

**SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Communication**

**MA GRAPHIC DESIGN**

**Course plan**

**Academic Year 2016 - 17**

**Semester 1**

### COURSE PLAN (COURSE 1)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	1
COURSE CODE AND TITLE	15P1GRDT01: ELEMENTS OF VISUAL DESIGN	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

#### COURSE OBJECTIVES

To explain the fundamental elements of graphic design.
To make use of the elements, principles and theories of design in the practical assignments given
To create designs using techniques, skills and aesthetic sense
To interpret the psychology of the audience for effective communication design.
To develop creativity in design production and out of the box thinking.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Introduction to Visual Design	PPT	Video	
2	Design as Visual language – Art & Design	PPT/Lecture		
3	Graphic design industry and professions	PPT/Lecture	Video	
4	Point as Element	PPT/Lecture		
5	Line as Element	PPT/Lecture		
6	Shape as Element	PPT/Lecture		
7	Form as Element	PPT/Lecture		
8	Form Follows Function	PPT/Lecture		
9	Graphic Designers & Works	PPT/Lecture	Video	
10	Colour as Element, colour wheel	PPT/Lecture		
11	Colour schemes, modes, psychology	PPT/Lecture		
12	Space as Element	PPT/Lecture		
13	Texture as Element	PPT/Lecture		
14	Typography as Element	PPT/Lecture		
<b>MODULE II</b>				
15	Principles of Design	PPT/Lecture		
16	Balance as Principle	PPT/Lecture		
17	Unity as Principle	PPT/Lecture		
18	Scale vs Proportion	PPT/Lecture		
19	Variety as Principle	PPT/Lecture		

20	Contrast as Principle	PPT/Lecture		
21	Emphasis as Principle	PPT/Lecture		
22	Hierarchy as Principle	PPT/Lecture		
23	Rhythm as Principle	PPT/Lecture		
24	Movement as Principle	PPT/Lecture		
25	Principles & Elements	PPT/Lecture		
26	<b>CIA-I</b>			
27	Design System & Processes	PPT/Lecture		
28	Challenges faced by the graphic designers	PPT/Lecture	Video	
29	Design Practical	Designs		
30	Design Practical	Designs		
31	Quiz	PPT/Lecture	Quiz	
32	Design Analyses	PPT/Lecture	Seminar	
<b>MODULE III</b>				
33	Visual Theories of Composition	PPT/Lecture		
34	Golden Rectangle	PPT/Lecture		
35	Golden Arc	PPT/Lecture		
36	Golden Spiral	PPT/Lecture		
37	Rule of thirds	PPT/Lecture		
38	Perspectives	PPT/Lecture		
39	Reading patterns – Z	PPT/Lecture		
40	Reading patterns – F	PPT/Lecture		
41	Tessellation 1	Designs	Video	
42	Tessellation 2	Designs	Video	
<b>MODULE IV</b>				
43	Gestalt's Theories of Visual Perception	PPT/Lecture		
44	Gestalt's Law - Similarity	PPT/Lecture		
45	Gestalt's Law - Proximity	PPT/Lecture		
46	Gestalt's Law - Continuity	PPT/Lecture		
47	Gestalt's Law - Closure	PPT/Lecture		
48	Gestalt's Law – Figure & Ground	PPT/Lecture		
49	Gestalt Concepts in Logos – Analyses (seminar)	PPT/Lecture	Seminar	
50	Gestalt Concepts in Logos – Analyses (seminar)	PPT/Lecture	Seminar	
51	Abstraction	Designs		
52	High Key & Low Key	Designs		
53	Notan	Designs		
54	Object & Perspectives	Designs		
55	Metamorphosis	Designs		
56	Origami	Designs		
57	<b>CIA - II</b>			
<b>MODULE V</b>				
58	Grids in Design	PPT/Lecture		
59	Grids Formats	PPT/Lecture		

60	Grid in Newspapers	PPT/Lecture		
61	Symbols	PPT/Lecture		
62	Icons	PPT/Lecture		
63	Logos & Process	Lecture		
64	Types of Logos	PPT/Lecture		
65	Poster design	Designs		
66	Advertisement Design	Designs		
67	Seminar & Discussion	Discussion	Group discussion	
68	Seminar & Discussion	Discussion	Group discussion	
69	Seminar & Discussion	Discussion		
70	Seminar & Discussion	Discussion		
71	Revision	PPT/Lecture		
72	Revision	Discussion		

#### INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
1	1 <sup>st</sup> Mon.	Silhouette
2	1 <sup>st</sup> Mon.	Pointillism
3	3 <sup>rd</sup> Mon.	Abstraction 1 (Tea Cup and Saucer, watch)
4	3 <sup>rd</sup> Mon.	Abstraction 2 (cameras, key, lampshade)
5	5 <sup>th</sup> Mon.	Metamorphosis 1 (Jellyfish - Parachute)
6	2 <sup>nd</sup> Mon.	Monochromatic Design
7	2 <sup>nd</sup> Mon.	Analogous Design
8	2 <sup>nd</sup> Mon.	Triadic Design
9	2 <sup>nd</sup> Mon.	Quadratic Design
10	2 <sup>nd</sup> Mon.	Complimentary Design
11	2 <sup>nd</sup> Mon.	Split - Complementary Design
12	1 <sup>st</sup> Mon.	Positive and Negative - Square

13	1 <sup>st</sup> Mon.	Positive and Negative - Doodle
14	1 <sup>st</sup> Mon.	High Key and Low Key
15	3 <sup>rd</sup> Mon.	Object & 5 perspectives
16	3 <sup>rd</sup> Mon.	Contour & Form – Hand or Object
17	4 <sup>th</sup> Mon.	Tessellation 1- Repetition
18	4 <sup>th</sup> Mon.	Tessellation 2 - Translation
19	4 <sup>th</sup> Mon.	Tessellation 3 - Rotation
20	3 <sup>rd</sup> Mon.	Gestalt Laws (Similarity, Anomaly)
21	3 <sup>rd</sup> Mon.	Gestalt Laws (Proximity, Closure)
22	3 <sup>rd</sup> Mon.	Gestalt Laws (Continuity, Figure & Ground)
23	4 <sup>th</sup> Mon.	Logo using Gestalt 1
24	4 <sup>th</sup> Mon.	Logo using Gestalt 2
25	5 <sup>th</sup> Mon.	Poster Design
26	1 <sup>st</sup> Mon.	Patterns from Nature
27	5 <sup>th</sup> Mon.	Print Advertisement Design
28	1 <sup>st</sup> Mon.	Image completion with drawing
29	5 <sup>th</sup> Mon.	Grid in Newspapers, Magazines

## References

1. The Language of Graphic Design: Richard Poulin
2. The Elements of Design: Poppy Evans & Mark A. Thomas
3. Design Elements: Color Fundamentals, by Aris Sherin
4. Creative Workshop: David Sherwin
5. Color Design Workbook, Adams Morioka and Terry Stone
6. Form, Function and Design: Klee, Paul.

### COURSE PLAN (COURSE 2)

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15P1GRDT02 HISTORY OF ART AND DESIGN	CREDIT	4
HOURS/WEEK	2	HOURS/SEM	72
FACULTY NAME	VARSHA H NARAYAN		

#### COURSE OBJECTIVES

To explain the role and developments of visual arts in past cultures throughout the world

To explain the development of art and aesthetics from early Christian art to 19<sup>th</sup> century art movements

To classify and compare the modern art movements of 20<sup>th</sup> century

To analyze the role and importance of Indian art movements

To analyze the history of graphic design including the role of industrial revolution till 20<sup>th</sup> century

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1.	Introduction about the course and COURSE OBJECTIVES	Lecturing and Discussions		
2.	Introduction to art and aesthetics	Discussions and Brainstorming	PPT	
3.	Art and Sociology	Lecturing and Discussions		
4.	Imagination	Lecturing and Discussions		
5.	Experience and Human nature	Lecturing and Discussions		
6.	The story of Art	Lecturing and Discussions		
7.	Naturalism, Animism, Geometrism	PPT		
8.	Old Stone Age Art	Discussions	Video	
9.	Old Stone Age Art	PPT & Lecturing	Video	
10.	Cave Paintings	PPT & Lecturing	Video	

11.	Pre historic sculptures	PPT & Lecturing	Video	
12.	Megalithic Art	PPT & Lecturing	Video	
13.	Ancient Oriental Art	PPT & Lecturing	Assignment and assessment	
14.	Mesopotamian Art	PPT	Video	
15.	Mesopotamian Art	Lecturing & Discussions	Video	
16.	Egyptian Art Architecture	Lecturing & Discussions	Video	
17.	Egyptian Art Architecture	Lecturing & Discussions	Video	
18.	Greek Art Architecture	Lecturing & Discussions	Video	
19.	Greek Art Architecture	Lecturing & Discussions	Video	
20.	Greek Art Architecture	Lecturing and Discussions	Video	
21.	Greek Art Architecture	Discussions and Brainstorming	Video	
<b>MODULE 2</b>				
22.	Early Christian Art, Iconoclasm	Lecturing and Discussions	Video	
23.	Feudalism and the Romanesque style	Lecturing and Discussions	Video	
24.	The Origin of stylistic ideas with Gothic art	Lecturing and Discussions	Video	
25.	CIA I			
26.	Evaluation of CIA			
27.	Renaissance –Medici	PPT & Lecturing	Video	
28.	Social unrest and Reformation	PPT & Lecturing	Video	
29.	The Renaissance Man	PPT & Lecturing	Video	
30.	The Renaissance Art	PPT & Lecturing	Video	
31.	Hidden symbolism and Paganism	PPT & Lecturing	Video	
32.	Michelangelo, Raphael	PPT	Video	

33.	The Reformation and Counter reformation	Lecturing & Discussions	Video	
34.	Origin of Baroque	Lecturing & Discussions	Video	
35.	Neoclassicism	Lecturing & Discussions	Video	
36.	Romanticism	Lecturing & Discussions	Video	
37.	Realism, Photorealism, Social Realism	Lecturing & Discussions	Video	
38.	Impressionism	Lecturing and Discussions	Video	
39.	Post impressionism	Discussions and Brain storming	Video	
<b>MODULE 3</b>				
40.	Modern Art – From Art Nouveau	Lecturing and Discussions	Video	
41.	Fauvism, Matisse and Derain	Lecturing and Discussions	Video	
42.	Avant-Garde	Lecturing and Discussions	Video	
43.	Expressionism and Munch	PPT	Video	
44.	Cubism – the Geometric Art		Video	
45.	Picasso	PPT & Lecturing	Video	
46.	Surrealism – the Absolute Reality	PPT & Lecturing	Video	
47.	Abstract Expressionism	PPT & Lecturing	Video	
48.	Action Painting	PPT & Lecturing	Video	
49.	Pollock – Kooning – Rothko	PPT & Lecturing	Video	
50.	Pop-Art to Post Modern Art.	PPT	Video	
<b>MODULE 4</b>				
51.	Styles of Indian Painting	Lecturing & Discussions	Video	
52.	Sculpture and Architecture	Lecturing & Discussions	Video	
53.	Bengal School of Art and Indian Nationalism	Lecturing & Discussions	Video	



54.	Samikshavad	Lecturing & Discussions	Video	
55.	Rabindranath Tagore – Abanidranath Tagore	Lecturing and Discussions	Video	
56.	M. F. Hussain and Jamini Roy	Discussions and Brain storming	Video	
57.	Namboothiri, K.C.S. Panicker	Lecturing and Discussions	Video	
58.	Kerala Mural Paintings	Lecturing and Discussions	Video	
59.	Buddhist Art.	Lecturing and Discussions	Video	
<b>MODULE 5</b>				
60.	History of Graphic Design: The Invention of Writing	PPT	Video	
61.	Alphabets		Video	
62.	The Asian Contribution	PPT & Lecturing	Video	
63.	Illuminated Manuscripts	PPT & Lecturing	Video	
64.	Printing Comes to Europe	PPT & Lecturing	Video	
65.	The German Illustrated Book	PPT & Lecturing	Video	
66.	Renaissance Graphic Design	PPT & Lecturing	Video	
67.	Typographic Developments	PPT	Video	
68.	Graphic Design and the Industrial Revolution	Lecturing & Discussions	Video	
69.	The Arts and Crafts Movement	Lecturing & Discussions		
70.	Art Nouveau	Lecturing & Discussions	Video	
71.	The Genesis of Twentieth-Century Design.	Lecturing & Discussions	Video	
72.	Revision	Discussion		

<b>ASSIGNMENTS AND SEMINARS</b>		
<b>MODULE</b>	<b>Topic</b>	<b>Nature of Assignment</b>
1	Notes on Indian Cave Art	Individual
2	Create any one artistic element of civilization	Individual Practical Assignment

2	Indian & Chinese Civilization	Group Seminar
3,5	Concept of Art Movements	Workshop
3	Famous artists and their works	Group Seminar
4	Photography as a communication tool	Workshop

## REFERENCES

- Gombrich, E. H. *The Story of Art*. Phaidon Press, 16 edition, April 9, 1995
- Harman, Chris. *A People's History of the World*. Verso, 17 April 2008
- Kleiner, Fred S. *Gardner's Art Through the Ages*. Harcourt College Pub, 10th Reiss edition, August 1995)
- Hauser, Arnold. *The Social History of Art Volume I & II*. Routledge, Box edition, August 3, 1999
- Janson, Anthony F. *History of Art*. Pearson. 8<sup>th</sup> edition, 3 January 2010
- Charles, Victoria. *Renaissance Art*. Parkstone Press, July 1, 2007
- Meggs, Philip. *A History of Graphic Design*. John Wiley & Sons, 1998
- Drucker, Johanna and Emily. *Graphic Design History*. Pearson, 1<sup>st</sup> edition, February 8, 2008
- Heller, Steven and Pettit, Elinor. *Graphic Design Time Line: A Century of Design Milestones*. Allworth Press, September 1, 2000
- Eskilson, Stephen J. *Graphic Design: A New History*. Yale University Press, October 25, 2007

### COURSE PLAN (COURSE 3)

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	<b>15P1GRDP01/DESIGN STUDIO I</b>	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ABHISHEK. R		

COURSE OBJECTIVES
To understand software technology and applying it in designing brands and communication.
To apply visual design elements using principles and theories.
To introduce best practices of design profession and apply them in a work environment.
To utilize design processes and strategy from concept to delivery to solve communication problems.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	Intro to Photoshop	lecture/practical	ppt	
2	Intro to Photoshop	lecture/practical	ppt	
3	Intro to Illustrator	lecture/practical	ppt	
4	Intro to Illustrator	lecture/practical	ppt	
5	Intro to InDesign	lecture/practical	ppt	
6	Intro to InDesign	lecture/practical	ppt	
7	Study of Vector & Raster Images and Its Application and Ad	lecture/practical		
8	Study of Vector & Raster Images and Its Application and Ad	lecture/practical		
<b>MODULE II</b>				
9	Study of Basic Tools in Illustrator- Drawing, Shape & Transform	lecture/practical		
10	Study of Basic Tools in Illustrator- Drawing, Shape & Transform	lecture/practical		
11	Study of Basic Tools in Illustrator- Drawing, Shape & Transform	lecture/practical		
12	Study of Basic Tools in Illustrator- Drawing, Shape & Transform	lecture/practical		
13	Study of Basic Tools in Illustrator- Drawing, Shape & Transform	lecture/practical		

14	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
15	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
16	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
17	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
18	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
19	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
20	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		
21	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
22	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
23	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
24	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
25	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
26	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
27	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
28	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
29	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
30	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		
31	Working with Beizer Curves,Pathfinder,Coloring & Gradient	lecture/practical		
32	Working with Beizer Curves, Pathfinder, Coloring & Gradient	lecture/practical		
33	Working with Bezier Curves, Pathfinder, Colouring & Gradient	lecture/practical		
34	Working with Bezier Curves, Pathfinder,	lecture/practical		

	Colouring & Gradient			
<b>MODULE III</b>				
35	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		
36	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		
37	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		
38	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		
39	Working with Symbols,3d Mapping & Flash Integration	lecture/practical		
40	Use of Transparency, Blending Modes & Gradient Mesh In P	lecture/practical		
<b>MODULE IV</b>				
41	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		
42	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		
43	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		
44	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		
45	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		
46	Working with Layer and Layer Effects in Photoshop.	lecture/practical		
47	Working with Layer and Layer Effects in Photoshop.	lecture/practical		
48	Working with Layer and Layer Effects in Photoshop.	lecture/practical		
49	Working with Layer and Layer Effects in Photoshop.	lecture/practical		
50	Colour Correction of Images in Photoshop	lecture/practical		
51	Colour Correction of Images in Photoshop	lecture/practical		
52	Colour Correction of Images in Photoshop	lecture/practical		
53	Colour Correction of Images in Photoshop	lecture/practical		
54	Colour Correction of Images in Photoshop	lecture/practical		

<b>MODULE V</b>				
55	Use of Masks in Photoshop	lecture/practical		
56	Use of Masks in Photoshop	lecture/practical		
57	Use of Masks in Photoshop	lecture/practical		
58	Use of Masks in Photoshop	lecture/practical		
59	Use of Masks in Photoshop	lecture/practical		
60	Use of Masks in Photoshop	lecture/practical		
61	Use of Masks in Photoshop	lecture/practical		
62	Use of Masks in Photoshop	lecture/practical		
63	Use of Masks in Photoshop	lecture/practical		
64	Use of Masks in Photoshop	lecture/practical		
65	Working with Smart Objects and Filters In Photoshop	lecture/practical		
66	Working with Smart Objects and Filters In Photoshop	lecture/practical		
67	Working with Smart Objects and Filters In Photoshop	lecture/practical		
68	Working with Smart Objects and Filters In Photoshop	lecture/practical		
69	Working with Smart Objects and Filters In Photoshop	lecture/practical		
70	Working with Smart Objects and Filters In Photoshop	lecture/practical		
71	Working with Smart Objects and Filters In Photoshop	lecture/practical		
72	Working with Smart Objects and Filters In Photoshop	lecture/practical		

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
I	Basic tools Introduction
II	Image editing and illustration creation
III	Design based on Typography
IV	Basic Retouching/ Layer effects for images/ Ba
V	Masking technique/Poster Design

## GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written /Presentation – Graded or Non-graded etc)
1	Sem end	Logo branding

## References

1. Adobe Illustrator CS4 Classroom in a Book : Adobe Creative Team
2. How to Do Everything: Adobe Illustrator CS4 :Sue Jenkins
3. Adobe Illustrator CS4 Revealed : Richard Lynch
4. Adobe Photoshop CS4 Classroom in a Book : Adobe Creative Team
5. The Adobe Photoshop CS4 Book for Digital Photographers : Scott Kelby
6. The Adobe Photoshop CS4 Layers Book : Richard Lynch

### COURSE PLAN (COURSE 4)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	1
COURSE CODE AND TITLE	15P1GRDP02: INTERACTION DESIGN I	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ROSHINA JASMINE FABER		

COURSE OBJECTIVES
To apply the knowledge of web technology in developing web applications
To develop the ability to analyze, identify and define the technology required to build and implement a web site.
To apply CSS concepts for designing HTML web pages.
To develop DHTML pages by using JavaScript DOM events
To demonstrate the ability to effectively utilize the timeline and motion tween effects to produce animation in Flash.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE 1</b>				
1	Introduction to HTML	Lecturing, discussions	PPT	
2	HTML Basic Elements	Lecturing, discussions, screening	PPT	
3	HTML Page Structure	Lecturing, Discussions	PPT	
4	HTML History, HTML Editors	Lecturing, Discussions	PPT	
5	Basic HTML Tags	Lecturing Discussions	PPT	
6	Introduction to Dreamweaver	Lecturing Discussions	PPT	
7	Creating a basic webpage.	Lecturing Discussions	PPT Film	
<b>MODULE 2</b>				
8	HTML Attributes			



9	HTML Headings and Paragraphs	Lecturing Discussions	Assignment and assessment	
10	HTML Styles and Formatting	Lecturing Discussions	PPT	
11	HTML Quotations, Comments and Colors	Lecturing Discussions	PPT	
12	HTML CSS	Discussions	PPT	
13	HTML Links	Lecturing Discussions	Assignment and assessment	
14	HTML Images	Lecturing Discussions	Assignment and assessment	
15	HTML Tables	Lecturing Discussions	Assignment and assessment	
16	HTML Lists	Lecturing Discussions	Assignment and assessment	
17	HTML Block & Inline	Lecturing Discussions	PPT	
18	HTML Classes and Id , HTML Iframes	Lecturing Discussions	Assignment and assessment	
19	HTML Forms	Lecturing Discussions	Assignment and assessment	
20	Form Attributes and Elements	Lecturing Discussions	PPT	
21	HTML Input Types, Attributes and Input Form Attributes	Lecturing Discussions		
<b>CIA I</b>				
22	Introduction to CSS, Syntax, Selectors	Lecturing Discussions	PPT	
23	HTML Layout	Lecturing Discussions	Assignment and assessment	
<b>MODULE 3</b>				
24	How to Add CSS	Lecturing Discussions	PPT	

25	CSS Comments, Colors	Lecturing Discussions	Assignment and assessment	
26	CSS Backgrounds	Lecturing Discussions	Assignment and assessment	
27	CSS Borders	Lecturing Discussions	PPT	
28	CSS Margins, Padding, Height/Width	Lecturing Discussions		
29	CSS Box Model	Lecturing Discussions	Assignment and assessment	
30	CSS Outline, Text, Fonts	Lecturing Discussions	PPT	
31	CSS Icons, Links	Lecturing	Assignment and assessment	
32	CSS Lists	Discussions	Assignment and assessment	
33	CSS Tables and Display	Lecturing	Assignment and assessment	
34	Other Styling elements	Discussions		
35	Creating navigation bar and dropdowns	Lecturing	Assignment and assessment	
36	CSS Forms	Discussions	Assignment and assessment	
37	CSS Website Layout	Lecturing	Assignment and assessment	
38	CSS Responsive	Discussions	Assignment and assessment	
<b>MODULE 4</b>				
39	Introduction to Java Script	Lecturing	PPT	
40	JS Statements, Syntax, Comments and Variables	Lecturing		
41	JS Operators and Data Types	Lecturing		
42	JS Objects and Events	Lecturing	PPT	
43	JS Strings and String Methods	Lecturing	Assignment and assessment	

44	JS Numbers and Number Methods	Lecturing	Assignment and assessment	
45	JS Arrays and Array Methods	Lecturing	Assignment and assessment	
46	JS Array Sort and Array Iteration	Lecturing	Assignment and assessment	
47	Conditions	Lecturing	Assignment and assessment	
48	Switch	Lecturing	Assignment and assessment	
49	Loop For	Lecturing	Assignment and assessment	
50	JS Forms	Lecturing	Assignment and assessment	
51	JS Forms	Lecturing	Assignment and assessment	
52	JS Functions	Lecturing		
53	JS Functions	Lecturing		
54	Cia 2			
<b>MODULE 5</b>				
55	Introduction to flash animation	Lecturing	Assignment and assessment	
56	Flash Work Areas (Stage, Toolbar)	Lecturing	Assignment and assessment	
57	Flash Work Areas (Stage, Toolbar)	Lecturing	Assignment and assessment	
58	Drawing Simple Basic shapes using flash tools	Lecturing	Assignment and assessment	
59	Drawing in Flash–shapes–fill and stroke–using colours	Lecturing	Assignment and assessment	
60	Time Line, Frames & Layers, Panels	Lecturing	Assignment and assessment	
61	Creating Symbols (Graphic, Movie Clip, Button)	Lecturing	Assignment and assessment	
62	Classic Tweening	Lecturing	Assignment and assessment	

63	Motion tweening – using the timeline	Lecturing	Assignment and assessment	
64	Creating and using movie clips.	Lecturing		
65	Creating and using movie clips.			
66	Path Tweening	Lecturing	Assignment and assessment	
67	Path Tweening			
68	Shape tweening	Lecturing	Assignment and assessment	
69	Shape tweening			
70	Masking	Lecturing	Assignment and assessment	
71	Masking			
72	REVISION			

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines**

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	26/06/16	Creating Portfolio of your own using HTML elements
2	2/07/16	Creating HTML lists
3	10/7/16	Creating tables in HTML
4	25/07/16	Creating a registration form in HTML
5	20/08/16	Creating a home page in HTML using CSS properties
6	6/09/16	Form validation using JS
7	13/9/16	Car animation using classic tween
8	15/9/16	Aircraft animation using path tween
9	20/9/16	Candle animation using shape tween
10	25/9/16	Adding animations in website

## GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	13/9/16	Creating a website

### References

1. Jon Duckett “Beginning Web Programming” WROX.
2. Marty Hall and Larry Brown “Core Servlets and Java Server pages Vol. 1: Core Technologies”, Pearson.
3. P. Deitel, H. Deitel, A. Deitel, Internet & World Wide Web HOW TO PROGRAM, 5th ed, Pearson, 2012.
4. Norman, Donald A. *The Design of Everyday Things*. Basic Books; Revised edition edition, 14 November 2013
5. Lippa, Nick. *Interactive Design for New Media and the Web*. Focal Press; 2 Pap/Cdr edition, 23 October 2001

### Web resource references:

1. [www.w3schools.com](http://www.w3schools.com)
2. [www.stackoverflow.com](http://www.stackoverflow.com)

### COURSE PLAN (COURSE 5)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	1
COURSE CODE AND TITLE	15P1GRDP03, PHOTO COMMUNICATION	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	JEEVA K J		

#### COURSE OBJECTIVES

To summarise the history and evaluation of camera
To create photographs based on basics
To create photographs based on depth of field
To utilize the techniques of capturing motions
To utilize the techniques of image editing

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
<b>MODULE I</b>				
1	The Camera –History and evolution	Lecturing, discussions	PPT	
2	Pinhole camera	Lecturing, discussions, screening	PPT	
3	SLR	Lecturing, Discussions	PPT	
4	Digital Cameras	Lecturing, Discussions	PPT	
5	Lenses	Lecturing Discussions	PPT	
6	Approach to photography; Artistic Vs Technical	Lecturing Discussions	PPT	
7	Photography Genres	Lecturing Discussions	PPT Film	
<b>MODULE 2</b>				
8	Basics of SLR Photography			
9	Aperture	Lecturing	PPT	

		Discussions		
10	Practical	Lecturing Discussions	PPT	
11	Practical	Lecturing Discussions	PPT	
12	Practical	Discussions	PPT	
13	Shutter Speed	Lecturing Discussions	PPT	
14	Practical	Lecturing Discussions	Assignment and assessment	
15	Practical	Lecturing Discussions	Assignment and assessment	
16	Practical	Lecturing Discussions	Assignment and assessment	
17	ISO	Lecturing Discussions	PPT	
18	Practical	Lecturing Discussions	Assignment and assessment	
19	Practical	Lecturing Discussions	Assignment and assessment	
20	Exposure	Lecturing Discussions	PPT	
21	Practical	Lecturing Discussions	Assignment and assessment	
22	Practical	Lecturing Discussions	Assignment and assessment	
23	Practical	Lecturing Discussions	Assignment and assessment	
24	Practical	Lecturing Discussions	Assignment and assessment	
25	Practical	Lecturing Discussions	Assignment and assessment	
26	Practical	Lecturing Discussions	Assignment and assessment	
27	Practical	Lecturing Discussions	Assignment and assessment	
CIA1				
28	Shooting Available light	Lecturing Discussions	PPT	

29	Practical	Lecturing Discussions	Assignment and assessment	
30	Practical	Lecturing Discussions	Assignment and assessment	
31	Practical	Lecturing Discussions	Assignment and assessment	
32	Practical	Lecturing Discussions	Assignment and assessment	
33	Practical	Lecturing Discussions	Assignment and assessment	
34	Practical	Lecturing Discussions	Assignment and assessment	
35	Practical	Lecturing Discussions	Assignment and assessment	
<b>MODULE 3</b>				
36	Depth of field	Lecturing Discussions	PPT	
37	Practical	Lecturing Discussions	Assignment and assessment	
38	Practical	Lecturing Discussions	Assignment and assessment	
39	Controlling DOF using Aperture, Creative possibilities	Lecturing Discussions	PPT	
40	Practical	Lecturing Discussions	Assignment and assessment	
41	Practical	Lecturing Discussions	Assignment and assessment	
42	Focusing Modes & Priority Modes	Lecturing Discussions	PPT	
43	Practical	Lecturing Discussions	Assignment and assessment	
44	Practical	Lecturing Discussions	Assignment and assessment	
45	Practical	Lecturing Discussions	Assignment and assessment	
46	Practical	Lecturing Discussions	Assignment and assessment	



47	Practical	Lecturing Discussions	Assignment and assessment	
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52	Practical	Lecturing Discussions	Assignment and assessment	
53	Practical	Lecturing Discussions	Assignment and assessment	
54	Practical	Lecturing Discussions	Assignment and assessment	
55	Practical	Lecturing Discussions	Assignment and assessment	
<b>MODULE 4</b>				
56	Capturing Motion –Panning	Lecturing Discussions	PPT	
57	Practical	Lecturing Discussions	Assignment and assessment	
58	Practical	Lecturing Discussions	Assignment and assessment	
59	Slow shutter effects	Lecturing Discussions	PPT	
60	Practical	Lecturing Discussions	Assignment and assessment	
61	Practical	Lecturing Discussions	Assignment and assessment	
62	Practical	Lecturing Discussions	Assignment and assessment	
63	Practical	Lecturing Discussions	Assignment and assessment	
64	Practical	Lecturing Discussions	Assignment and assessment	
65	Practical	Lecturing Discussions	Assignment and assessment	

66	Practical	Lecturing Discussions	Assignment and assessment	
67	Practical	Lecturing Discussions	Assignment and assessment	
68	Practical	Lecturing Discussions	Assignment and assessment	
69	Introduction to Flash Photography	Lecturing Discussions	PPT	
CIA2				
<b>MODULE 5</b>				
70	Post Processing	Lecturing	PPT	
71	RAW Conversion	Lecturing	PPT	
72	Image Editing Basics	Lecturing	PPT	

#### INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	4/8/2016	History of camera
2	28/9/2016	Photos related composition

#### GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	2/9/2016	outdoor photography, album
2	6/9/2016	studio photography, album

#### References

- M.J., Langford. *Basic Photography*. Focal Press, 9 edition, 23 July 2010
- Sussman, Aaron. *Amateur Photographer's Hand Book*. Harpercollins, 8<sup>th</sup> edition, 1 February 1973
- Wolohomok, Louis. *Art of Pictorial Composition*. Harper, First Edition, 1961
- Newhall, Beaumont. *History of Photography*. The Museum of Modern Art, 5<sup>th</sup> edition, 1982
- Fraser, Bruce and Schewe, Jeff. *Real World Camera Raw with Adobe Photoshop CS4*. Peach pit Press, 1 edition, July 30, 2010

#### Web resource references:

<https://www.britannica.com/>