



Course Name: The Language of Graphic design: Basics and Beyond
Course Code-GE2B-06

Mode of study: Offline/ Blended

Credits: 3

Course Objectives:

The scope of Graphic Design has expanded in recent years and advances in communication technology have offered a host of new possibilities to the designer. The course aims to develop analytical skills and critical judgment enabling the student for technological and/or aesthetic innovations in the subject of Communication Design.

Graphic Design begins with the study of design history, theory and traditional design skills, then progresses to current graphic design practices and technology. Graduates are prepared for a wide range of careers in the industry. The program seeks to develop designers with strong aesthetic and analytic skills capable of solving real-world communication design problems, integrating a command of visual language with imagination, theory and technology.

Module	Course Outcome	Mapped modules
Module-1	Understanding Introduction to Multimedia	M1
Module-2	Understanding Study of Multimedia Computer	M1,M2
Module-3	Understanding Study of Operating System	M2,M3
Module-4	Understanding Basics of Internet	M4
Module-5	Understand Text Component in Multimedia	M5
Module-6	Understanding Image & Graphics component in Multimedia	M6
Module-7	Understanding Animation	M6,M7

Module	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module-1	Introduction to Multimedia	3	10	1,2	
Module-2	Study of Multimedia Computer	5	25	1,2,3	



Module-3	Study of Operating System	5	10	2	
Module-4	Basics of Internet	7	10	2,3	
Module-5	Text Component in Multimedia	5	10	2,3	
Module-6	Image & Graphics component in Multimedia	10	15	1,2	
Module-7	Animation	10	20	1,2,3	
		45	100		

Module	Topics
Module 1	1.0 Introduction to Multimedia
	1.1 What is Multimedia 1.2 Components of Multimedia 1.3 Multimedia product ideas 1.4 Product formats 1.5 Multimedia content 1.6 Multimedia Applications 1.7 Advantages of Multimedia.
Module 2	2.0 Study of Multimedia Computer
	2.1 Multimedia Platform & Accessories 2.2 Hardware and system software 2.3 Different configurations of Multimedia Personal Computer.
Module 3	3.0 Study of Operating System
	3.1 Introduction to Windows OS: Its different features 3.2 Functions and use 3.3 Management of files and folders.
Module 4	4.0 Basics of Internet
	4.1 Internet and its different features 4.2 Hardware and software used for Internet and their purpose 4.3 Concept of E-mail 4.4 Surfing the Website.
Module 5	5.0 Text Component in Multimedia
	5.1 Importance of text in Multimedia 5.2 Free Text - Field Text - Considerations for designing Text 5.3 Text Formats - Text Font and Point Sizes 5.4 Character Formats - Scrolling Text 5.5 Special Effects for Text 5.6 Text File Formats 5.7 Hypertext 5.8 Importing & exporting of documents.
Module 6	6.0 Image & Graphics component in Multimedia



	<p>6.1 Introduction to Image & Graphics - Understanding kinds of Graphics - Making still images in multimedia application</p> <p>6.2 DIGITAL IMAGE: Methods of storing & processing (Raster method, Vector method) - Factors influencing quality (Resolution, Pixel depth, Pixel aspect ratio) - Colour models.</p> <p>6.3 METHODS OF CAPTURING: Scanner - Digital Camera - Frame Grabber.</p> <p>6.4 IMAGE COMPRESSION: Lossy & Non-lossy - Image file formats.</p> <p>6.5 CONCEPT OF DIGITAL DARKROOM: Working with image editing software like Adobe Photoshop - Acquiring, Importing & Exporting of images - Reduction & Enlargement of Images.</p>
Module 7	7.0 Animation
	<p>7.1 Animation & special effects</p> <p>7.2 Animation Techniques: Traditional and Computer based animation</p> <p>7.3 Image manipulation techniques: Tweening, Warping, Morphing</p> <p>7.4 Two Dimensional Animation and concept of 2D animation softwares like Macromedia Flash etc.</p> <p>7.5 Three Dimension Animation and concept of 3D Animation softwares like 3D Studio Max etc.</p>

List of Experiments:

1. Windows: Functions & Use.
2. File Handling.
3. Understanding different features of Internet.
4. Experimentation of different typographic features.
5. Experiment with Visual balance, Colors.
6. Experiment within various Animation Techniques.
7. Understanding 2D and 3D Animation.
8. Understanding user interface of different Multimedia Software.

Suggested Readings

1. Graphic Design: The New Basics: Second Edition by Ellen Lupton
2. Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design by William Lidwell.
3. The Animator's Survival Kit by Richard E. Williams