

SYLLABUS :-

Course Overview: The course initiates the students to the fundamentals of visual art and graphics for effective visual communication, in order to prepare them for the subsequent levels of design education. The course discusses the 5C's of graphic design: components, compositions, concepts, colour, and contrivances, and studio exercises involve explorations of each of these aspects. Students learn through hands-on experience in a variety of media, involving both skill development and design-thinking for creative and effective expression. **Learning Objectives:** 1. Develop expertise in working with the visual elements and their properties: line, form, proportion, scale, artistic perspective, light and shade, tone, texture, pattern, figure-ground; apply the principles of composition and gestalt 2. Understand and explore visual representation for communication: reductive logic and abstraction, iconic form, emotive expression 3. Apply colour theory, colour schemes, colour palettes, and the effect of colour in graphics 4. Understand the fundamentals of typography and explore creative application of type design 5. Develop skills for different modes of producing graphics, both manual and digital 6. Develop a basic understanding of the different types and styles of visual art

Course Curriculum: Module 1 : Graphite and pen-and-ink Free-hand sketching of 3D objects focussing on form, proportion, perspective, light and shadow; Line drawing focussing on 2D compositions, textures, pattern-making, abstraction and communicative expression; Formal and creative typography Module 2 : Water-colour and gouache Understanding the artists' colour system through generation of the colour wheel; using colour in 2D composition; rendering cityscapes and architectural views Module 3 : Digital Graphics Understanding raster and vector graphics; Understanding the additive colour system and processing and editing raster images; Developing graphics in a vector platform Module 4 : Introduction to visual art - 13 - 8 | Department of Architecture and Regional Planning, IIT Kharagpur The different types of visual art; A cursory overview of the global history of visual art and style Reading List: 1. 30,000 years of art: The story of human creativity across time and space. (2019). Phaidon Press Limited. 2. Gill, R. W. (1984). Rendering with pen and ink. Thames and Hudson. 3. Heller, S. (2016). The Graphic Design Idea Book: Inspiration from 50 Masters. Laurence King Publishing. 4. Heller, S. (2016). The Typography Idea Book: Inspiration from 50 Masters. Laurence King Publishing. 5. Krause, J. (2004). Design basics index. HOW Design Books. 6. Morioka, A., and Stone, T. (2006). Colour design workbook: A real-world guide to using colour in graphic design. Rockport Publishers. 7. Webb, F. (1995). The artist's guide to composition. David and Charles. 8. Smith, S. (1995). The complete watercolour course. Collins and Brown Ltd.