SACRED HEART COLLEGE (AUTONOMOUS)

Department of Communication

MASTER OF GRAPHIC DESIGN

Course plan

Academic Year 2018-19

Semester 1

	PROGRAMME OUTCOME
PO 1	The students are capable of exercising their critical thinking in creating new knowledge leading to innovation, entrepreneurship and employability
PO 2	The students are able to effectively communicate the knowledge of their study and research in their respective disciplines to their employers and to the society at large.
PO 3	The students are able to make choices based on the values upheld by the college, and have the readiness and know-how to preserve environment and work towards sustainable growth and development
PO 4	The students possess an ethical view of life, and have a broader (global) perspective transcending the provincial outlook
PO5	The students possess a passion for exploring new knowledge independently for the development of the nation and the world and are able to engage in a lifelong learning process and develop

	PROGRAM SPECIFIC OUTCOMES
PSO 1	Understand the fundamentals and history of visual design language.
PSO 2	Apply design principles, techniques in ideation and production of visual messages.
PSO 3	Create design incorporating various studio, fine art skills such as photography, art, calligraphy, illustrations, print technology and other graphic design processes.
PSO 4	Develop creativity, critical eye and the ability to solve communication problems.
PSO 5	Inculcate professional practices such as pre-plan, time management and deadline submission.
PSO 6	Keep abreast with the trends, practices and ethics of communication design for social awareness and education.

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 OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Explain the fundamental elements of graphic design.	PO2, PSO1, PSO3, PSO4	U
CO 2	Make use of the elements, principles and theories of design in the practical assignments given	PO2, PO3, PSO2, PSO4	Ap
CO 3	Create designs using techniques, skills and aesthetic sense	PO2, PO3, PO5, PSO2, PSO4, PSO5	Cr
CO 4	Interpret the psychology of the audience for effective communication design.	PO1, PO2, PO4, PSO2, PSO3, PSO4	An
CO 5	Develop creativity in design production and out of the box thinking.	PO1, PO2, PO3, PO5, PSO2, PSO3, PSO4	Cr

CL* Cognitive Level

R- Remember

U- Understand

A- Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	0	3	0	0	0	3	0	1	2	0
CO 2	0	3	3	0	0	0	3	0	3	0
CO 3	0	2	1	0	2	0	3	0	3	3
CO 4	2	3	0	1	0	0	2	3	3	0
CO 5	2	3	1	0	3	0	3	2	3	0

Mapping Strength

- 0- No Mapping strength
- 1- Low
- 2- Medium
- 3- High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	Introduction to Visual Design	PPT	Video	1
2	Design as Visual language – Art & Design	PPT/Lecture		1
3	Graphic design industry and professions	PPT/Lecture	Video	1
4	Point as Element	PPT/Lecture		1,4,5
5	Line as Element	PPT/Lecture		1,4,5
6	Shape as Element	PPT/Lecture		1,4,5
7	Form as Element	PPT/Lecture		1,4,5
8	Form Follows Function	PPT/Lecture		1,4,5
9	Graphic Designers & Works	PPT/Lecture	Video	1,4,5
10	Colour as Element, colour wheel	PPT/Lecture		1,3,4,5
11	Colour schemes, modes, psychology	PPT/Lecture		1,3,4,5
12	Space as Element	PPT/Lecture		1,4,5
13	Texture as Element	PPT/Lecture		1,4,5
14	Typography as Element	PPT/Lecture		1,4,5
MODULE II				
15	Principles of Design	PPT/Lecture		1,5
16	Balance as Principle	PPT/Lecture		1,5
17	Unity as Principle	PPT/Lecture		1,5
18	Scale vs Proportion	PPT/Lecture		1,5
19	Variety as Principle	PPT/Lecture		1,5
20	Contrast as Principle	PPT/Lecture		1,5
21	Emphasis as Principle	PPT/Lecture		1,5
22	Hierarchy as Principle	PPT/Lecture		1,5
23	Rhythm as Principle	PPT/Lecture		1,5
24	Movement as Principle	PPT/Lecture		1,5
25	Principles & Elements	PPT/Lecture		1,5
26	CIA-I			
27	Design System & Processes	PPT/Lecture		2
28	Challenges faced by the graphic designers	PPT/Lecture	Video	1
29	Design Practical	Designs		2,3,5
30	Design Practical	Designs		2,3,5
31	Quiz	PPT/Lecture	Quiz	1
32	Design Analyses	PPT/Lecture	Seminar	1
MODULE III				

33	Visual Theories of Composition	PPT/Lecture		1
34	Golden Rectangle	PPT/Lecture		1
35	Golden Arc	PPT/Lecture		1
36	Golden Spiral	PPT/Lecture		1
37	Rule of thirds	PPT/Lecture		1
38	Perspectives	PPT/Lecture		1
39	Reading patterns – Z	PPT/Lecture		1,4
40	Reading patterns – F	PPT/Lecture		1,4
41	Tessellation 1	Designs	Video	3,5
42	Tessellation 2	Designs	Video	3,5
	MODULE IV			
43	Gestalt's Theories of Visual Perception	PPT/Lecture		1,4,5
44	Gestalt's Law - Similarity	PPT/Lecture		1,4,5
45	Gestalt's Law - Proximity	PPT/Lecture		1,4,5
46	Gestalt's Law - Continuity	PPT/Lecture		1,4,5
47	Gestalt's Law - Closure	PPT/Lecture		1,4,5
48	Gestalt's Law – Figure & Ground	PPT/Lecture		1,4,5
49	Gestalt Concepts in Logos – Analyses (seminar)	PPT/Lecture	Seminar	1,4
50	Gestalt Concepts in Logos – Analyses (seminar)	PPT/Lecture	Seminar	1,4
51	Abstraction	Designs		3,4,5
52	High Key & Low Key	Designs		3,4,5
53	Notan	Designs		3,5
54	Object & Perspectives	Designs		3,5
55	Metamorphosis	Designs		3,5
56	Origami	Designs		3,5
57	**CIA - II**			
	MODULE V			
58	Grids in Design	PPT/Lecture		1
59	Grids Formats	PPT/Lecture		1
60	Grid in Newspapers	PPT/Lecture		2,3
61	Symbols	PPT/Lecture		1,2,3,5
62	Icons	PPT/Lecture		1,2,3,5
63	Logos & Process	Lecture		2,3,4,5
64	Types of Logos	PPT/Lecture		1
65	Poster design	Designs		1,2,3,5
66	Advertisement Design	Designs		1,2,3,5
67	Seminar & Discussion	Discussion	Group discussion	1,4
68	Seminar & Discussion	Discussion	Group discussion	1,4
69	Seminar & Discussion	Discussion		

70	Seminar & Discussion	Discussion		
71	Revision	PPT/Lecture		1,4
72	Revision	Discussion		1,2,3,4

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)	Course Outcome
1	1st Mon.	Silhouette	2
2	1st Mon.	Pointillism	1,2,4
3	3rd Mon.	Abstraction 1 (Tea Cup and Saucer, watch)	1,2,4,6
4	3rd Mon.	Abstraction 2 (cameras, key, lampshade)	1,2,4,6
5	5th Mon.	Metamorphosis 1 (Jellyfish - Parachute)	1,2,4,6
6	2nd Mon.	Monochromatic Design	1,2,4,6
7	2nd Mon.	Analogous Design	1,2,4,6
8	2nd Mon.	Triadic Design	1,2,4,6
9	2nd Mon.	Quadratic Design	1,2,4,6
10	2nd Mon.	Complimentary Design	1,2,4,6
11	2nd Mon.	Split - Complementary Design	1,2,4,6
12	1st Mon.	Positive and Negative - Square	1,2,4,6
13	1st Mon.	Positive and Negative - Doodle	1,2,4,6
14	1st Mon.	High Key and Low Key	1,2,4,6
15	3rd Mon.	Object & 5 perspectives	1,2,4,6
16	3rd Mon.	Contour & Form – Hand or Object	4
17	4th Mon.	Tessellation 1- Repetition	2,4,6
18	4th Mon.	Tessellation 2 - Translation	2,4,6
19	4th Mon.	Tessellation 3 - Rotation	2,4,6
20	3rd Mon.	Gestalt Laws (Similarity, Anomaly)	2,4,5

21	3rd Mon.	Gestalt Laws (Proximity, Closure)	2,4,5
22	3rd Mon.	Gestalt Laws (Continuity, Figure & Ground)	2,4,5
23	4th Mon.	Logo using Gestalt 1	2,3,4,5,6
24	4th Mon.	Logo using Gestalt 2	2,3,4,5,6
25	5th Mon.	Poster Design	2,3,4,5,6
26	1st Mon.	Patterns from Nature	4,6
27	5th Mon.	Print Advertisement Design	2,3,4,5,6
28	1st Mon.	Image completion with drawing	3,4
29	5th Mon.	Grid in Newspapers, Magazines	1,3,2,4,5,6

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 Aaris 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 OUTCOMES

	COURSE OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Explain the role and developments of visual arts in past cultures throughout the world	PO1,PO2, ,PSO2, PSO3	U
CO 2	Explain the development of art and aesthetics from early Christian art to 19th century art movements	PO1, PSO2, PSO3	U
CO 3	Classify and compare the modern art movements of 20th century	PO1, PO2, PSO1	U
CO 4	Analyze the role and importance of Indian art movements	PO1, PO2, PSO1, PSO2,PSO4	An
CO 5	Analyze the history of graphic design including the role of industrial revolution till 20th century	PO1, PO2, PO3, PO4, PO5, PSO2, PSO3	An

CL* Cognitive Level

R- Remember

U- Understand

A- Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO 2	PSO 3	PSO 4	PSO 5	PSO6
CO 1	2	2					1	1			
CO 2	2						1	1			
CO 3	2	2				3					
CO 4	2	2				3					
CO 5	2	2	2	2	2		2	1			

Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1.	Introduction about the courseand course outcomes	Lecturing and Discussions		CO 1
2.	Introduction to art and aesthetics	Discussions and Brainstorming	PPT	CO 1
3.	Art and Sociology	Lecturing and Discussions		CO 1
4.	Imagination	Lecturing and Discussions		CO 1
5.	Experience and Human nature	Lecturing and Discussions		CO 1
6.	The story of Art	Lecturing and Discussions		CO 1
7.	Naturalism, Animism, Geometrism	PPT		CO 1
8.	Old Stone Age Art	Discussions	Video	CO 1
9.	Old Stone Age Art	PPT & Lecturing	Video	CO 1
10.	Cave Paintings	PPT & Lecturing	Video	CO 1
11.	Pre historic sculptures	PPT & Lecturing	Video	CO 1
12.	Megalithic Art	PPT & Lecturing	Video	CO 1
13.	Ancient Oriental Art	PPT & Lecturing	Assignment and assessment	CO 1
14.	Mesopotamian Art	PPT	Video	CO 1
15.	Mesopotamian Art	Lecturing & Discussions	Video	CO 1
16.	Egyptian Art Architecture	Lecturing & Discussions	Video	CO 1
17.	Egyptian Art Architecture	Lecturing & Discussions	Video	CO 1
18.	Greek Art Architecture	Lecturing & Discussions	Video	CO 1

19.	Greek Art Architecture	Lecturing & Discussions	Video	CO 1
20.	Greek Art Architecture	Lecturing and Discussions	Video	CO 1
21.	Greek Art Architecture	Discussions and Brainstorming	Video	CO 1
MODULE 2				
22.	Early Christian Art, Iconoclasm	Lecturing and Discussions	Video	CO 2
23.	Feudalism and the Romanesque style	Lecturing and Discussions	Video	CO 2
24.	The Origin of stylistic ideas with Gothic art	Lecturing and Discussions	Video	CO 2
25.	CIA I			
26.	Evaluation of CIA			
27.	Renaissance –Medici	PPT & Lecturing	Video	CO 2
28.	Social unrest and Reformation	PPT & Lecturing	Video	CO 2
29.	The Renaissance Man	PPT & Lecturing	Video	CO 2
30.	The Renaissance Art	PPT & Lecturing	Video	CO 2
31.	Hidden symbolism and Paganism	PPT & Lecturing	Video	CO 2
32.	Michelangelo, Raphael	PPT	Video	CO 2
33.	The Reformation and Counter reformation	Lecturing & Discussions	Video	CO 2
34.	Origin of Baroque	Lecturing & Discussions	Video	CO 2
35.	Neoclassicism	Lecturing & Discussions	Video	CO 2
36.	Romanticism	Lecturing & Discussions	Video	CO 2
37.	Realism, Photorealism,Social Realism	Lecturing & Discussions	Video	CO 2
38.	Impressionism	Lecturing and Discussions	Video	CO 2
39.	Post impressionism	Discussions and Brain storming	Video	CO 2
MODULE 3				

40.	Modern Art – From Art Noveau	Lecturing and Discussions	Video	CO 3
41.	Fauvism, Matisse and Derain	Lecturing and Discussions	Video	CO 3
42.	Avant-Garde	Lecturing and Discussions	Video	CO 3
43.	Expressionism and Munch	PPT	Video	CO 3
44.	Cubism – the Geometric Art		Video	CO 3
45.	Picasso	PPT & Lecturing	Video	CO 3
46.	Surrealism – the Absolute Reality	PPT & Lecturing	Video	CO 3
47.	Abstract Expressionism	PPT & Lecturing	Video	CO 3
48.	Action Painting	PPT & Lecturing	Video	CO 3
49.	Pollock – Kooning – Rothko	PPT & Lecturing	Video	CO 3
50.	Pop-Art to Post Modern Art.	PPT	Video	
MODULE 4				
51.	Styles of Indian Painting	Lecturing & Discussions	Video	CO 4
52.	Sculpture and Architecture	Lecturing & Discussions	Video	CO 4
53.	Bengal School of Art and Indian Nationalism	Lecturing & Discussions	Video	CO 4
54.	Samikshavad	Lecturing & Discussions	Video	CO 4
55.	Rabindranath Tagore – Abanidranath Tagore	Lecturing and Discussions	Video	CO 4
56.	M. F. Hussain and Jamini Roy	Discussions and Brain storming	Video	CO 4
57.	Namboothiri, K.C.S. Panicker	Lecturing and Discussions	Video	CO 4
58.	Kerala Mural Paintings	Lecturing and Discussions	Video	CO 4
59.	Buddhist Art.	Lecturing and Discussions	Video	CO 4
MODULE 5				
60.	History of Graphic Design: The Invention of Writing	PPT	Video	CO 5

61.	Alphabets		Video	CO 5
62.	The Asian Contribution	PPT & Lecturing	Video	CO 5
63.	Illuminated Manuscripts	PPT & Lecturing	Video	CO 5
64.	Printing Comes to Europe	PPT & Lecturing	Video	CO 5
65.	The German Illustrated Book	PPT & Lecturing	Video	CO 5
66.	Renaissance Graphic Design	PPT & Lecturing	Video	CO 5
67.	Typographic Developments	PPT	Video	CO 5
68.	Graphic Design and the Industrial Revolution	Lecturing & Discussions	Video	CO 5
69.	The Arts and Crafts Movement	Lecturing & Discussions		CO 5
70.	Art Nouveau	Lecturing & Discussions	Video	CO 5
71.	The Genesis of Twentieth-Century Design.	Lecturing & Discussions	Video	CO 5
72.	Revision	Discussion		

ASSIGNMENTS AND SEMINARS		
MODULE	Topic	Nature of Assignment
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 ArtVolume I & II.* Routledge, Box edition, August 3, 1999
- Janson, Anthony F. *History of Art*. Pearson. 8th 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, 1st 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,October25, 2007

COURSE PLAN (COURSE 3)

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

	COURSE OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Understanding of software technology and applying it in designing brands and communication.	PO1, PO2 PSO1	U, C
CO 2	Application of Visual design elements using principles and theories.	PO1, PO3, PO4, PSO1 AND PSO2	U, C, Ap
CO 3	Introduce best practices of design profession and apply them in a work environment.	PO 2,3 AND 4, PSO3, PSO4 AND PSO5	U, C, Ap, An
CO 4	Utilize design processes and strategy from concept to delivery to solve communication problems.	PO3,4 AND 5 PSO3, PSO4, PSO5 AND PSO6	U, C, Ap and An

CL* Cognitive Level

R- Remember

U- Understand

B- Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2				3					
CO 2	3		2	2		3	2				
CO 3		2	3	1				2	2	2	
CO 4			2	2	2			2	2	2	2

Mapping Strength

0. No Mapping strength
1- Low
2- Medium
3- High

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

	Drawing, Shape & Transform			
17	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		1,2,3 and 4
18	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		1,2,3 and 4
19	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		1,2,3 and 4
20	Study of Basic Tools in Illustrator-Drawing, Shape & Transform	lecture/practical		1,2,3 and 4
21	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
22	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
23	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
24	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
25	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
26	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
27	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
28	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
29	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
30	Working with Pen Tool in Illustrator & Photoshop.	lecture/practical		1,2,3 and 4
31	Working with Beizer Curves,Pathfinder,Coloring & Gradient	lecture/practical		1,2,3 and 4
32	Working with Beizer Curves, Pathfinder, Coloring & Gradient	lecture/practical		1,2,3 and 4
33	Working with Bezier Curves, Pathfinder, Colouring & Gradient	lecture/practical		1,2,3 and 4
34	Working with Bezier Curves, Pathfinder, Colouring & Gradient	lecture/practical		1,2,3 and 4
MODULE III				
35	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		1,2,3 and 4

36	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		1,2,3 and 4
37	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		1,2,3 and 4
38	Working with Text & Advanced Text Options in Illustrator &	lecture/practical		1,2,3 and 4
39	Working with Symbols,3d Mapping & Flash Integration	lecture/practical		1,2,3 and 4
40	Use of Transparency, Blending Modes & Gradient Mesh In P	lecture/practical		1,2,3 and 4
MODULE IV				
41	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		1,2,3 and 4
42	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		1,2,3 and 4
43	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		1,2,3 and 4
44	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		1,2,3 and 4
45	Use of Selection, Painting & Retouching Tools in Photoshop	lecture/practical		1,2,3 and 4
46	Working with Layer and Layer Effects in Photoshop.	lecture/practical		1,2,3 and 4
47	Working with Layer and Layer Effects in Photoshop.	lecture/practical		1,2,3 and 4
48	Working with Layer and Layer Effects in Photoshop.	lecture/practical		1,2,3 and 4
49	Working with Layer and Layer Effects in Photoshop.	lecture/practical		1,2,3 and 4
50	Colour Correction of Images in Photoshop	lecture/practical		1,2,3 and 4
51	Colour Correction of Images in Photoshop	lecture/practical		1,2,3 and 4
52	Colour Correction of Images in Photoshop	lecture/practical		1,2,3 and 4
53	Colour Correction of Images in Photoshop	lecture/practical		1,2,3 and 4
54	Colour Correction of Images in Photoshop	lecture/practical		1,2,3 and 4
MODULE V				
55	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
56	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
57	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4

58	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
59	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
60	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
61	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
62	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
63	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
64	Use of Masks in Photoshop	lecture/practical		1,2,3 and 4
65	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
66	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
67	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
68	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
69	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
70	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
71	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4
72	Working with Smart Objects and Filters In Photoshop	lecture/practical		1,2,3 and 4

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)	Course Outcome
I	Basic tools Introduction	CO1,2,3 AND 4
II	Image editing and illustration creation	CO1,2,3 AND 4
III	Design based on Typography	CO1,2,3 AND 4
IV	Basic Retouching/ Layer effects for images/ Ba	CO1,2,3 AND 4
V	Masking technique/Poster Design	CO1,2,3 AND 4

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

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

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 OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1		Apply the knowledge of web technology in developing web applications	PSO 1, PSO 2	Ap
CO 2		Develop the ability to analyze, identify and define the technology required to build and implement a web site.	PO 1, PO 4, PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	An, C
CO 3		Apply CSS concepts for designing HTML web pages.	PO 1, PO 2, PO 4, PO 5, PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	An, C, Ap
CO 4		Develop DHTML pages by using JavaScript DOM events	PO 1, PO 4, PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	C
CO 5		Demonstrate the ability to effectively utilize the timeline and motion tween effects to produce animation in Flash.	PO 1, PO 4, PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	C

CL* Cognitive Level

R- Remember

U- Understand

1. Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1						3	2				
CO 2	3			3		2	2	3	3	2	2
CO 3	3	2		3	3	2	3	3	3	3	2
CO 4	2			3		2	3	2	3	3	2
CO 5	2			3		3	2	2	3	3	2

Mapping Strength

0. No Mapping strength
1. Low
2. Medium
3. High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	Introduction to HTML	Lecturing, discussions	PPT	CO 1
2	HTML Basic Elements	Lecturing, discussions, screening	PPT	CO 1
3	HTML Page Structure	Lecturing, Discussions	PPT	CO 1
4	HTML History, HTML Editors	Lecturing, Discussions	PPT	CO 1
5	Basic HTML Tags	Lecturing Discussions	PPT	CO 1
6	Introduction to Dreamweaver	Lecturing Discussions	PPT	CO 1
7	Creating a basic webpage.	Lecturing Discussions	PPT Film	CO 1
MODULE 2				
8	HTML Attributes			CO1, CO2,
9	HTML Headings and Paragraphs	Lecturing Discussions	Assignment and assessment	CO1, CO2,
10	HTML Styles and Formatting	Lecturing Discussions	PPT	CO1, CO2,
11	HTML Quotations, Comments and Colors	Lecturing Discussions	PPT	CO1, CO2,
12	HTML CSS	Discussions	PPT	CO1, CO2,
13	HTML Links	Lecturing Discussions	Assignment and assessment	CO1, CO2,

14	HTML Images	Lecturing Discussions	Assignment and assessment	CO1, CO2,
15	HTML Tables	Lecturing Discussions	Assignment and assessment	CO1, CO2,
16	HTML Lists	Lecturing Discussions	Assignment and assessment	CO1, CO2,
17	HTML Block & Inline	Lecturing Discussions	PPT	CO1, CO2,
18	HTML Classes and Id , HTML Iframes	Lecturing Discussions	Assignment and assessment	CO1, CO2,
19	HTML Forms	Lecturing Discussions	Assignment and assessment	CO1, CO2,
20	Form Attributes and Elements	Lecturing Discussions	PPT	CO1, CO2,
21	HTML Input Types, Attributes and Input Form Attributes	Lecturing Discussions		CO1, CO2,
CIA I				
22	Introduction to CSS, Syntax, Selectors	Lecturing Discussions	PPT	CO1, CO2,
23	HTML Layout	Lecturing Discussions	Assignment and assessment	CO1, CO2,
MODULE 3				
24	How to Add CSS	Lecturing Discussions	PPT	CO 3
25	CSS Comments, Colors	Lecturing Discussions	Assignment and assessment	CO 3
26	CSS Backgrounds	Lecturing Discussions	Assignment and assessment	CO 3
27	CSS Borders	Lecturing Discussions	PPT	CO 3
28	CSS Margins, Padding, Height/Width	Lecturing Discussions		CO 3
29	CSS Box Model	Lecturing Discussions	Assignment and assessment	CO 3
30	CSS Outline, Text, Fonts	Lecturing Discussions	PPT	CO 3

31	CSS Icons, Links	Lecturing	Assignment and assessment	CO 3
32	CSS Lists	Discussions	Assignment and assessment	CO 3
33	CSS Tables and Display	Lecturing	Assignment and assessment	CO 3
34	Other Styling elements	Discussions		CO 3
35	Creating navigation bar and dropdowns	Lecturing	Assignment and assessment	CO 3
36	CSS Forms	Discussions	Assignment and assessment	CO 3
37	CSS Website Layout	Lecturing	Assignment and assessment	CO 3
38	CSS Responsive	Discussions	Assignment and assessment	CO 3
MODULE 4				
39	Introduction to Java Script	Lecturing	PPT	CO 4
40	JS Statements, Syntax, Comments and Variables	Lecturing		CO 4
41	JS Operators and Data Types	Lecturing		CO 4
42	JS Objects and Events	Lecturing	PPT	CO 4
43	JS Strings and String Methods	Lecturing	Assignment and assessment	CO 4
44	JS Numbers and Number Methods	Lecturing	Assignment and assessment	CO 4
45	JS Arrays and Array Methods	Lecturing	Assignment and assessment	CO 4
46	JS Array Sort and Array Iteration	Lecturing	Assignment and assessment	CO 4
47	Conditions	Lecturing	Assignment and assessment	CO 4
48	Switch	Lecturing	Assignment and assessment	CO 4
49	Loop For	Lecturing	Assignment and assessment	CO 4
50	JS Forms	Lecturing	Assignment and assessment	CO 4

51	JS Forms	Lecturing	Assignment and assessment	CO 4
52	JS Functions	Lecturing		CO 4
53	JS Functions	Lecturing		CO 4
54	Cia 2			
	MODULE 5			
55	Introduction to flash animation	Lecturing	Assignment and assessment	CO 5
56	Flash Work Areas (Stage, Toolbar)	Lecturing	Assignment and assessment	CO 5
57	Flash Work Areas (Stage, Toolbar)	Lecturing	Assignment and assessment	CO 5
58	Drawing Simple Basic shapes using flash tools	Lecturing	Assignment and assessment	CO 5
59	Drawing in Flash–shapes–fill and stroke–using colours	Lecturing	Assignment and assessment	CO 5
60	Time Line, Frames & Layers, Panels	Lecturing	Assignment and assessment	CO 5
61	Creating Symbols (Graphic, Movie Clip, Button)	Lecturing	Assignment and assessment	CO 5
62	Classic Tweening	Lecturing	Assignment and assessment	CO 5
63	Motion tweening – using the timeline	Lecturing	Assignment and assessment	CO 5
64	Creating and using movie clips.	Lecturing		CO 5
65	Creating and using movie clips.			
66	Path Tweening	Lecturing	Assignment and assessment	CO 5
67	Path Tweening			
68	Shape tweening	Lecturing	Assignment and assessment	CO 5
69	Shape tweening			
70	Masking	Lecturing	Assignment and assessment	CO 5
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)	Course Outcome
1	26/06/18	Creating Portfolio of your own using HTML elements	CO 1 ,2
2	2/07/18	Creating HTML lists	CO 1 ,2
3	10/7/18	Creating tables in HTML	CO 1 ,2
4	25/07/18	Creating a registration form in HTML	CO 1 ,2
5	20/08/18	Creating a home page in HTML using CSS properties	CO 1 ,2,3
6	6/09/18	Form validation using JS	CO 1 ,2,3,4
7	13/9/18	Car animation using classic tween	CO 5
8	15/9/18	Aircraft animation using path tween	CO 5
9	20/9/18	Candle animation using shape tween	CO 5
10	25/9/18	Adding animations in website	CO 5

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	13/9/18	Creating a website	ALL COS

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. Luppa, 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

2. 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 OUTCOMES At the end of the course, students will be able to:	PO/ PSO	CL
CO 1	Summaries the history and evaluation of camera	PO1,PSO 1, PSO 2	U
CO 2	Create photographs based on basics	PO1,PSO3	C
CO 3	Create photographs based on depth of field	PO1,PSO3	C
CO 4	Utilize the techniques of capturing motions	PO1,PSO3	A
CO 5	Utilize the techniques of image editing	PO1,PSO3	A

CL* Cognitive Level

R- Remember

U- Understand

A - Apply

An- Analyze

E- Evaluate

Cr- Create

CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	PSO6
CO 1	2					3	3				
CO 2	2							3			
CO 3	2							3			
CO 4	2							3			
CO 5	2							3			

Mapping Strength

0- No Mapping strength

1-Low

2-Medium

3-High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
MODULE I				
1	The Camera –History and evolution	Lecturing, discussions	PPT	CO 1
2	Pinhole camera	Lecturing, discussions, screening	PPT	CO 1
3	SLR	Lecturing, Discussions	PPT	CO 1
4	Digital Cameras	Lecturing, Discussions	PPT	CO 1
5	Lenses	Lecturing Discussions	PPT	CO 1

6	Approach to photography; Artistic Vs Technical	Lecturing Discussions	PPT	CO 1
7	Photography Genres	Lecturing Discussions	PPT Film	CO 1
MODULE 2				
8	Basics of SLR Photography			
9	Aperture	Lecturing Discussions	PPT	CO 2
10	Practical	Lecturing Discussions	PPT	CO 2
11	Practical	Lecturing Discussions	PPT	CO 2
12	Practical	Discussions	PPT	CO 2
13	Shutter Speed	Lecturing Discussions	PPT	CO 2
14	Practical	Lecturing Discussions	Assignment and assessment	CO 2
15	Practical	Lecturing Discussions	Assignment and assessment	CO 2
16	Practical	Lecturing Discussions	Assignment and assessment	CO 2
17	ISO	Lecturing Discussions	PPT	CO 2
18	Practical	Lecturing Discussions	Assignment and assessment	CO 2
19	Practical	Lecturing Discussions	Assignment and assessment	CO 2
20	Exposure	Lecturing Discussions	PPT	CO 2
21	Practical	Lecturing Discussions	Assignment and assessment	CO 2
22	Practical	Lecturing Discussions	Assignment and assessment	CO 2
23	Practical	Lecturing Discussions	Assignment and assessment	CO 2
24	Practical	Lecturing Discussions	Assignment and assessment	CO 2
25	Practical	Lecturing Discussions	Assignment and assessment	CO 2

26	Practical	Lecturing Discussions	Assignment and assessment	CO 2
27	Practical	Lecturing Discussions	Assignment and assessment	CO 2
CIA1				
28	Shooting Available light	Lecturing Discussions	PPT	CO 2
29	Practical	Lecturing Discussions	Assignment and assessment	CO 2
30	Practical	Lecturing Discussions	Assignment and assessment	CO 2
31	Practical	Lecturing Discussions	Assignment and assessment	CO 2
32	Practical	Lecturing Discussions	Assignment and assessment	CO 2
33	Practical	Lecturing Discussions	Assignment and assessment	CO 2
34	Practical	Lecturing Discussions	Assignment and assessment	CO 2
35	Practical	Lecturing Discussions	Assignment and assessment	CO 2
MODULE 3				
36	Depth of field	Lecturing Discussions	PPT	CO 3
37	Practical	Lecturing Discussions	Assignment and assessment	CO 3
38	Practical	Lecturing Discussions	Assignment and assessment	CO 3
39	Controlling DOF using Aperture, Creative possibilities	Lecturing Discussions	PPT	CO 3
40	Practical	Lecturing Discussions	Assignment and assessment	CO 3
41	Practical	Lecturing Discussions	Assignment and assessment	CO 3
42	Focusing Modes & Priority Modes	Lecturing Discussions	PPT	CO 3
43	Practical	Lecturing Discussions	Assignment and assessment	CO 3

		Lecturing Discussions	Assignment and assessment	CO 3
44	Practical	Lecturing Discussions	Assignment and assessment	CO 3
45	Practical	Lecturing Discussions	Assignment and assessment	CO 3
46	Practical	Lecturing Discussions	Assignment and assessment	CO 3
47	Practical	Lecturing Discussions	Assignment and assessment	CO 3
48	Practical	Lecturing Discussions	Assignment and assessment	CO 3
49	Practical	Lecturing Discussions	Assignment and assessment	CO 3
50	Practical	Lecturing Discussions	Assignment and assessment	CO 3
51	Practical	Lecturing Discussions	Assignment and assessment	CO 3
52	Practical	Lecturing Discussions	Assignment and assessment	CO 3
53	Practical	Lecturing Discussions	Assignment and assessment	CO 3
54	Practical	Lecturing Discussions	Assignment and assessment	CO 3
55	Practical	Lecturing Discussions	Assignment and assessment	CO 3
MODULE 4				
56	Capturing Motion –Panning	Lecturing Discussions	PPT	CO 4
57	Practical	Lecturing Discussions	Assignment and assessment	CO 4
58	Practical	Lecturing Discussions	Assignment and assessment	CO 4
59	Slow shutter effects	Lecturing Discussions	PPT	CO 4
60	Practical	Lecturing Discussions	Assignment and assessment	CO 4
61	Practical	Lecturing Discussions	Assignment and assessment	CO 4
62	Practical	Lecturing Discussions	Assignment and assessment	CO 4
63	Practical	Lecturing	Assignment and	CO 4

		Discussions	assessment	
64	Practical	Lecturing Discussions	Assignment and assessment	CO 4
65	Practical	Lecturing Discussions	Assignment and assessment	CO 4
66	Practical	Lecturing Discussions	Assignment and assessment	CO 4
67	Practical	Lecturing Discussions	Assignment and assessment	CO 4
68	Practical	Lecturing Discussions	Assignment and assessment	CO 4
69	Introduction to Flash Photography	Lecturing Discussions	PPT	CO 4
	CIA2			
	MODULE 5			
70	Post Processing	Lecturing	PPT	CO 5
71	RAW Conversion	Lecturing	PPT	CO 5
72	Image Editing Basics	Lecturing	PPT	CO 5

INDIVIDUAL ASSIGNMENTS/SEMINAR – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	4/8/2018	History of camera	CO 1
2	28/9/2018	Photos related composition	CO1,2,3

GROUP ASSIGNMENTS/ACTIVITIES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)	Course Outcome
1	2/9/2018	outdoor photography, album	ALL COS
2	6/9/2018	studio photography, album	ALL COS

References

- M.J., Langford. *Basic Photography*. Focal Press, 9 edition, 23 July 2010
- Sussman, Aaron. *Amateur Photographer's Hand Book*. Harpercollins, 8th edition, 1 February 1973
- Wolohomok, Louis. *Art of Pictorial Composition*. Harper, First Edition, 1961
- Newhall, Beaumont. *History of Photography*. The Museum of Modern Art, 5th 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/