

Sacred Heart College (Autonomous)

Thevara, Kochi

Dept. of Communication

Value Added Course

Visual Designing

Course Code : 15AGDVAC01

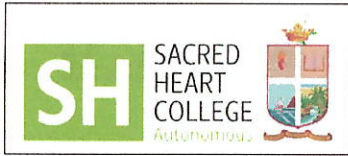
Facilitator : **Kokaachi Team**

17 - 27 MAY 2015

Syllabus

Content & story development • Character concept art and background design
Story board and layout • Digitalising the visuals • Final projects





SH School of Communication

SACRED HEART COLLEGE(Autonomous)

Accredited by the NACC at Five Star level in 2000

Reaccredited at A+ level in 2007

& A level in 2013

College with Potential for Excellence(CPE)-UGC since2004

THEVARA-682013, INDIA



INVITATION

VALUE ADDED COURSE ON

VISUAL DESIGNING

DURATION-Three weeks

Time – 9.30 am to 3.30 pm (From 17th to 27th May 2015)

Venue: School of Communication

Program Schedule

Date	Activity (Theory/Practical)
17-05-2015	Content & story development
18-05-2015	Character concept art & background design
19-05-2015	Story board & layout
20-05-2015	Digitalising the visuals
21-05-2015	Digitalising the visuals
22-05-2015 to 27-05-2015	Final projects – Comic Bookmaking

Organising committee:

Kishore Kumar

Abhishek R

Convener

Dr. Asha Achy Joseph

SH School of Communication: Value Added Course 2015 - 16

VISUAL DESIGNING

Course Code: 15AGDVACO1

COURSE DESCRIPTION

This course enables the students to have a better understanding and develop skill in Designing

COURSE OUTCOMES

- ☒ Identifying visual strengths and weaknesses to promote aesthetic resolution and clarity of intention.
- ☒ Application of the elements and principles of visual design, color theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
- ☒ Communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.

Module I

Content & story development

Module II

Character concept art & background design

Module III

Story board & layout

Module IV

Digitalising the visuals

Module V

Final projects – Comic Bookmaking

Reference Books:

1. The Big Book of Layouts: David E. Carter
2. Layout Essentials -100 Design Principles for Using Grids: Beth Tondreau
3. Best of Newspaper Design: Society of News Design

Shanthi Mathai, HOD



SH School of Communication



SACRED HEART COLLEGE(Autonomous)
Accredited by the NACC at Five Star level in 2000
Reaccredited at A+ level in 2007
& A level in 2013
College with Potential for Excellence(CPE)-UGC since2004
THEVARA-682013, INDIA

Dear Students,

2-04-2015

Greetings

I am happy to inform you all that School of Communication , Sacred Heart College is offering a Value Added Course on “VISUAL DESINGING”. Class schedule is **17-05-2015 to 27-05-2015 (including Saturday and Sunday)**. All interested students are requested to register their name in the department before **11-05-2015**.

Dr.Asha Achy Joseph
Head of the department

Dr. Johnson X Palackappillil
Principal
Sacred Heart College (Autonomous)
Thevara, Kochi-682 013



