignment 5

Color Palettes

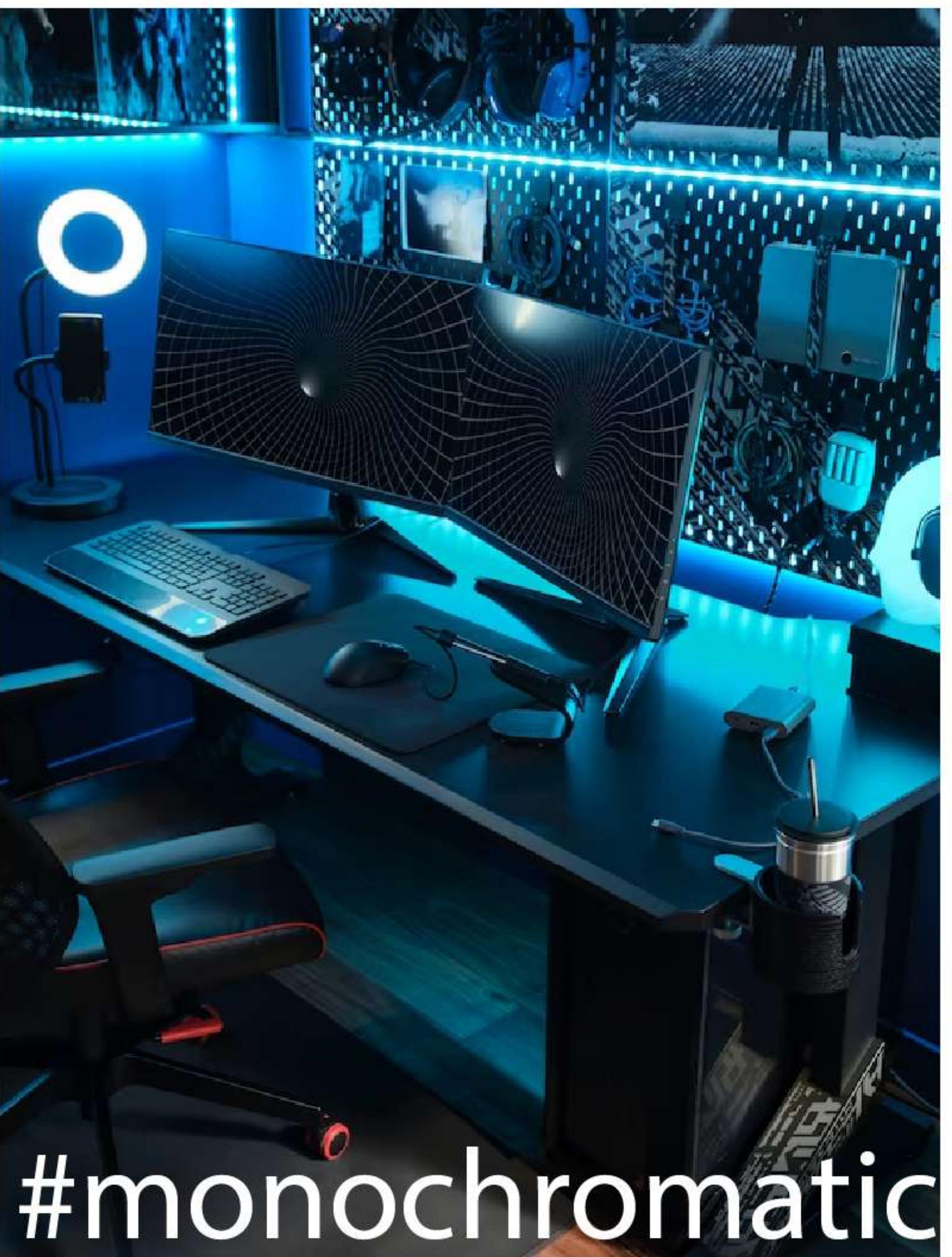


#achromatic

hope
protection
simplicity
confident
strength

Practice Session Assignment 5

Color Palettes



#monochromatic

control

goals

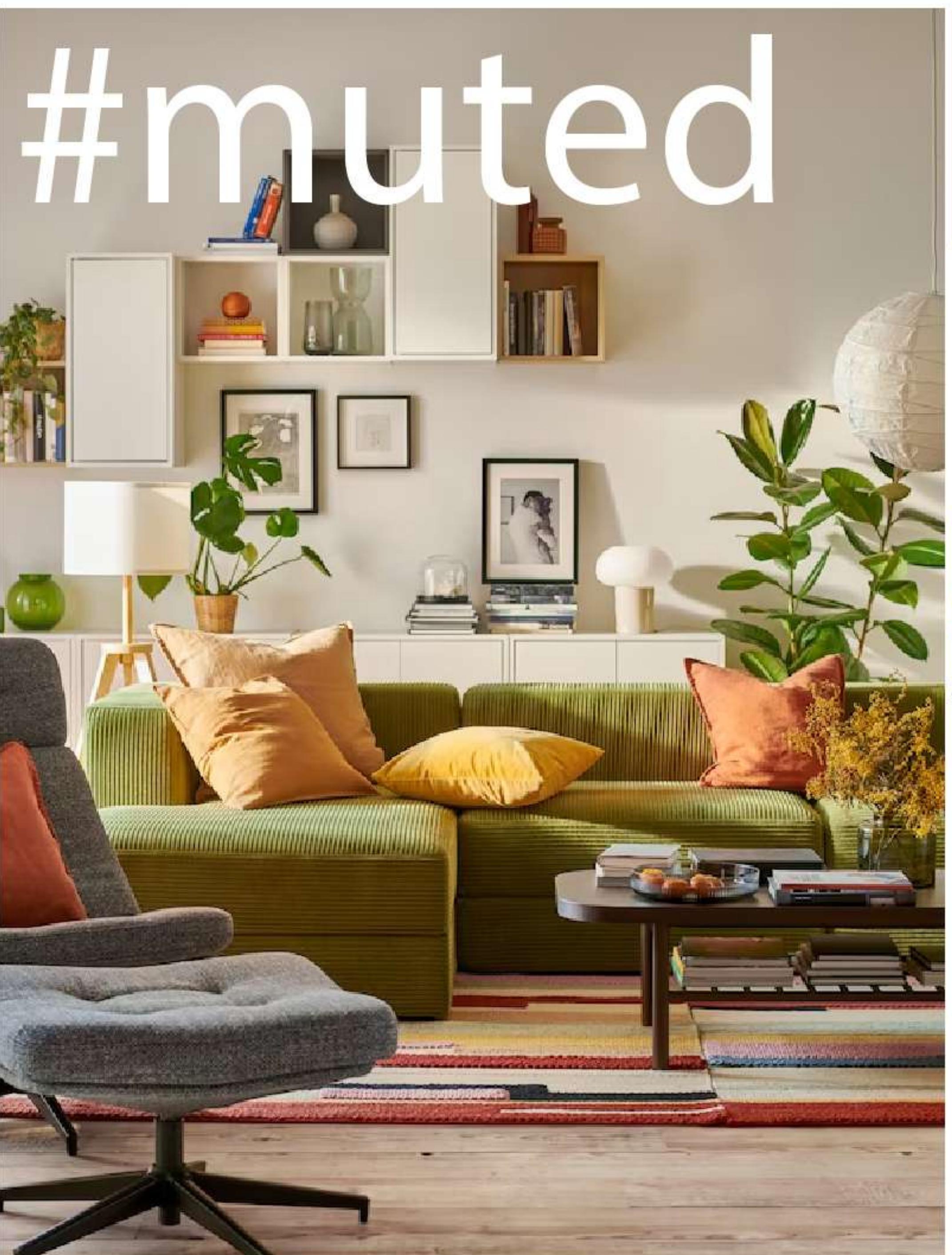
ambition

technology

power

Practice Session Assignment 5

Color Palettes



#muted

happy
elegance
sophisticated
excitement
relax

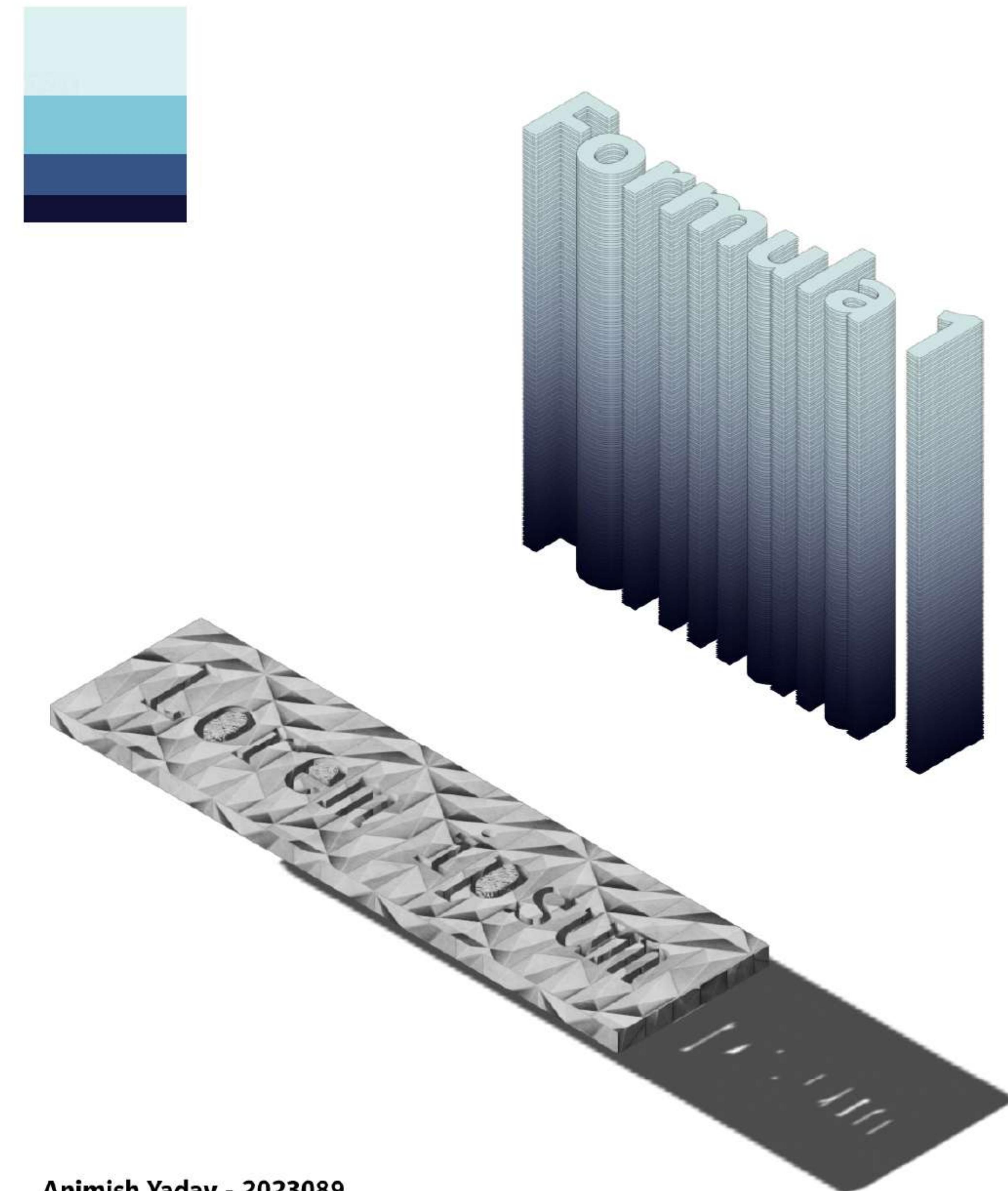
Practice Session Assignment 5

Text Manipulation



Practice Session Assignment 6

Text Manipulation



Animish Yadav - 2023089

Practice Session Assignment 6

Visual Order

VDC

Practice Session Assignment 07

Group Members

Aarushi Chawla- 2023012
Animish Yadav- 2023089
Anouska Sahoo- 2023096
Kavya- 2023280
Navya Sharma- 2023344



Separation



Fear



Anger

Task 2

Fear



Practice Session Assignment 7

Visual Order

Laughter



Wonder



Practice Session Assignment 7

Learnings

Learnt to create shape and paths in Adobe Illustrator

Learnt the basics of Visual Design, Communication and other related concepts regarding Symbols, Icons and Languages.

Learnt to create icons

Reflections

The language and symbols serves a very important component in our human civilization.

Icons should be complete, simple, and memorable.

Learnings

Learnt to create 3D Shapes

Created Text on 3D Shapes

Learnt the Illustrator tools like Bevel, Extrude and Blend

Reflections

Color Gradient could be better if done in two colors only

Understood the irregular typography and texts.

Learning & Reflections

Learnings

Learnt typography and expressive typograpahy

Learnt Logo Evolution and Designing

Learnt Color Theory

Learning & Reflections