

SACRED HEART COLLEGE (AUTONOMOUS)

Department of Communication

MA GRAPHIC DESIGN

Course plan

Academic Year 2016 - 17

Semester 2

COURSE PLAN (COURSE 1)

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDT02 MEDIA ETHICS AND EDUCATION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ASHA ACHY JOSEPH		

COURSE OBJECTIVES
To remember and understand Indian media laws and regulations in comparison with those of other nations
To understand, evaluate and analyse how media policies and regulations enable or constrain effective media environments
To understand and evaluate the rights and responsibilities of media practitioners in the execution of their duties
To analyse the problems and limitations of applying old media laws in new media environments
To fathom the complex issues associated with media regulation and need for contextualizing legal and ethical practices according to change

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Ethics–Branches of Ethics	Lectures+ PPT	Video E-source and Discussion	
2	Media Ethics–Mass Media and the shape of the Human Moral Environment.	Lectures+ PPT	Video E-source and Discussion	
3	Applied Ethics –Ethical issues in different media professions –	Lectures+ PPT	Video E-source and Discussion	
4	Journalism	Lectures+ PPT	Video E-source and Discussion	
5	Cinema	Lectures+ PPT	Video E-source and Discussion	

6	Advertising	Lectures+ PPT	Video E-source and Discussion	
7	Photography	Lectures+ PPT	Video E-source and Discussion	
8	Graphic Design	Lectures+ PPT	Video E-source and Discussion	
9	Animation	Lectures+ PPT	Video E-source and Discussion	
10	Over view of Codes and Regulations in India	Lectures+ PPT	Video E-source and Discussion	
11	Over view of Codes and Regulations in India	Lectures+ PPT	Video E-source and Discussion	
12	Digital Media Ethics.	Lectures+ PPT	Video E-source and Discussion	
13	Digital Media Ethics.	Lectures+ PPT	Video E-source and Discussion	
MODULE II				
15	Media Education	Lectures+ PPT	Video E-source and Discussion	
16	Media Education	Lectures+ PPT	Video E-source and Discussion	
17	Objectives and Skills–Key Concepts,	Lectures+ PPT	Video E-source and Discussion	
18	Media Scenario: Present Trends	Lectures+ PPT	Video E-source and Discussion	
19	Different Starting points for Media Education	Lectures+ PPT	Video E-source and Discussion	

20	Media Impact in Society–	Lectures+ PPT	Video E-source and Discussion	
21	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	
22	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	
23	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	
CIA-1				
MODULE III				
27	Culture and Communication	Lectures+ PPT	Video E-source and Discussion	
28	Inter-cultural Communication Values	Lectures+ PPT	Video E-source and Discussion	
29	Worldview and Perception	Lectures+ PPT	Video E-source and Discussion	
30	Values in Culture	Lectures+ PPT	Video E-source and Discussion	
31	Values and Communication	Lectures+ PPT	Video E-source and Discussion	
32	– From Ethnocentrism to Ethno relativism	Lectures+ PPT	Video E-source and Discussion	
MODULE IV				
33	Mass Media: Relevance and significance	Lectures+ PPT	Video E-source and Discussion	
34	Mass Media: Relevance and significance	Lectures+ PPT	Video E-source and Discussion	

35	Purpose and functions of Mass Media – Mass Media,	Lectures+ PPT	Video E-source and Discussion	
36	Purpose and functions of Mass Media – Mass Media,	Lectures+ PPT	Video E-source and Discussion	
37	Individuals and Society	Lectures+ PPT	Video E-source and Discussion	
38	Individuals and Society	Lectures+ PPT	Video E-source and Discussion	
39	Connecting to “Reality” through Media	Lectures+ PPT	Video E-source and Discussion	
40	Connecting to “Reality” through Media	Lectures+ PPT	Video E-source and Discussion	
41	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	
42	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	
43 - 44	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	
CIA 2				
MODULE V				
45	Media Language	Lectures+ PPT	Video E-source and Discussion	,
46	Media Language	Lectures+ PPT	Video E-source and Discussion	,

47	Media as Art Experiences	Lectures+ PPT	Video E-source and Discussion	,
48	Media as Art Experiences	Lectures+ PPT	Video E-source and Discussion	,
49	De-Mystifying the Media	Lectures+ PPT	Video E-source and Discussion	,
50	De-Mystifying the Media	Lectures+ PPT	Video E-source and Discussion	,
51	Media and Consumerism	Lectures+ PPT	Video E-source and Discussion	,
52	Media and Consumerism	Lectures+ PPT	Video E-source and Discussion	,
53	The Philosophy commercialism	Lectures+ PPT	Video E-source and Discussion	,
54	The Philosophy commercialism	Lectures+ PPT	Video E-source and Discussion	,
55	Media and De- humanization	Lectures+ PPT	Video E-source and Discussion	,
56	Media and De- humanization	Lectures+ PPT	Video E-source and Discussion	,
57	Sex and Violence in the Media	Lectures+ PPT	Video E-source and Discussion	,
58	Sex and Violence in the Media	Lectures+ PPT	Video E-source and Discussion	,
59	Media and Moral Permissiveness	Lectures+ PPT	Video E-source and Discussion	,

60	Media and Moral Permissiveness	Lectures+ PPT	Video E-source and Discussion	,
61	Media and Imperialism	Lectures+ PPT	Video E-source and Discussion	,
62	Media and Imperialism	Lectures+ PPT	Video E-source and Discussion	,
63	Cultural Erosion and Mental Colonization	Lectures+ PPT	Video E-source and Discussion	,
64	Cultural Erosion and Mental Colonization	Lectures+ PPT	Video E-source and Discussion	,
65	Media Control	Lectures+ PPT	Video E-source and Discussion	,
66	Media Control	Lectures+ PPT	Video E-source and Discussion	,
67	Media Control	Lectures+ PPT	Video E-source and Discussion	,
68	Media Control	Lectures+ PPT	Video E-source and Discussion	,
69	Alternative Media	Lectures+ PPT	Video E-source and Discussion	,
70	Alternative Media	Lectures+ PPT	Video E-source and Discussion	,
71	Alternative Media	Lectures+ PPT	Video E-source and Discussion	,
72	Alternative Media	Lectures+ PPT	Video E-source and 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	4/1/2017	Prepare an Essay on Human Moral Environment
2	28/1/2017	Prepare an Essay on Purpose and Functions of Mass media

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	20/12/2016	Presentation on Ethnocentrism Vs Ethno relativism
2	5/2/2017	Presentation on Media and Consumerism

Reference

Rossi, Philip J. Mass Media and the Moral Imagination. Sheed&Ward,U.S., 1 March 1994

- Srambickal, Jacob. Media Education in India.
- Pattyn, Bart. Media Ethics. VS VerlagfürSozialwissenschaften, 2001-12
- Christmas, Clifford. Communication Ethics and UniversalValues. SAGE Publications, Inc, January 28, 1997
- Ess, Charles. Digital Media Ethics. Polity; 1 edition, March 16, 2009

COURSE PLAN (COURSE 2)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDP04: TYPOGRAPHY	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

COURSE OBJECTIVES

To illustrate evolution of typography, terminologies and industrial practices.

To create original typographic designs using calligraphy techniques.

To develop content using typography as design, text and grid.

To create designs for publication, online and branding materials.

To experiment with typography as medium of art and communication.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to World of Typography	PPT	Video	
2	Typography- Design, Content and Layout	PPT/Lecture		
3	Evolution of Typography	PPT/Lecture	Video	
4	Typographic Developments	PPT/Lecture	Video	
5	Communicate through Typography	PPT/Lecture		
6	History & Anatomy of Type - Serif	PPT/Lecture		
7	History & Anatomy of Type - Sans-serif	PPT/Lecture	Video	
8	History & Anatomy of Type - Script	PPT/Lecture		
9	History & Anatomy of Type - Decorative	PPT/Lecture	Video	
MODULE II				
10	Anatomy of Type: Type Classification	PPT/Lecture		
11	Type Anatomy: Terminologies 1	PPT/Lecture	Video	
12	Type Anatomy: Terminologies 2	PPT/Lecture		
13	Type Anatomy: Terminologies 3	PPT/Lecture	Video	
14	Typographers	PPT/Lecture		
15	Type Classifications	PPT/Lecture	Video	

16	Type Controls - Leading	PPT/Lecture		
17	Type Controls – Kerning & Tracking	PPT/Lecture		
18	Intro to Hand lettering	PPT/Lecture		
19	Hand lettering Basics 1	PPT/Lecture	Video	
20	Hand lettering Basics 2	PPT/Lecture	Video	
21	Intro to Calligraphy	PPT/Lecture		
22	Calligraphy1	Designs		
23	Calligraphy2	Designs		
24	CIA-I			
25	Theory- Quiz	PPT/Lecture		
26	Practical	Practical		
27	Typeface Poster Design	Practical		
28	Typographic Poster Design	Practical	Video	
29	Design Analyses	Designs	Group Discussion	
MODULE III				
30	Visual Order Using Typography	Designs	Discussion	
31	Type Variations	PPT/Lecture		
32	Type Hierarchy	PPT/Lecture	Seminar	
33	Type Design	PPT/Lecture		
34	Type Design 1	PPT/Lecture		
35	Type design 2	PPT/Lecture		
36	Type & Image	PPT/Lecture		
37	Typographers & their logotypes	PPT/Lecture		
38	3D Type	PPT/Lecture		
39	Typographic logo Design - Concept	PPT/Lecture		
40	Typographic logo Design - Process	PPT/Lecture		
41	Reading Layouts	Designs	Video	
42	Type Sensitivity	Designs	Video	
MODULE IV				
43	Hand lettering in Logo Type1	PPT/Lecture		
44	Hand lettering in Logo Type2	PPT/Lecture		
45	Typographic Grids	PPT/Lecture		
46	Image with Type – Animal, Bird,	PPT/Lecture		
47	Image with Type – Fruits, Objects	PPT/Lecture		
48	Display Typefaces	PPT/Lecture		
49	Creative Typo: Counter space & design	PPT/Lecture	Seminar	
50	Creative Typo: Counter space & design	PPT/Lecture	Seminar	
51	Expressive Typography	Designs		
52	Expressive Type Designs	Designs		
53	Type in Film Posters	Designs		
54	Film Poster Title Creation	Designs		
55	Designing content using Grid, Alignment, Space	Designs		

56	Design Grid Analysis for Media	Designs		
57	CIA - II			
MODULE V				
58	Type identification & choosing type for various media: Print	PPT/Lecture		
59	Type identification & choosing type for various media: Collaterals	PPT/Lecture		
60	Type identification & choosing type for various media: Web	PPT/Lecture		
61	Type identification & choosing type for various media: Infographics	PPT/Lecture		
62	Malayalam Typography Workshop	PPT/Lecture	Workshop	
63	Malayalam Typography Workshop	PPT/Lecture	Workshop	
64	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	
65	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	
66	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	
67	Seminar & Discussion	Event	Group discussion	
68	Seminar & Discussion	Discussion	Group discussion	
69 - 72	Revision	PPT/Lecture		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
1	1st Mon.	Self-name Typography
2	2 nd Mon.	Study of Logotypes (industry sectors) Exploring Lettering Forms in nature & surroundings
3	1 st Mon.	Hand lettering – Quotes
4	1 st Mon.	Calligraphy – Greetings
5	3 rd Mon.	Create Type & Image Design
6	3 rd Mon.	Designing Logotypes

7	2 nd Mon.	Wire Typography
8	3 rd Mon.	Expressive Typography
9	4 th Mon.	Create display types
10	2 nd Mon.	Create Typeface – 1 set A-Z
11	4 th Mon.	Design Typeface Poster
12	4 th Mon.	Design a poster for an event using only typography
13	5 th Mon.	Design a poster for a type using its facts, designer, details and features keeping in mind the elements and principles of design.
14	5 th Mon.	Design a book cover for a typographer author
15	5 th Mon.	Design a typographic grid for a website of your choice

References

- Samara, Timothy. *Typography Workbook*. Rockport Publishers, New edition, November 1, 2006
- Bringhurst, Robert. *The Elements of Typographic Style*. Hartley & Marks Publishers, 2nd edition, 2002
- Lupton, Ellen. *Thinking with Type*. Princeton Architectural Press, 2nd Revised edition, 6 October 2010
- Ambrose, Gavin and Harris, Paul. *The Fundamentals of Typography*. AVA Publishing, 2nd edition, September 1, 2011
- Carter, Rob, Day, Ben and Meggs, Philip B. *Typographic Design: Form and Communication*. John Wiley & Sons, 5th Edition, 2 December 2011
- Rabinowitz, Tova. *Exploring Typography*. Thomson Delmar Learning; 1 edition, February 21, 2006

COURSE PLAN (COURSE 3)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDP05 INTERACTION DESIGN II	CREDIT	4
HOURS/WEEK	3	HOURS/SEM	72
FACULTY NAME	ROSHINA JASMINE FABER		

COURSE OBJECTIVES
To understand the web architecture and web services.
To understand principles of interaction design that are used in the creation of a web site.
To create interactive web pages using html and style sheets using interface elements
To apply critical thinking and problem-solving skills required to successfully design and implement a website.
To understand the concept of user interface design and its possibilities

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Study of interactive media	Lecturing, discussions	PPT	
2	Introduction to internet technology	Lecturing, discussions, screening	PPT	
3	Development of web-based interfaces	Lecturing, Discussions	PPT	
4	Concept of user-oriented designing	Lecturing, Discussions	PPT	
5	Different website structures and web design approaches.	Lecturing Discussions	PPT	
6	Security issues: attacks by hackers and viruses, security policies, and information backup.	Lecturing Discussions	PPT	

7	Web interfaces	Lecturing Discussions	PPT Film	
MODULE 2				
8	Web Site Development Process			
9	Bottom-Up Approach to Web Development	Lecturing Discussions	PPT	
10	Understanding the Business Process	Lecturing Discussions	PPT	
11	Web Site Specifications	Lecturing Discussions	PPT	
12	The Metaphor and Mystery Meat Navigation	Discussions	PPT	
13	Principle of interaction design	Lecturing Discussions	PPT	
14	Five Golden rules of web designing	Lecturing Discussions		
15	Basic design in Photoshop	Lecturing Discussions		
16	Basic design in Photoshop	Lecturing Discussions		
17	Basic design in Photoshop	Lecturing Discussions	PPT	
18	Simple templates design	Lecturing Discussions	Assignment and assessment	
19	Creating menus	Lecturing Discussions	Assignment and assessment	
20	Different types of navigation bar	Lecturing Discussions	PPT	
21	Defining a Dreamweaver site			
22	CSS layout in Dreamweaver			
23	CSS layout in Dreamweaver	Lecturing Discussions	Assignment and assessment	
Cia 1				
MODULE 3				
24	Web based interfaces	Lecturing Discussions	PPT	

25	Placing Text elements	Lecturing Discussions	Assignment and assessment	
26	Placing Text elements	Lecturing Discussions	Assignment and assessment	
27	Placing page elements	Lecturing Discussions	PPT	
28	Placing page elements	Lecturing Discussions	Assignment and assessment	
29	Navigational components	Lecturing Discussions	Assignment and assessment	
30	Navigational components	Lecturing Discussions	PPT	
31	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	
32	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	
33	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	
34	Key Elements of Web Application Designs- UI	Lecturing Discussions		
35	Usability	Lecturing Discussions		
36	Content	Lecturing Discussions		
37	Creativity	Lecturing Discussions		
38	Accessibility	Lecturing		

		Discussions		
MODULE 4				
39	Developing an interactive system	Lecturing Discussions	PPT	
40	Collecting Data	Lecturing Discussions	Assignment and assessment	
41	Classification of users and needs of specified user groups.			
42	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions		
43	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions	PPT	
44	Creating a Website Wireframe	Lecturing Discussions	Assignment and assessment	
45	Creating website prototypes,	Lecturing Discussions	Assignment and assessment	
46	Creating website prototypes,	Lecturing Discussions	PPT	
47	Evaluation and quality testing,			
48	User opinion analysis and basic user characteristics affecting web design (sight, memory, patience, etc.).			
49	Checking Accessibility			
50	CIA 2			
MODULE 5				
22 hrs	Expert session: Contemporary trends in UI DESIGN (3 days workshop)	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	03/11/2016	Analysis of web interfaces in various websites

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	15/11/2016	Creating a website for displaying portfolios.
2	13/12/2016	Creating an interactive website for a coffee shop
3	25/1/2017	Creating and designing a responsive Theme Pod website
4	20/2/2017	Making an Interactive CD in Html5

References

1. Wang, "An Introduction to web Design and Programming", Thomson
2. Donald A. Norman. *The Design of Everyday Things*. Tantor Audio, MP3 - Unabridged CD edition, August 30, 2011
3. Tidwell, Jenifer. *Designing Interfaces: Patterns for Effective Interaction Design*. O'Reilly Media; 1 edition, December 1, 2005
4. Moggridge, Bill. *Designing Interactions*. The MIT Press, 1 edition, October 1, 2007
5. Duyne, Douglas, et al. *The Design of Sites*. Prentice Hall, 2 edition, December 24, 2006
6. Krug, Steve. *Don't Make Me Think. A Common Sense Approach to Web Usability*. New Riders, 2 edition, 18 August 2005
7. Cooper, Alan. *About Face 3. The Essentials of Interaction Design*. John Wiley & Sons, 15 May 2007

COURSE PLAN (COURSE 4)

PROGRAMME	MA GRAPHIC DESIGN (MAGRD)	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDP06: INFORMATION DESIGN	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

COURSE OBJECTIVES
To understand the various data visualisation methods and illustration techniques.
To analyze complex information design projects and refine contents for design.
To design user friendly designs for use in environmental systems, sites and standalone multimedia applications.
To compile massive, complex information to simple, understandable and interesting communication designs.
To create various styles of illustration for different categories of users for books, web and other interactive media.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	Introduction to Information Design & Industry	PPT	Video	
2	Information Design in Media – Need & Function	PPT/Lecture		
3	Relevance of Information graphics in society	PPT/Lecture	Video	
4	Data Visualisation and its importance	PPT/Lecture	Video	
5	Data Visualisation Methods	PPT/Lecture		
6	History of Maps & Cartography	PPT/Lecture	Video	
7	Symbols in Design	PPT/Lecture		
8	Symbols - meaning in Different Industries	PPT/Lecture		
9	Symbol Vs Icon	PPT/Lecture	Video	
10	Icon & Function	PPT/Lecture		
11	Icon set Stylisation	PPT/Lecture		
12	Icon Set design for industry 1	Discussion	Practical	
13	Icon Set design for industry 2	Discussion	Practical	
14	Icon Set design for industry 3	Discussion	Practical	
MODULE II				

15	Elements of Information Graphics	PPT/Lecture		
16	Data, Information, Knowledge	PPT/Lecture		
17	Information- analysing, classifying and organizing	PPT/Lecture		
18	Quantitative & Qualitative information	PPT/Lecture		
19	Data Visualisation through Charts	PPT/Lecture	Video	
20	Bar chart, line chart, point chart	PPT/Lecture		
21	Pie chart, organizational chart, flow chart	PPT/Lecture		
22	Timeline chart	PPT/Lecture		
23	Design of data using charts 1	Discussion	Practical	
24	Design of data using charts 2	Discussion	Practical	
25	Design of data using charts 3	Discussion	Practical	
26	CIA-I			
27	Design of Comparison Charts	PPT/Lecture	Designs	
28	Theme chart creation	PPT/Lecture	Designs	
29	Data Visualisation 1	Designs	Practical	
30	Data Visualisation 2	Designs	Practical	
31	Data Visualisation 3	Design	Practical	
32	Analyses of Design	Presentation	Seminar	
MODULE III				
33	Map Designs – 3D representation in 2D	PPT/Lecture		
34	Data Through Maps	PPT/Lecture		
35	Types & Parts of Map	PPT/Lecture		
36	Symbols, Colour & Typography	PPT/Lecture		
37	Route Map	PPT/Lecture		
38	Geographical Maps	PPT/Lecture		
39	Organisational Maps	PPT/Lecture		
40	Minimalistic Maps	PPT/Lecture		
41	Information Graphics in Signage Systems	Designs	Video	
42	Signage Design Creation	Designs	Video	
MODULE IV				
43	Data Visualisation through Diagrams	PPT/Lecture		
44	Diagrams and data interpretation	PPT/Lecture		
45	Refine & Condense information using diagrams	Design	Practical	
46	Diagrams for explaining procedures	PPT/Lecture		
47	Diagrams explaining process: life cycles	PPT/Lecture		
48	Life Cycles	Designs	Practical	
49	Product Cycles	Designs	Practical	
50	Illustrations for making/depicting various stages of an accident	PPT/Lecture	Seminar	
51	Illustrations for making/depicting various stages of an event	Designs	Practical	

52	Representation of complex objects – Analyses 1	PPT/Lecture	Practical	
53	Representation of complex objects – Analyses 2	Designs	Analyses	
54	Representation of complex objects - Analyses	Designs	Practical	
55	Reconstructing events in space & time 1	Designs	Practical	
56	Reconstructing events in space & time 2	Designs	Practical	
57	CIA - II			
MODULE V				
58	Visualization of Dynamic Information 1	Discussion	Group discussion	
59	Visualization of Dynamic Information 2	Discussion	Group discussion	
60	Applications and case studies 1	Discussion	Group discussion	
61	Applications and case studies 2	Discussion	Group discussion	
62	Applications and case studies 3	Discussion	Group discussion	
63	Applications and case studies 4	Discussion	Group discussion	
64	Applications and case studies 5	Discussion	Group discussion	
65	Record Preparation 1	Designs	Practical	
66	Record Preparation 2	Designs	Practical	
67	Seminar & Discussion	Discussion	Group discussion	
68	Seminar & Discussion	Discussion	Group discussion	
69	Revision	Discussion	Group discussion	
70	ESE	Exam		

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 st Mon.	Observe, analyse info graphics in newspapers/surroundings
2	1 st Mon.	Presentation & discussion on process of preparing info graphics

3	1 st Mon.	Analyze the elements used to communicate quantitative information.
4	1 st Mon.	Create each one of quantitative and qualitative info charts for awareness/ education
5	2 nd Mon.	Design a map for a place or event
6	2 nd Mon.	Design a timeline chart showing stages
7	3 rd Mon.	Analyze and study graphics in a specific environmental design
8	3 rd Mon.	Design Life cycle of a living being/ product
9	4 th Mon.	Create illustration for a recipe/ craft for an educational poster
10	4 th Mon.	Design an event and sequence in 4 – 6 frames
11	2 nd Mon.	Design an info graphic using photography
12	2 nd Mon.	Create symbols for a set of instructional graphics
13	3 rd Mon.	Create icons set for an app
14	5 th Mon.	Design resume with info graphic elements
15	5 th Mon.	Design a motion graphic video for a cause/fundraiser or awareness campaign.

References

- Beginners Guide to Digital Painting: Richard Tilbury
- Digital Painting Techniques: Practical techniques of digital art masters
- The complete guide to Digital Illustration: Steve Caplin, Adam Banks, Nigel Holmes
- Infographics Designers' Sketchbooks: Rick Landers and Steven Heller
- Visual Explanations: Edward Tufte 6. Envisioning Information: Edward Tufte
- Information Graphics: Robert L. Harris
- Visual Function: An Introduction to Information Design: Paul Mijksenaar
- The Functional Art: An Introduction to Information Graphics and Visualization: Alberto Cairo

COURSE PLAN (COURSE 5)

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDP07-Design Studio II	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ABHISHEK.R		

COURSE OBJECTIVES
To understand the message and create effective communication designs for different media.
To campaign ideas and execute them into communicable designs.
To create designs using different medium such as photography and fine arts.
To visualize the content design by creating various layouts.
To understand the form and function of package design and deliver the work within the deadlines
To design trends, printing materials and techniques in the industry.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
MODULE I				
1	<i>Symbols</i>	lecture/practical	ppt	
2	<i>Symbols</i>	lecture/practical	ppt	
3	<i>Symbols</i>	lecture/practical	ppt	
4	<i>Pictograms</i>	lecture/practical	ppt	
5	<i>Pictograms</i>	lecture/practical	ppt	
6	<i>Pictograms</i>	lecture/practical	ppt	
7	<i>Logo type & Types of pictorial science</i>	lecture/practical		
8	<i>Logo type & Types of pictorial science</i>	lecture/practical		
9	<i>Logo type & Types of pictorial science</i>	lecture/practical		
10	<i>Logo type & Types of pictorial science</i>	lecture/practical		
11	<i>Logo type & Types of pictorial science</i>	lecture/practical		
12	<i>Logo type & Types of pictorial science</i>	lecture/practical		
MODULE II				
13	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	

14	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	
15	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	
16	<i>Abstraction</i>	lecture/practical	ppt	
17	<i>Abstraction</i>	lecture/practical	ppt	
18	<i>Abstraction</i>	lecture/practical	ppt	
		MODULE III		
19	<i>Text & Image</i>	lecture/practical		
20	<i>Text & Image</i>	lecture/practical		
21	<i>Text & Image</i>	lecture/practical		
22	<i>Text & Image</i>	lecture/practical		
23	<i>Text & Image</i>	lecture/practical		
24	<i>Text & Image</i>	lecture/practical		
25	<i>Poster Design (History & Development)</i>	lecture/practical		
26	<i>Poster Design (History & Development)</i>	lecture/practical		
27	<i>Poster Design (History & Development)</i>	lecture/practical		
28	<i>Poster Design (History & Development)</i>	lecture/practical		
29	<i>Poster Design (History & Development)</i>	lecture/practical		
30	<i>Poster Design (History & Development)</i>	lecture/practical		
31	<i>Types of posters</i>	lecture/practical		
32	<i>Types of posters</i>	lecture/practical		
33	<i>Types of posters</i>	lecture/practical		
34	<i>Types of posters</i>	lecture/practical		
35	<i>Types of posters</i>	lecture/practical		
36	<i>Types of posters</i>	lecture/practical		
MODULE IV				
37	<i>Technical features of Package Design</i>	lecture/practical		
38	<i>Technical features of Package Design</i>	lecture/practical		
39	<i>Technical features of Package Design</i>	lecture/practical		
40	<i>Technical features of Package Design</i>	lecture/practical		
41	<i>Technical features of Package Design</i>	lecture/practical		
42	<i>Technical features of Package Design</i>	lecture/practical		
43	<i>Styles of illustrations</i>	lecture/practical		
44	<i>Styles of illustrations</i>	lecture/practical		
45	<i>Styles of illustrations</i>	lecture/practical		
46	<i>Styles of illustrations</i>	lecture/practical		
47	<i>Styles of illustrations</i>	lecture/practical		
48	<i>Styles of illustrations</i>	lecture/practical		
49	<i>Explorations of Illustrations Techniques</i>	lecture/practical		
50	<i>Explorations of Illustrations Techniques</i>	lecture/practical		
51	<i>Explorations of Illustrations Techniques</i>	lecture/practical		
52	<i>Explorations of Illustrations Techniques</i>	lecture/practical		

53	<i>Explorations of Illustrations Techniques</i>	lecture/practical		
54	<i>Explorations of Illustrations Techniques</i>	lecture/practical		
55	<i>Printing & Materials</i>	lecture/practical		
56	<i>Printing & Materials</i>	lecture/practical		
57	<i>Printing & Materials</i>	lecture/practical		
58	<i>Printing & Materials</i>	lecture/practical		
59	<i>Printing & Materials</i>	lecture/practical		
60	<i>Printing & Materials</i>	lecture/practical		
MODULE V				
61	<i>Branding</i>	lecture/practical		
62	<i>Branding</i>	lecture/practical		
63	<i>Branding</i>	lecture/practical		
64	<i>Branding</i>	lecture/practical		
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70	<i>Branding</i>	lecture/practical		
71	<i>Branding</i>	lecture/practical		
72	<i>Branding</i>	lecture/practical		

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)
I	Symbols & pictograms designing
II	Different types of logo designs
III	Poster design
IV	brand design
V	Symbols & pictograms designing

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

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

References

1. Graphic Design: The New Basics : Ellen Lupton
2. The Poster in History : Max Gallo Adobe Illustrator CS4 Revealed : Richard Lynch
3. Package Design Workbook : Steven DuPuis
4. The Big Book of Illustration Ideas : Roger Walton
5. Illusive : Robert Klanten