ourse Code	CSD XXX VISUAL DESIGN & COMMUNICATION				
redits course Offered to	4 UG				
Description	VSUAL DESIGN  Based on the permiter that Visual Design is a discipline of design that applies the principles of visual language and their semantic use. A multi- disciplinary domain, design consists of, authorics, architecture, products, communication, processes, systems, technology, business (commonics, camification on environment and society and demands clear understanding of design fundamentals. Apart from the thorough knowledge of core disciplinary domain, design consists of, authorics, architecture, products, communication, processes, systems, technology, business (commonics, camification on environment and society and demands clear understanding of design fundamentals. Apart from the thorough knowledge of core disciplinary domains are representation of concepts visually to make effective or functional communication and leavation of ideas. For creative skills and sethletic sense, one must clearly understand the use of laws design elements and their applications for a particular design solution. For a designer to communicate more concisienty and in a visually appropriate manner, it is necessary to use commonly understood principles, perspective and design layout standards. Together, these conventions constitute a visual language, and help to ensure that the drawing is clear and relatively easy to understand.  VISIAL COMMUNICATION The conversa ion in service of visual Communication is introduced as the relationship between human information processing, with emphasis on processing of visual information and design of messages. It includes visual perception, Gestalt laws of organization, semantics, working memory (STIM & LTM) and their implications on. The course also introduced subtractions on. The course also introduces students to the fundamentals of Typography and Photography Course introduces the student to photography and applies it to visual design. In today's world that is crowded with visual stimulus it is important to cut through the noise and be able to decipher, capture and create visual images that				
	I.	Pre-requisites			
re-requisite (Mandatory)	Pre-requisite (Desirable)  Working Knowledge of Software like Adobe Photoshop, Illustrator and	Pre-requisite(other)			
	Indesign.				
ompletion of DESIGN DRAWING & VISUALISATION (DDV)	Alternate Open Sourse - Inkscape, Svg- Edit, Gimp, Paint.net, Pixir, Balsmiq, Sketch, Scribus etc.	Writing Skills			
ourse Please insert more rows if required					
01		Conditions*(For suggestions on verbs please refer the secon		1	
Students will develop the ability to create visual ompositions using basic elements and by appyling	Students will develop the ability to perceive, visualize, and communicate visual elements as visual narratives.	<ul> <li>Students will develop the ability to apply the dynamics of visual design in Typography and Photography.</li> </ul>	Students will develop the ability to address simple communication problems through a visualization process and construct mental imageries	Students will demonstrate the ability to plan, develop, design and execute communication products	
ppropriate principles of visual composition to communicate					
feek Number	Lecture Topic	Weekly Lecture Plan COs Met	Assignment/Labs/Tutorial		
	ILINTRODUCTION TO VISUAL DISSON     The importance of understanding visual language and its relation in context to nature and environment     ILINEMISTO SYMPLA MEDILAGE     Exploring and understanding both, Lines, Forms, Space, Pattern, Texture and     Clour as an elements of visual language.	CO1	1. Identifying elements of visual language in the environment.  2. Espirations and experimentations using finisi, Lines, Plans, Sorms, Space nature and environment.  2. Espiration plant end Plante as elements of visual language.  2. Espiration plante.  2. Espiration plante.  3. Espiration plante.  3. Espiration plante.  4. Espiration plante.  4. Espiration plante.  5. Espiration plante.		
	3. INTRODUCTION TO THE PRINCIPLES OF VISUAL LANGUAGE		3. Exploring the principles of the visual language using various elements and u	inderstanding of visual relationships :	
	Visual septorations and experiments with Form, Colour, and Space, Texture, in resistant to the context and environment—from Conception flammony, balance, contrast, proportion, order, ymmetry, seymmetry, seymmetry, seymmetry, proximity, see, seek, proportion, order, ymmetry, and proximity, size, seek, proportion, orderstoon, alignment, variety, gradation, dominance, subordination, transition etc.	СО1	Ja. Movement with Dots;  Ja. Rhythm with Len;  Ja. Balance with Letter Form;  Ja. Balance with Letter Form;  Ja. Paparotron with Letter Form;  Ja. Proportion with Letter Form;  Ja. Cherr with Tester,  Ja. Symmetry & Asymmetry with Geometric Forms,  Ja. Symmetry & Asymmetry with Geometric Forms,  Ja. Harmody with Colours, etc.		
	4. INTRODUCTION TO FUNDAMENTALS OF TYPOGRAPHY Introducts Typography as aments of Communication and engages in typographical explorations to understand the technicalities, nuances and aesthetics of types.	CO1, CO2	As introduction to Type and list istitory, 45. Type as a form amount of communication in our environment. 46. Introduction to Indian type: Vernacular letter-forms. 46. Introduction to Indian type: Vernacular letter-forms. 46. Anatomy of the type: Typefacts, ppt entiller and type designers. 46. Anatomy of the type: Typefacts, ppt entiller and type designers. 46. Anatomy of the type: Typefacts, pet endings, packing etc. 47. Typegaphe variables reming, tracing, leading, packing etc. 48. Sermantics of type: Legibility & readability issues in type and meaning attr 49. Expressive Pyposition. 40. Introduction to prenting techniques		
	S. INTRODUCTION TO FUNDAMENTAL OF TYPOGGAPHY Cond Study of votal principles of text and image composition: Layouts, Grids, Content Development and Information Rierarchy. Application of Typography, Image and puyous in the design of signage systems, identity systems, social communications,	CO1, CO2, CO3	Typography for print and digital media: Sa. Poster Creign Sb. Brochure Design Sb. Brochure Design Sb. Brochure Design Sd. Website Design Sd. Website Design Sd. Website Design Sf. Wayfinding		
	6. INTRODUCTION TO PHOTOGRAPHY Study of photography as medium to document, communicate and create photographic imagery.		La introduction and Orientation. At and Science of Photography Dawing out parallely differences between the EYE and the CAMERA, 6b. Camers - Understanding the various control on an Inglast JR. Camers Feel Speed. Critical Shatter Speeds and Effects 6c. Exposure: Exposure as function of Quantity of Light and Time. Cetting out 6c. Exposure: Exposure as function of Quantity of Light and Time. Cetting out 6c. Exposure: Exposure as function of Quantity of Light and Time. Getting out 6c. Lines (2006) Compressional Control of Quantity of Light and Compression Control 6c. Ling Speed (2006) Compressions: Quantity of Light and Compressions (2006) Compressions: Quantity of Lines 6c. Ling Speed (2006) Compressions: Quantity of Lines 6c. Ling Speed (2006) Compressions: Quantity of Lines 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers Controls: Images exploring Aperture. Shatter 6c. Exposing (1006) Camers 6c. Exposin	of to shooting in Manual Mode and learning to measure light using the poourse. 150/ASA and Digital Noise.  A regie of View. Fried Focal Length and Zoom Lenses. Close up and Macr light, their applications. Introduction to Color Temperature and White Speed and Focal Length.  Exploring composition through exercises built around the elements but standing resolution, resizing and basic image post processing using	
	7. PHOTOGRAPHY CONT'D	CO1, CO2	7a. Identifying Theme/Subject/Topic/Story/Pont of View & Researsh.		
	Exploring photo story as a narrative medium.	co1, co2, co3	7b. Planning the Shots. 7c. Selecting final shots and photo editing. 7d. Layout for a double spread magazine.		
	8. INTRODUCTION TO VIDEOGRAPY Study of videography as a medium to document, communicate and create a short		8a. Concept development 8b. Storyboarding		
	2 minute video.	CO1, CO2, CO3	8c. Video Shooting - Framing, Camera movement etc 8d. Video Editing		
	9. COMMUNICATION THRONES, SEMENTICS AND VISUAL PERCEPTION Understand the process of communication and the theories that make a difference to the development of a visual language.		Defining communication     Secredic, Channel and Receiver     Secredic, Channel and Receiver     Secredics: Study of rigo process (semiosis), meaning making and meaning     Secredics: Study of rigo process (semiosis)     Demostation and connectation     Pec. Communicating through visual messages     Secredics of the Secredic Secredics     Secred	ful communication.	
	10. STORY TELLING, NARRATIVES AND ITS ROLE IN DESIGN Understand story telling and narratives as effective methods to scope problems and problem solving processes.	CO1, CO2, CO3, CO4  CO1, CO2, CO3, CO4	10a. Story, narrative and see different perspectives. 10b. Identifying problems, opportunities and improvements. 10c. Differentiating problem, need and conflict. 10d. Persons study. 10e. Scenario study.		
0	11. FINAL PROJECT	CO1, CO2, CO3, CO4, CO5	11a. Introduction & Scoping of Project		
1	11. FINAL PROJECT 11. FINAL PROJECT	CO1, CO2, CO3, CO4, CO5	11b. Research and Design of Project		
3	11. FINAL PROJECT 11. FINAL PROJECT	CO1, CO2, CO3, CO4, CO5 CO1, CO2, CO3, CO4, CO5	11c. Execution of Project 11d. Documentation & Presentation of Project		
		Weekly Lab Plan			
feek Number	Laboratory Exercise	Weekly Lab Plan COs Met	Platform (Hardware/Software)		
	2a. Exploring Dot and Line as elements of visual language. 2b. Exploring Form as an element of visual language. 2b. Exploring Form Aspects as elements of visual language. 2c. Exploring Teachure & Partern as elements of visual language. 2c. Exploring Teachure & Partern as elements of visual language. 2c. Exploring Teachure & Partern as elements of visual language. 2c. Exploring Colorur as an element of visual language. 2c. Exploring Colorur as an element of visual language. 2c. Exploring Colorur as an element of visual language. 2c. Exploring Colorur as an element of visual language using various elements and understanding their relationships:		Softwares - Adobe Husbrator Open Bourne - Inktenpe, Sup II dit		
	3. Movement with loses; 3. Roythm with Lincorness, 3. Roythm with Lincorness, 3. Roythm with Lincorness, 3. Lincorness, 3. Lincorness, 4. Roythman, 4. Roythman, 4. Roythman, 4. Roythman, 5. Roythman,		Softwares - Adobe Illustrator Open Sourse - Inkscape, Sys_Edit		

	4a. Introduction to Type and its History.		
	4b.Type as a form and means of communication in our environment. 4c. Introduction to Indian type: Vernacular letter-forms.		
	4d. Classification of types: Typefaces, type families and type designers.		
	4e. Anatomy of the type: x-height, ascenders, descenders, counter, cap-height, baseline. etc.		
	4f. Typographic variables: Kerning, tracking, leading, spacing etc.		
	<ol> <li>Semantics of type: Legibility &amp; readability issues in type and meaning attributed to type.</li> </ol>		
3	4h. Expressive Typography 4i. Introduction to printing techniques		Softwares - Adobe Ilustrator Open Sourse - Inkscape, Svg- Edit
	Typography for print and digital media :		
	Sa. Poster Design		
	Sb. Brochure Design Sc. Infographics Design		
	Sd. Website Design Se. Application Design		Softwares - Adobe Illustrator
4	Sf. Wayfinding		Open Sourse - Inkscape, Svg- Edit
	Introduction and Orientation: Art and Science of Photography.     Drawing out parallels / differences between the EYE and the CAMERA.		
	6b. Camera: Understanding the various controls on a Digital SLR Camera		
	Features and Details. Shooting Modes. Aperture and Depth of Field. Shutter Speed. Critical Shutter Speeds and Effects		
	6c. Exposure : Exposure as function of Quantity of Light and Time. Getting used to shooting in Manual Mode and learning to measure light using the camera's		
	built-in exposure meter.		
	6d. Film Speed/Sensor Sensitivity: Understanding the role of sensitivity in Exposure. ISO/ASA and Digital Noise.		
	6e. Lenses: Different Types of Lenses. Classification of Lenses by Focal Lengths. Angle of View. Fixed Focal Length and Zoom Lenses. Close up and Macro Lenses.		
	6f. Light and Color Temperature: Understanding the nature and directions of		
	light, their applications. Introduction to Color Temperature and White Balance. Images capturing light and shade.		
	<ol> <li>Exploring Individual Camera Controls: Images exploring Aperture, Shutter Speed and Focal Length.</li> </ol>		
	6h. Composition: Elements of Composition and their relationship to the frame.		
	Exploring composition through exercises built around the elements but coupled with an understanding / application of light / camera controls.		
	<ol> <li>Digital Post-Production: Introduction to File-Formats. RAW vs.JPG.</li> <li>Understanding resolution, resizing and basic image post processing using</li> </ol>		
	Photoshop. Exploring the software to visualize and create digital mosaics.  6j. Review and critique: Individual Critique after every assignment and a final		Softwares - Adobe Ilustrator
5	critique on Portfolio submission (10 images).		Softwares - Adobe Ilustrator Open Sourse - Inkscape, Svg Edit
	7a. Identifying Theme/Subject/Topic/Story/Pont of View & Research.		
	7b. Planning the Shots. 7c. Selecting final shots and photo editing.		Softwares - Adobe Illustrator
6	7d. Layout for a double spread magazine.		Open Sourse - Inkscape, Svg- Edit
	8a. Concept development 8b. Storyboarding		
7	8c. Video Shooting - Framing, Camera movement etc 8d. Video Editing		Softwares - Adobe Premiere Pro Open Sourse - Kdenlive, OpenShot
[/	sa. video Editing		Open Sourse - Kdenirve, OpenSnot
	9. Defining communication 9a. Sender, Channel and Receiver		
	9b. Semiotics - Study of sign process (semiosis), meaning-making and meaningful		
	communication. 9c. Sign, Signifier, Signified		
	9d. Denotation and Connotation 9e. Communicating through visual messages		
	9f. Introduction to Gestalt laws of perception		Softwares - Adobe Indesign
8	9g. Understanding figure and ground phenomenon		Open Sourse - Scribus
	10a. Story, narrative and see different perspectives. 10b. Identifying problems, opportunities and improvements.		
	10c. Differentiating problem, need and conflict.  10d. Persona study.		Softwares - Adobe Indesign. Adobe Illustrator & Adobe Photoshop
9	10e. Scenario study.		Open Sourse - Inkscape, Svg- Edit, Gimp, Paint.net, Pixlr, Scribus
			Softwares - Adobe Illustrator
10	11a. Introduction & Scoping of Project		Open Source - Simple Mind, Coggle Softwares - Adobe Ilustrator
			Open Sourse - Inkscape, Svg- Edit
			Softwares - Adobe Photoshop Open Source - Gimp, Paint.net, Pixlr
			Balsmiq, Sketch etc
			Softwares - Adobe Indesign
<u>n</u>	11b. Research and Design of Project		Open Sourse - Scribus Open Source - Simple Mind, Coggle
<u>11</u>	11b. Research and Design of Project		Open Source - Siribus Open Source - Simple Mind, Coggle Softwares - Adobe Illustrator
ш	11b. Research and Design of Project		Open Source - Scriblus  Open Source - Simple Mind, Coggle  Software - Adobte Ilustrator  Open Source - Inkscape, Svg- Edit  Software - Adobte Photoshop
ш	11b. Research and Design of Project		Open Source - Scribbus Open Source - Scripte Mind, Coggle Softwares - Adobe Illustrator Open Source - Indepse, Sys Edit Softwares - Adobe Plotoshop Open Source - Indepse, Sys Edit Softwares - Adobe Photoshop Open Source - Indepse Photoshop
n	11b. Research and Design of Project		Open Source - Scribbus Open Source - Scripte Mind, Coggle Softwares - Adobe Ilustrator Open Source - Inisteps, Oys Edit Softwares - Adobe Plotoshop Open Source - Inisteps, Oys Edit Softwares - Adobe Photoshop Open Source - Gimp, Paint net, Pair Balsmin, Setch net Softwares - Adobe Indesign
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<u>n</u>	11b. Research and Design of Project  11c. Execution of Project		Open Soure - Scribbus Open Soure - Scribbus Softwares - Adobe Ilustrator Open Soure - Inseps, Sye Edit Softwares - Adobe Ilustrator Open Soure - Inseps, Sye Edit Softwares - Adobe Photosibop Open Soure - Gingle, Pantinet, Pair Open Soure - Gingle, Pantinet, Pair Softwares - Adobe Indexign Open Soure - Scribbus Open Soure - Scribbus Open Soure - Simple Mind, Coggle Softwares - Adobe Indistrator
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			Open Source - Scribbus Open Source - Scribbus Softwares - Adobe Illustrator Open Source - Indexe, Page Edit Softwares - Adobe Illustrator Open Source - Indexe, Page Edit Softwares - Adobe Photoshop Open Source - Gimp, Parkstart, Paff Balaming, Setch etc Open Source - Simple Mind, Cogle Softwares - Adobe Photoshop Open Source - Simple Mind, Cogle Softwares - Adobe Photoshop Open Source - Simple Mind, Cogle Softwares - Adobe Photoshop Open Source - Gimp, Parkstarter, Paff Balaming, Setch etc College - Simple Mind, Cogle Softwares - Adobe Photoshop Open Source - Gimp, Parkstarter, Paff Balaming, Setch etc College - Simple Mind, Cogle Softwares - Adobe Photoshop
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