



COMMUNICATION DESIGN BROCHURE

Trisha Jain- Dropbox





INTRODUCTION AND BRIEF

Using Photoshop, illustrator; InDesign, design a digital brochure that documents the final design specialization of your choosing. You may pick only from the 8 disciplines offered by ISDI which includes Communication Design, Product Design, Interior Design, Animation; VFX, Strategic Design Management, Fashion Design, Fashion Communication; Styling, and Fashion, Luxury; Lifestyle Design. The brochure must be the result of your research and findings from across the semester and must be targeted towards an audience in the range of students of Grades 8 - 11.

I am going to take Communication design as major next year and hence my brochure is based on this specialization.



DATA COLLECTED

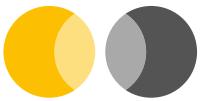


Communication Design

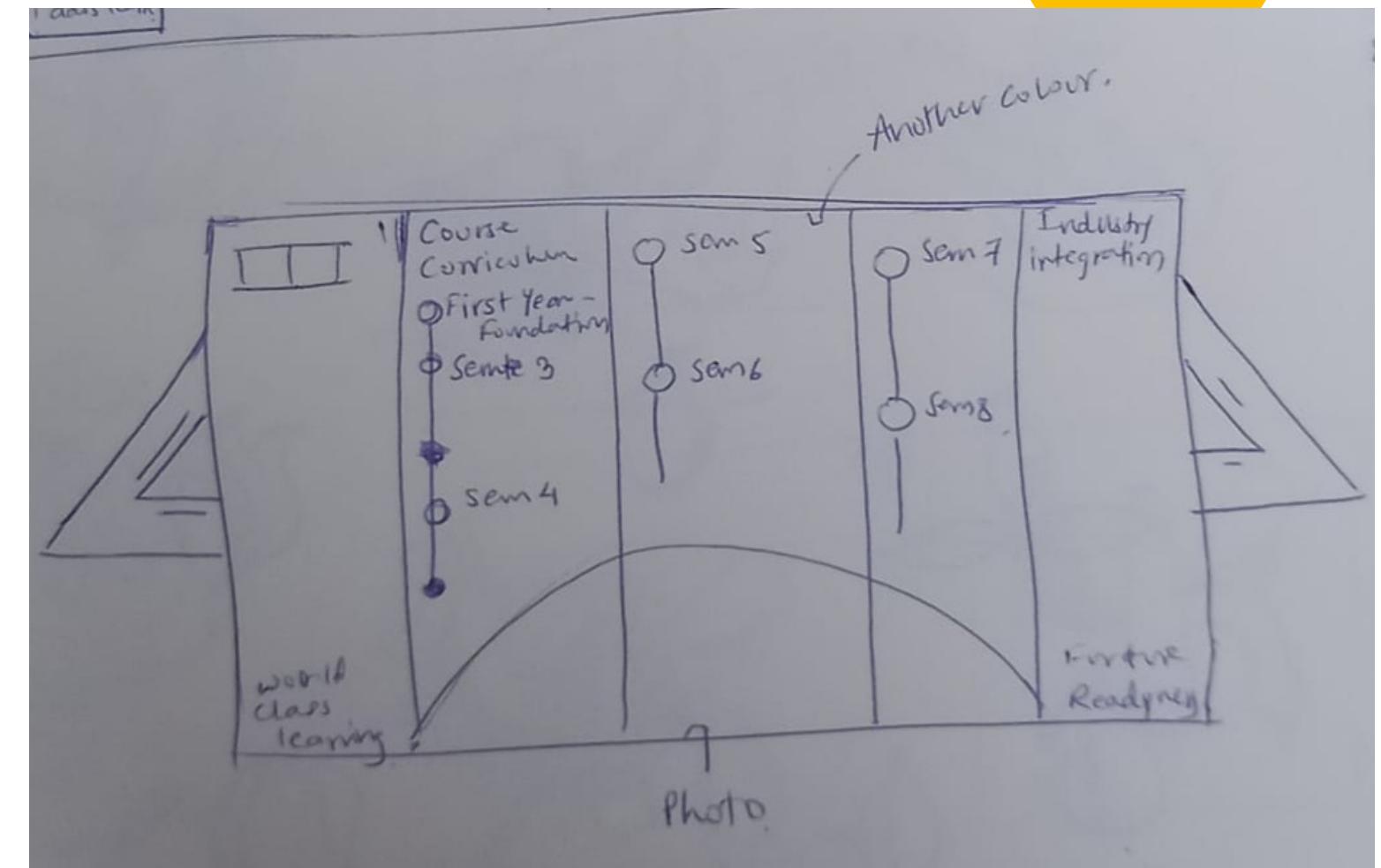
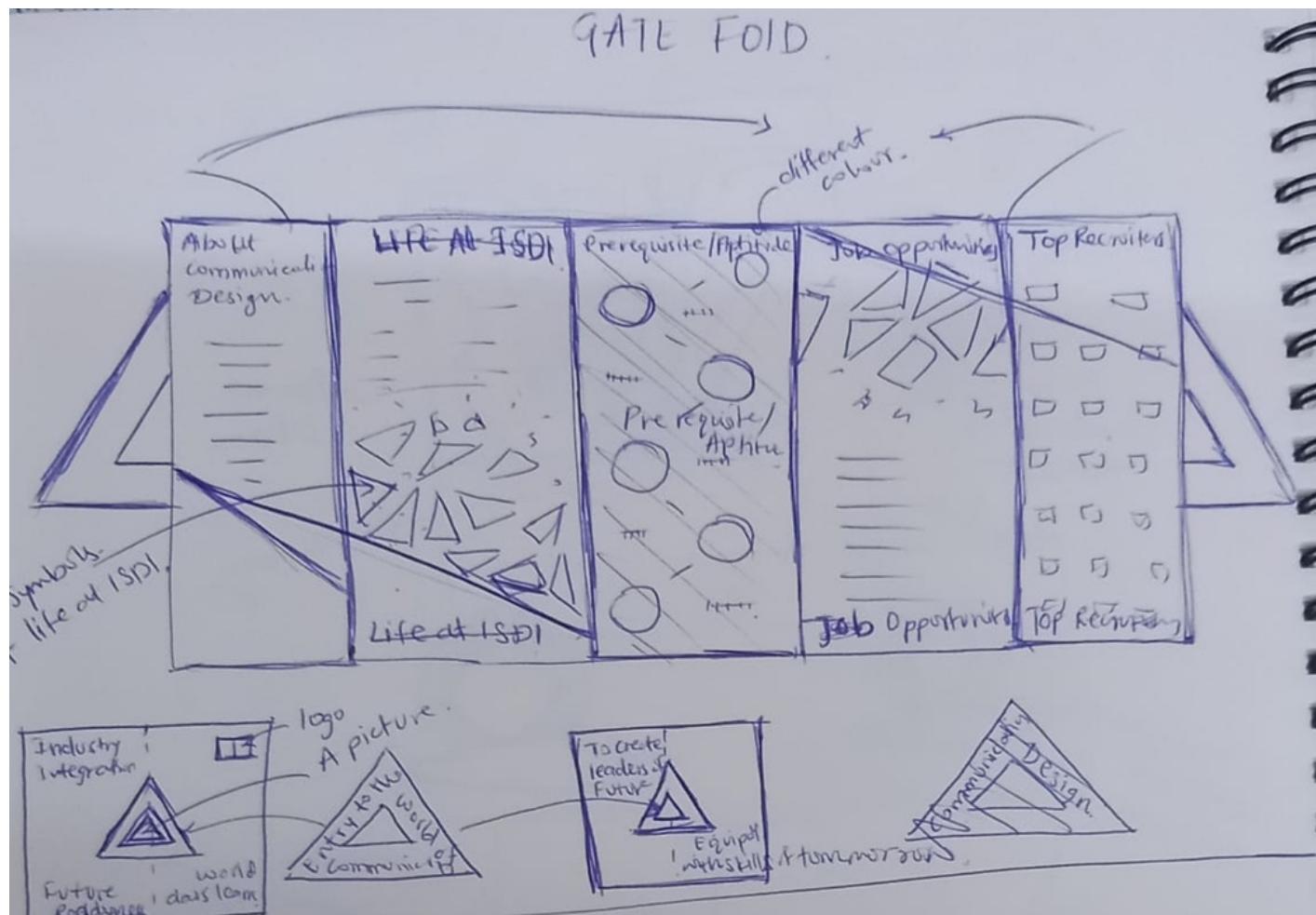
enables students to achieve the creative transition between words and pictures, to tell compelling stories through persuasive experiences. The students will be ready for challenging careers in communication planning and design, publishing, motion and broadcast media, advertising, branding, Space communication and interaction design

- ABOUT COMMUNICATION DESIGN
- LIFE AT ISDI
- PREREQUISITES
- JOB OPPORTUNITIES
- TOP RECRUITERS
- COURSE CURRICULUM



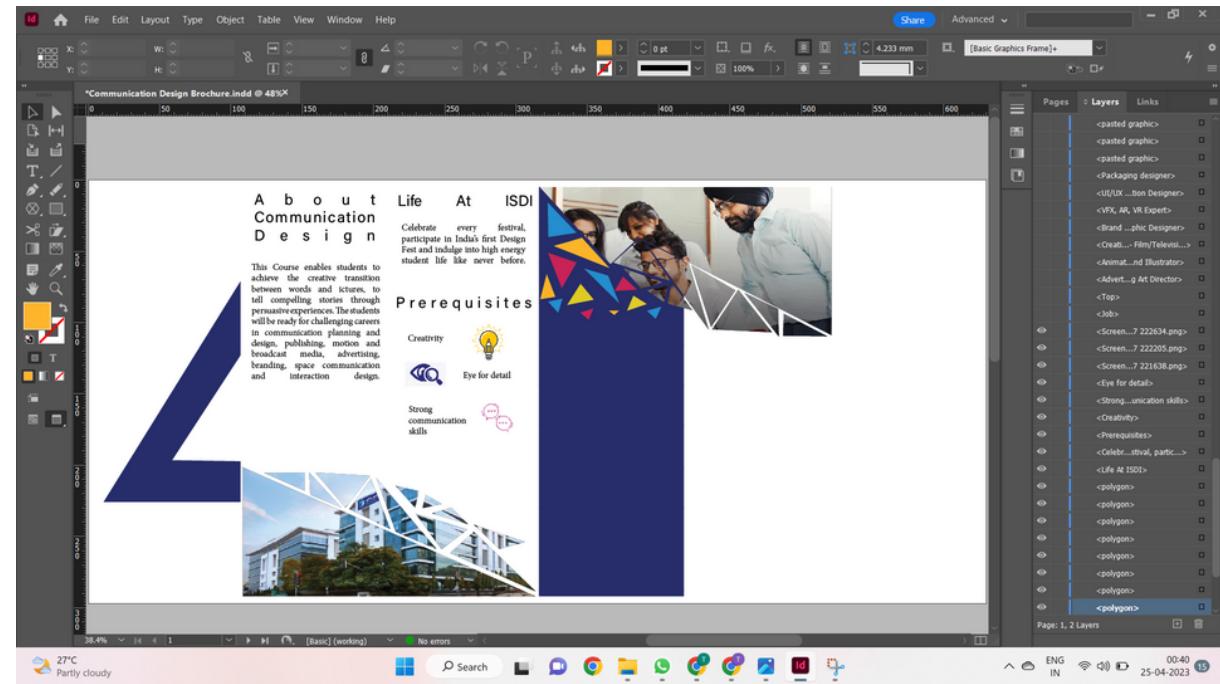
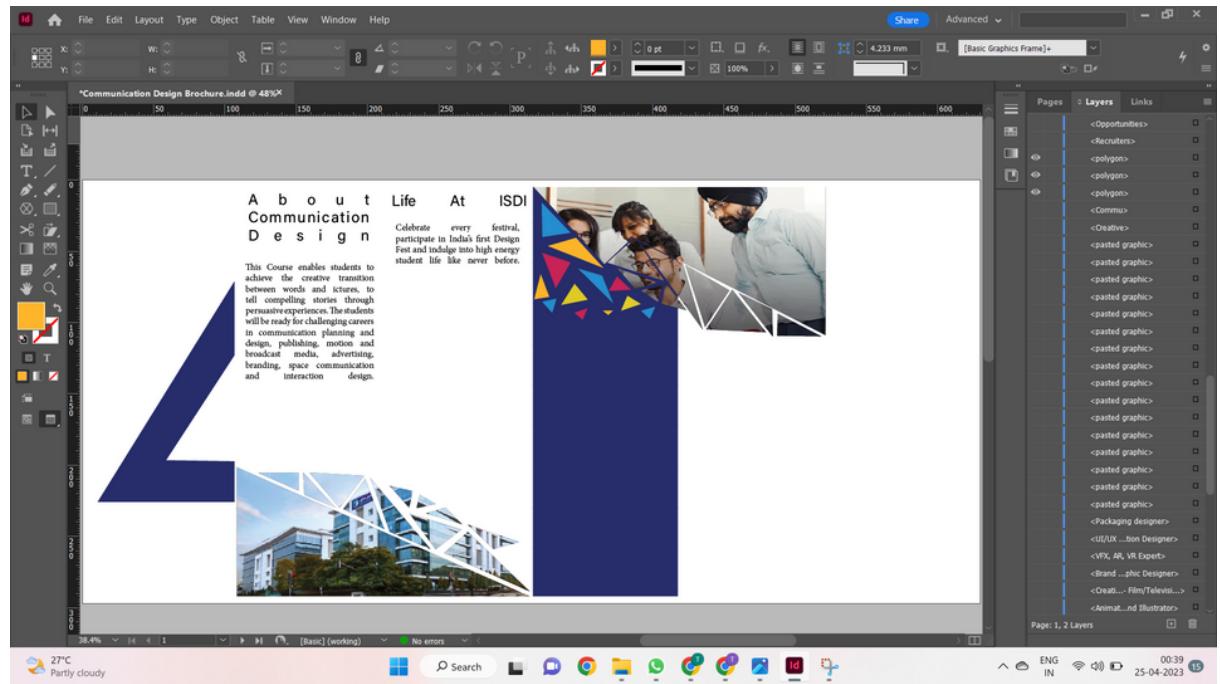
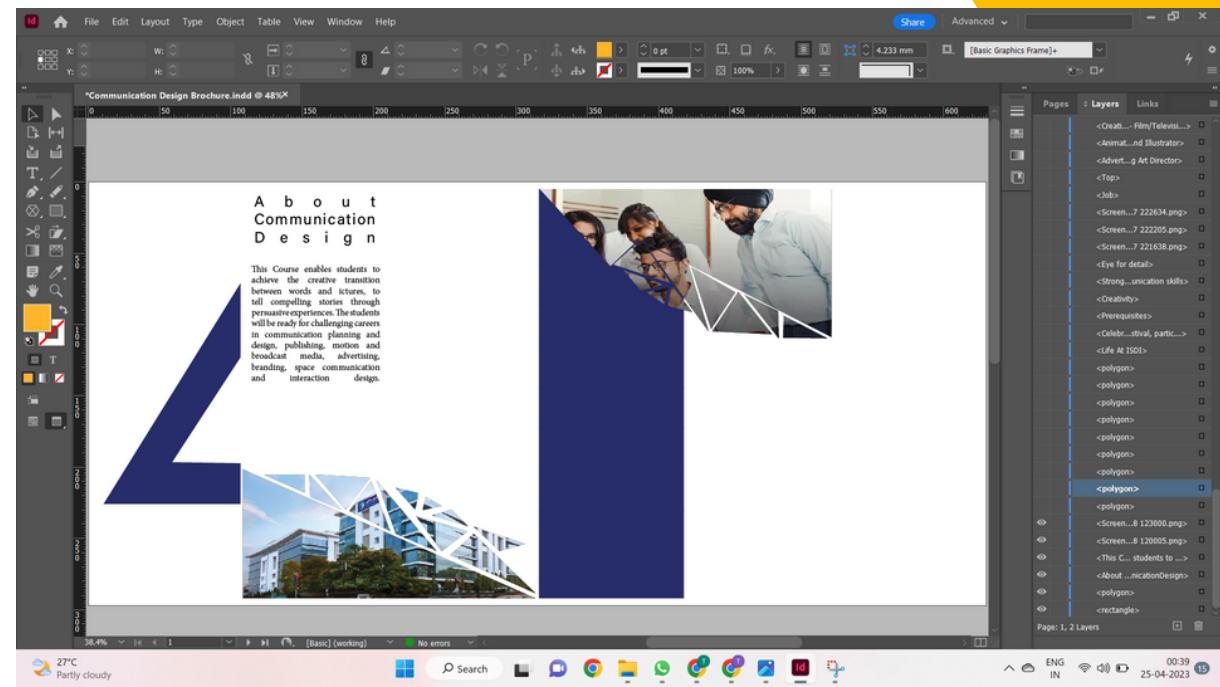
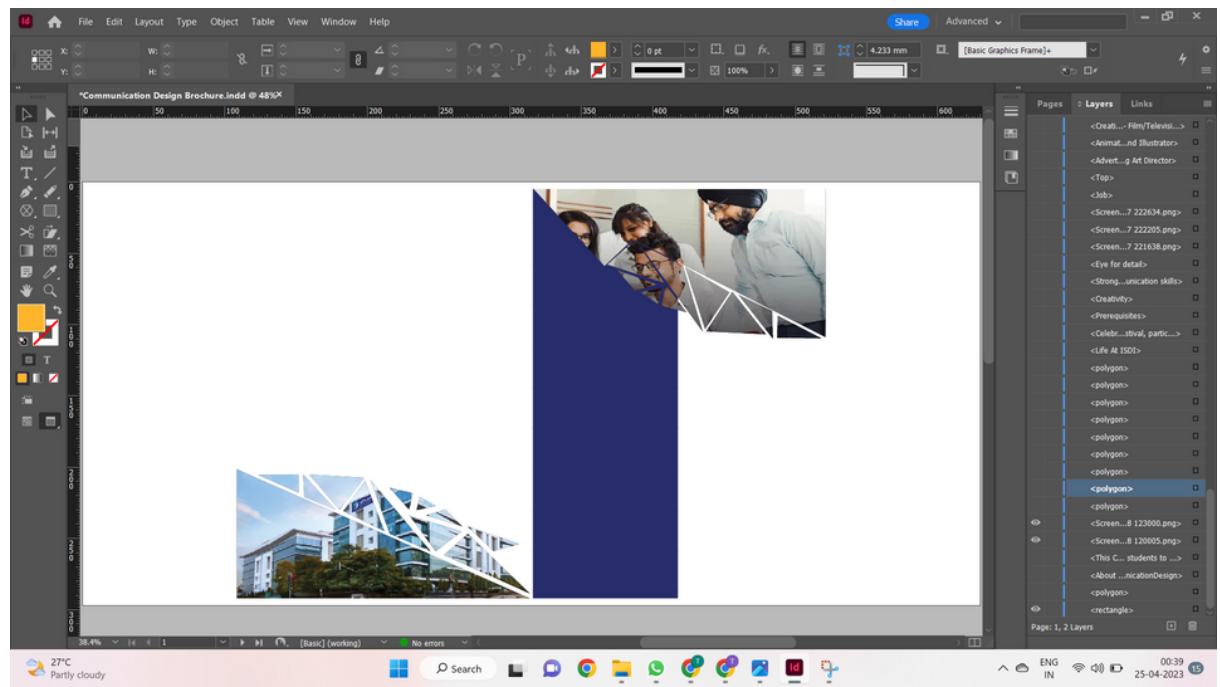


PROCESS WORK

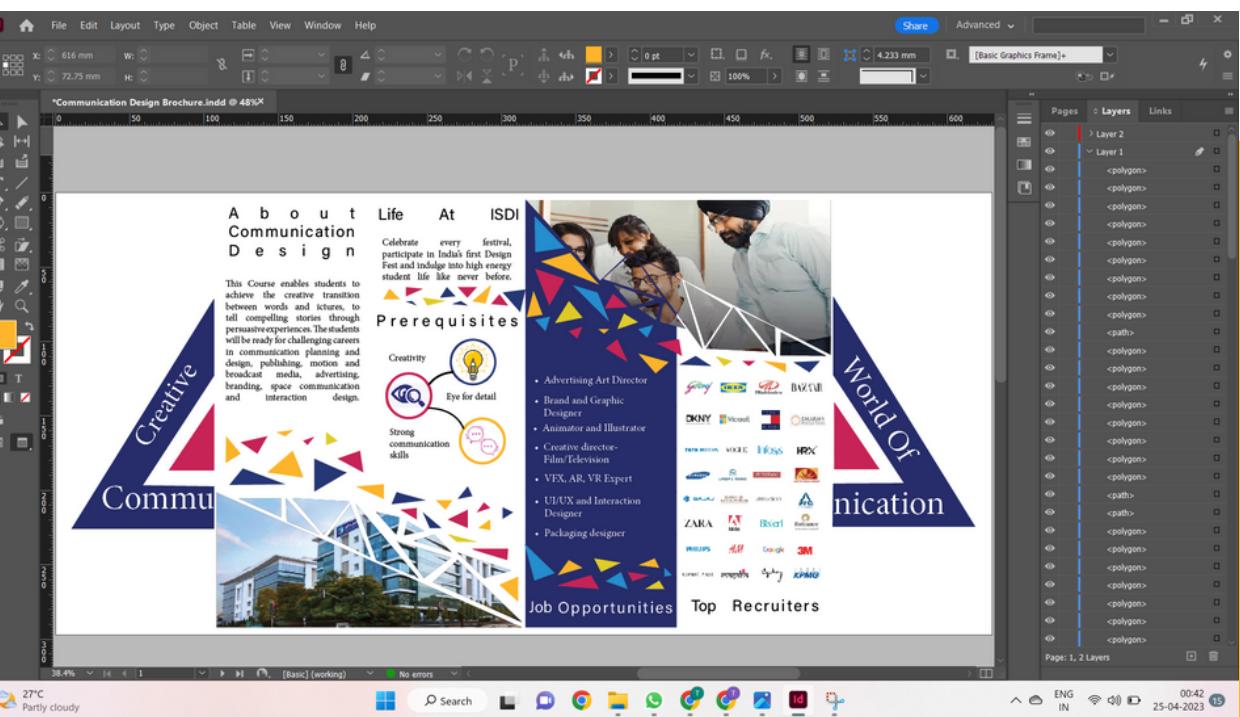
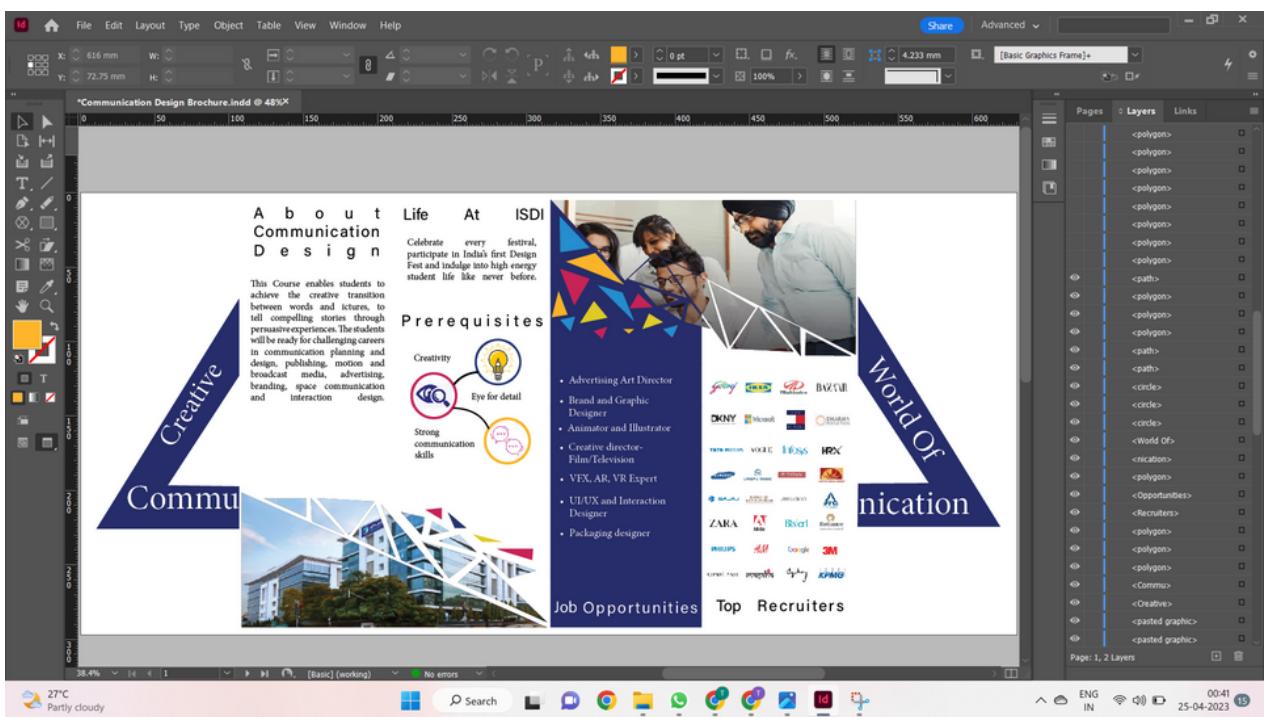
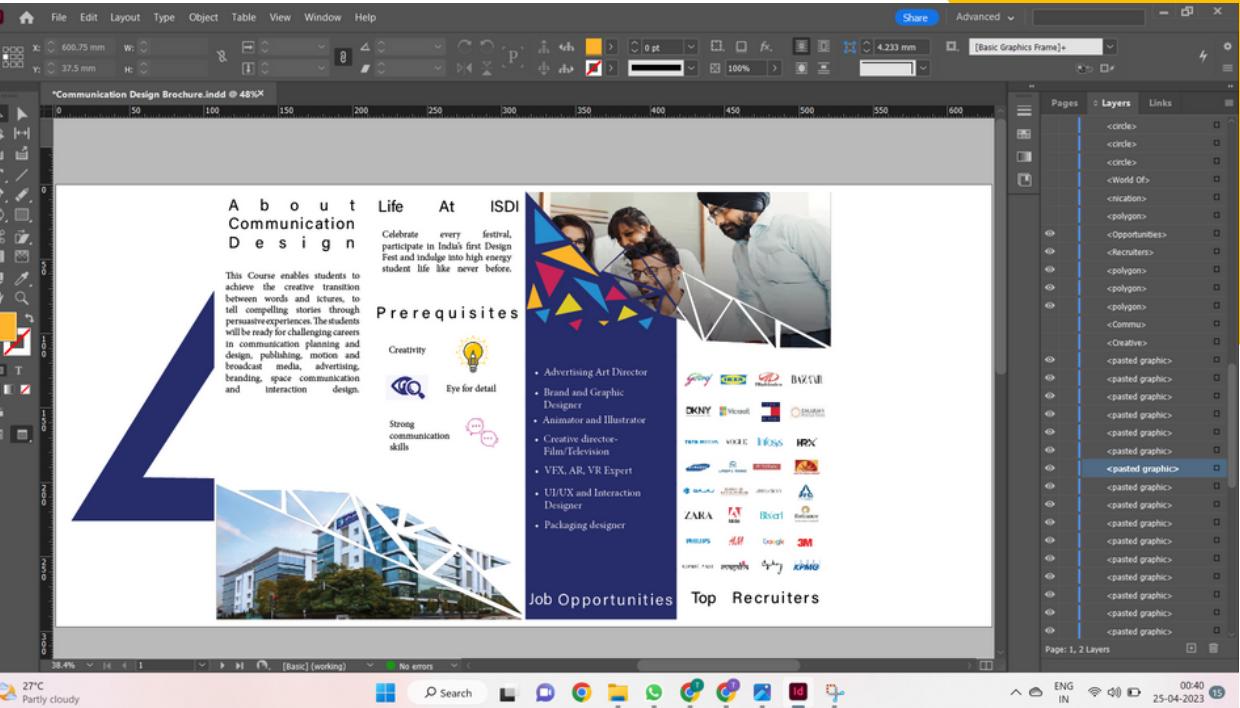
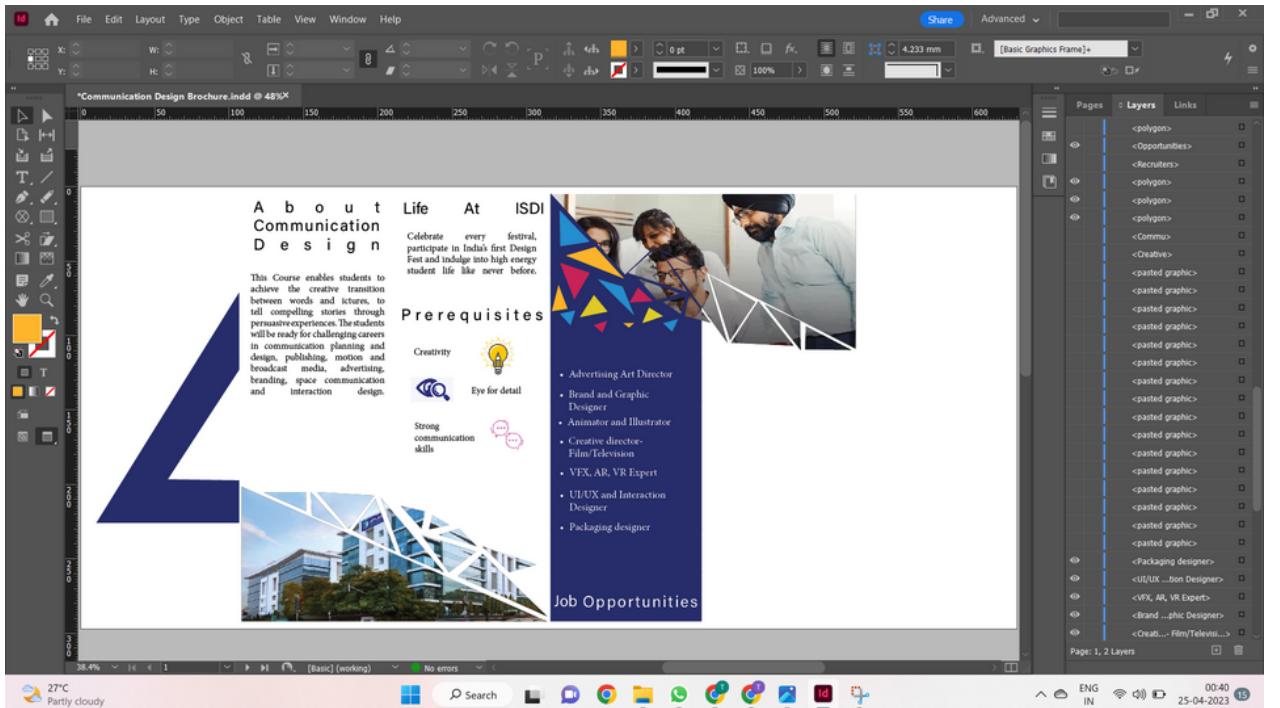




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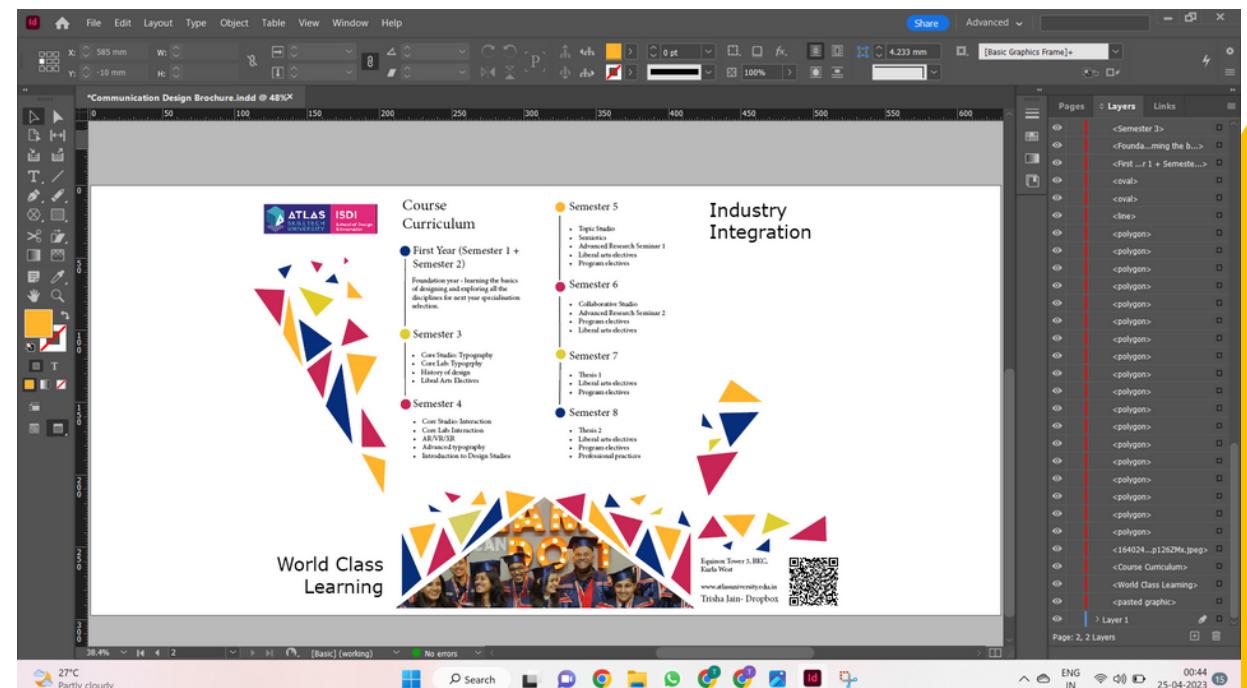
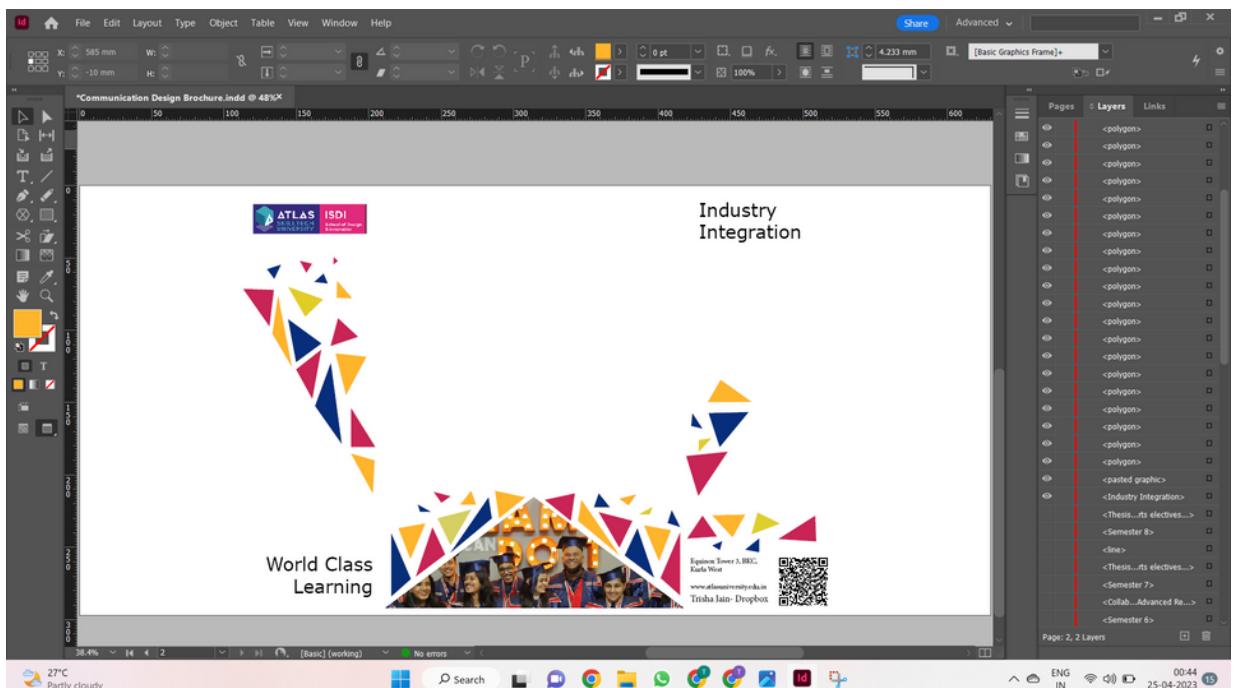
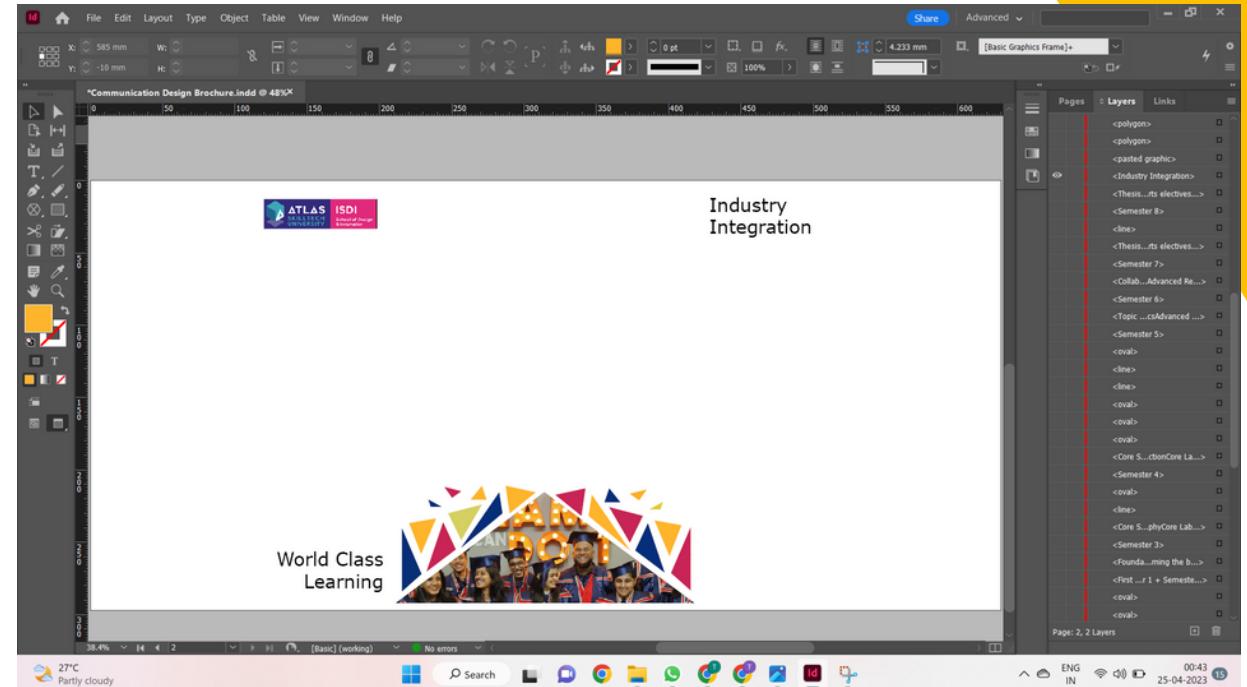
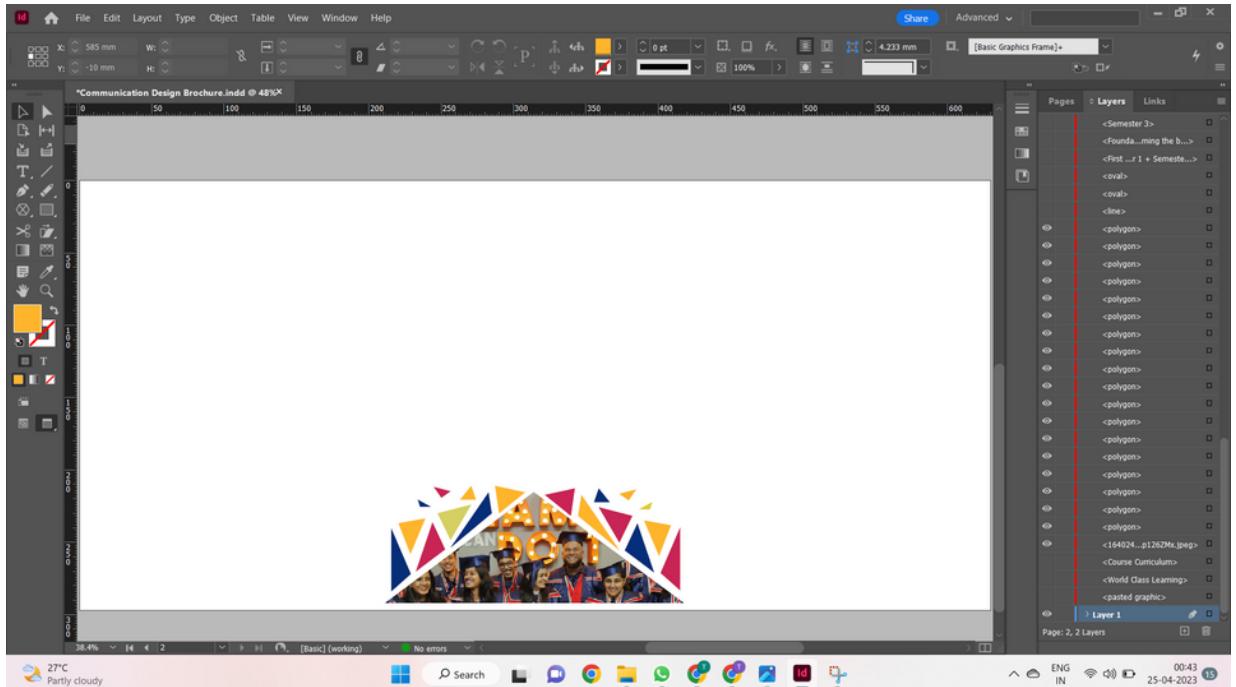


PROCESS WORK





PROCESS WORK





FINAL BROCHURE DESIGN

Creative
Commu

About Communication Design

This Course enables students to achieve the creative transition between words and pictures, to tell compelling stories through persuasive experiences. The students will be ready for challenging careers in communication planning and design, publishing, motion and broadcast media, advertising, branding, space communication and interaction design.



Life At ISDI

Celebrate every festival, participate in India's first Design Fest and indulge into high energy student life like never before.



Prerequisites



- Advertising Art Director
- Brand and Graphic Designer
- Animator and Illustrator
- Creative director- Film/Television
- VFX, AR, VR Expert
- UI/UX and Interaction Designer
- Packaging designer

Job Opportunities

World Of
nication



Top Recruiters



FINAL BROCHURE DESIGN



**World Of
nication**

World Class Learning

Industry Integration

Creative Commu

Equinox Tower 3, BKC, Kurla West

www.atlasuniversity.edu.in

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Course Curriculum

- First Year (Semester 1 + Semester 2)
Foundation year - learning the basics of designing and exploring all the disciplines for next year specialisation selection.
- Semester 3
 - Core Studio: Typography
 - Core Lab: Typogrphy
 - History of design
 - Libral Arts Electives
- Semester 4
 - Core Studio: Interaction
 - Core Lab: Interaction
 - AR/VR/XR
 - Advanced typography
 - Introduction to Design Studies
- Semester 5
 - Topic Studio
 - Semiotics
 - Advanced Research Seminar 1
 - Liberal arts electives
 - Program electives
- Semester 6
 - Collaborative Studio
 - Advanced Research Seminar 2
 - Program electives
 - Liberal arts electives
- Semester 7
 - Thesis 1
 - Liberal arts electives
 - Program electives
- Semester 8
 - Thesis 2
 - Liberal arts electives
 - Program electives
 - Professional practices

ELEMENTS AND PRINCIPLES OF DESIGN



ELEMENTS AND PRINCIPLES OF DESIGN



PROXIMITY

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Semester 4

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- Core Lab: Interaction
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- Advanced typography
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Semester 5

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- Liberal arts electives
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Semester 6

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- Advanced Research Seminar 2
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- Liberal arts electives

Semester 7

- Thesis 1
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Semester 8

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- Professional practices

Industry Integration

COLOUR

World Class Learning



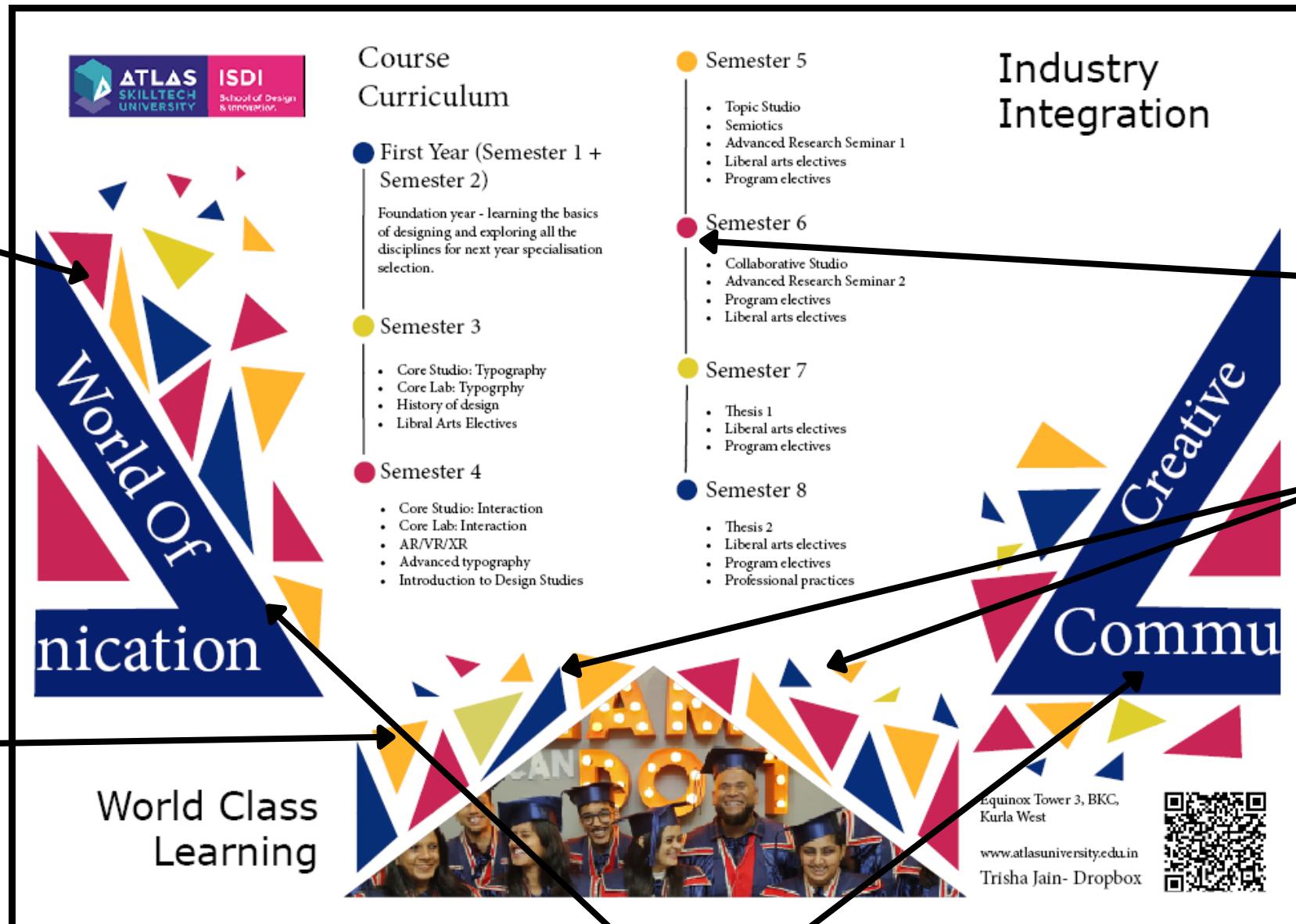
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BALANCE

LINES AND SHAPES

SYMMETRY





MOCKUP





REFLECTION ON THE PROJECT

In this project, we got to explore more about our fields and we revised all the software's and terms learned in this year and applied them in this final project. We got to make a professional brochure for our college course. And also we explored different types of brochure folds.



REFLECTION ON THE SEMESTER

In this semester we made all the professional projects like brochures, visual branding, posters, etc. We also learned the software's like Photoshop, Illustrator and InDesign in depth. due to these projects we got to enhance our portfolios and got good observer ship opportunities.



THANKYOU

Trisha Jain- Dropbox