

**SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Communication**

**MASTER OF GRAPHIC DESIGN**

**Course plan**

**Academic Year 2018 - 19**

**Semester 2**

<b>PROGRAMME OUTCOME</b>	
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

#### **MA GRAPHIC DESIGN (MAGR D)**

<b>PROGRAM SPECIFIC OUTCOMES</b>	
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	SEMESTER	2
COURSE CODE AND TITLE	15P2GRDT02 MEDIA ETHICS AND EDUCATION	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	ASHA ACHY JOSEPH		

	<b>COURSE OUTCOMES</b> At the end of the course, students will be able to	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Remember and Understand Indian media laws and regulations in comparison with those of other nations	PO5,PSO 4	R &U
CO 2	Understand, evaluate and analyse how media policies and regulations enable or constrain effective media environments	PO5,PSO 4	U, E & A
CO 3	Understand and evaluate the rights and responsibilities of media practitioners in the execution of their duties	PO5,PSO 4	U & E
CO 4	Analyse the problems and limitations of applying old media laws in new media environments	PO5,PSO 4	A
CO 5	Fathom the complex issues associated with media regulation and need for contextualizing legal and ethical practices according to change	PO5,PSO 4	U

CL\* Cognitive Level

R- Remember

U- Understand

A-Apply

An- Analyse

E- Evaluate

Cr- Create

#### CO - PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1					2					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
<b>MODULE I</b>				
1	Ethics–Branches of Ethics	Lectures+ PPT	Video E-source and Discussion	CO1
2	Media Ethics–Mass Media and the shape of the Human Moral Environment.	Lectures+ PPT	Video E-source and Discussion	CO1
3	Applied Ethics –Ethical issues in different media professions –	Lectures+ PPT	Video E-source and Discussion	CO1
4	Journalism	Lectures+ PPT	Video E-source and Discussion	CO1
5	Cinema	Lectures+ PPT	Video E-source and Discussion	CO1
6	Advertising	Lectures+ PPT	Video E-source and Discussion	CO1
7	Photography	Lectures+ PPT	Video E-source and Discussion	CO1
8	Graphic Design	Lectures+ PPT	Video E-source and Discussion	CO1
9	Animation	Lectures+ PPT	Video E-source and Discussion	CO1
10	Over view of Codes and Regulations in India	Lectures+ PPT	Video E-source and	CO1

			Discussion	
11	Over view of Codes and Regulations in India	Lectures+ PPT	Video E-source and Discussion	CO1
12	Digital Media Ethics.	Lectures+ PPT	Video E-source and Discussion	CO1
13	Digital Media Ethics.	Lectures+ PPT	Video E-source and Discussion	CO1
<b>MODULE II</b>				
15	Media Education	Lectures+ PPT	Video E-source and Discussion	CO2
16	Media Education	Lectures+ PPT	Video E-source and Discussion	CO2
17	Objectives and Skills–Key Concepts,	Lectures+ PPT	Video E-source and Discussion	CO2
18	Media Scenario: Present Trends	Lectures+ PPT	Video E-source and Discussion	CO2
19	Different Starting points for Media Education	Lectures+ PPT	Video E-source and Discussion	CO2
20	Media Impact in Society–	Lectures+ PPT	Video E-source and Discussion	CO2
21	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	CO2
22	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	CO2
23	Social and Psychological impacts	Lectures+ PPT	Video E-source and Discussion	CO2
CIA-1				
<b>MODULE III</b>				

27	Culture and Communication	Lectures+ PPT	Video E-source and Discussion	CO2
28	Inter-cultural Communication Values	Lectures+ PPT	Video E-source and Discussion	CO2
29	Worldview and Perception	Lectures+ PPT	Video E-source and Discussion	CO2
30	Values in Culture	Lectures+ PPT	Video E-source and Discussion	CO2
31	Values and Communication	Lectures+ PPT	Video E-source and Discussion	CO2
32	– From Ethnocentrism to Ethno relativism	Lectures+ PPT	Video E-source and Discussion	CO2
<b>MODULE IV</b>				
33	Mass Media: Relevance and significance	Lectures+ PPT	Video E-source and Discussion	CO3
34	Mass Media: Relevance and significance	Lectures+ PPT	Video E-source and Discussion	CO3
35	Purpose and functions of Mass Media – Mass Media,	Lectures+ PPT	Video E-source and Discussion	CO3
36	Purpose and functions of Mass Media – Mass Media,	Lectures+ PPT	Video E-source and Discussion	CO3
37	Individuals and Society	Lectures+ PPT	Video E-source and Discussion	CO3
38	Individuals and Society	Lectures+ PPT	Video E-source and Discussion	CO3
39	Connecting to “Reality” through	Lectures+ PPT	Video E-source and	CO3

	Media		Discussion	
40	Connecting to "Reality" through Media	Lectures+ PPT	Video E-source and Discussion	CO3
41	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	CO3
42	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	CO3
43 - 44	Media and Society: Normative theory	Lectures+ PPT	Video E-source and Discussion	CO3
<b>CIA 2</b>				
<b>MODULE V</b>				
45	Media Language	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
46	Media Language	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
47	Media as Art Experiences	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
48	Media as Art Experiences	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
49	De-Mystifying the Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
50	De-Mystifying the Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
51	Media and Consumerism	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
52	Media and Consumerism	Lectures+ PPT	Video E-source and	CO4,CO5

			Discussion	
53	The Philosophy commercialism	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
54	The Philosophy commercialism	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
55	Media and De- humanization	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
56	Media and De- humanization	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
57	Sex and Violence in the Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
58	Sex and Violence in the Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
59	Media and Moral Permissiveness	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
60	Media and Moral Permissiveness	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
61	Media and Imperialism	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
62	Media and Imperialism	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
63	Cultural Erosion and Mental Colonization	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
64	Cultural Erosion and Mental Colonization	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
65	Media Control	Lectures+ PPT	Video E-source and Discussion	CO4,CO5



66	Media Control	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
67	Media Control	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
68	Media Control	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
69	Alternative Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
70	Alternative Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
71	Alternative Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5
72	Alternative Media	Lectures+ PPT	Video E-source and Discussion	CO4,CO5

#### **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	4/1/2019	Prepare an Essay on Human Moral Environment	2,3
2	28/1/2019	Prepare an Essay on Purpose and Functions of Mass media	all

### 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	20/12/2018	Presentation on Ethnocentrism Vs Ethno relativism	ALL
2	5/2/2019	Presentation on Media and Consumerism	ALL

#### 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		

<b>COURSE OUTCOMES</b>		<b>PO/ PSO</b>	<b>CL</b>
At the end of the course, students will be able to:			
CO 1	Illustrate evolution of typography, terminologies and industrial practices.	PO1,2,3 PSO1,6	<b>U</b>
CO 2	Create original typographic designs using calligraphy techniques.	PO2 PSO2,3,4,5, 6	<b>Cr</b>
CO 3	Develop content using typography as design, text and grid.	PO2,5 PSO2	<b>Ap</b>
CO 4	Create designs for publication, online and branding materials.	PO2,3,5 PSO2,3	<b>Cr</b>
CO 5	Experiment with typography as medium of art and communication.	PO2 PSO2,3	<b>Ap</b>

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	PSO6
CO 1	1	3	2	0	0	3	0	0	0	0	2
CO 2	0	3	0	0	0	0	3	2	3	1	2
CO 3	0	2	0	0	3	0	3	0	0	0	0
CO 4	0	3	3	0	1	0	2	3	0	0	0
CO 5	0	3	0	0	0	0	3	2	0	0	0

## Mapping Strength

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

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to World of Typography	PPT	Video	1
2	Typography- Design, Content and Layout	PPT/Lecture		1
3	Evolution of Typography	PPT/Lecture	Video	1
4	Typographic Developments	PPT/Lecture	Video	1
5	Communicate through Typography	PPT/Lecture		1
6	History & Anatomy of Type - Serif	PPT/Lecture		1
7	History & Anatomy of Type - Sans-serif	PPT/Lecture	Video	1
8	History & Anatomy of Type - Script	PPT/Lecture		1
9	History & Anatomy of Type - Decorative	PPT/Lecture	Video	1
<b>MODULE II</b>				
10	Anatomy of Type: Type Classification	PPT/Lecture		2
11	Type Anatomy: Terminologies 1	PPT/Lecture	Video	2
12	Type Anatomy: Terminologies 2	PPT/Lecture		2
13	Type Anatomy: Terminologies 3	PPT/Lecture	Video	2
14	Typographers	PPT/Lecture		2
15	Type Classifications	PPT/Lecture	Video	2
16	Type Controls - Leading	PPT/Lecture		2
17	Type Controls – Kerning & Tracking	PPT/Lecture		2
18	Intro to Hand lettering	PPT/Lecture		2
19	Hand lettering Basics 1	PPT/Lecture	Video	2
20	Hand lettering Basics 2	PPT/Lecture	Video	2
21	Intro to Calligraphy	PPT/Lecture		2
22	Calligraphy1	Designs		2
23	Calligraphy2	Designs		2
24	<b>CIA-I</b>			
25	Theory- Quiz	PPT/Lecture		2

26	Practical	Practical		2
27	Typeface Poster Design	Practical		2
28	Typographic Poster Design	Practical	Video	2
29	Design Analyses	Designs	Group Discussion	2
<b>MODULE III</b>				
30	Visual Order Using Typography	Designs	Discussion	3
31	Type Variations	PPT/Lecture		3
32	Type Hierarchy	PPT/Lecture	Seminar	3
33	Type Design	PPT/Lecture		3
34	Type Design 1	PPT/Lecture		3
35	Type design 2	PPT/Lecture		3
36	Type & Image	PPT/Lecture		3
37	Typographers & their logotypes	PPT/Lecture		3
38	3D Type	PPT/Lecture		3
39	Typographic logo Design - Concept	PPT/Lecture		3
40	Typographic logo Design - Process	PPT/Lecture		3
41	Reading Layouts	Designs	Video	3
42	Type Sensitivity	Designs	Video	3
<b>MODULE IV</b>				
43	Hand lettering in Logo Type1	PPT/Lecture		4
44	Hand lettering in Logo Type2	PPT/Lecture		4
45	Typographic Grids	PPT/Lecture		4
46	Image with Type – Animal, Bird,	PPT/Lecture		4
47	Image with Type – Fruits, Objects	PPT/Lecture		4
48	Display Typefaces	PPT/Lecture		4
49	Creative Typo: Counter space & design	PPT/Lecture	Seminar	4
50	Creative Typo: Counter space & design	PPT/Lecture	Seminar	4
51	Expressive Typography	Designs		4
52	Expressive Type Designs	Designs		4
53	Type in Film Posters	Designs		4
54	Film Poster Title Creation	Designs		4
55	Designing content using Grid, Alignment, Space	Designs		4
56	Design Grid Analysis for Media	Designs		4
57	<b>CIA - II</b>			
<b>MODULE V</b>				
58	Type identification & choosing type for various media: Print	PPT/Lecture		5
59	Type identification & choosing type for various media: Collaterals	PPT/Lecture		5
60	Type identification & choosing type for various media: Web	PPT/Lecture		5

61	Type identification & choosing type for various media: Infographics	PPT/Lecture		5
62	Malayalam Typography Workshop	PPT/Lecture	Workshop	5
63	Malayalam Typography Workshop	PPT/Lecture	Workshop	5
64	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	5
65	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	5
66	International Event & Typographic Design Exposure	Event	Travel – Live Exposure	5
67	Seminar & Discussion	Event	Group discussion	5
68	Seminar & Discussion	Discussion	Group discussion	5
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 <sup>nd</sup> Mon.	Study of Logotypes (industry sectors) Exploring Lettering Forms in nature & surroundings
3	1 <sup>st</sup> Mon.	Hand lettering – Quotes
4	1 <sup>st</sup> Mon.	Calligraphy – Greetings
5	3 <sup>rd</sup> Mon.	Create Type & Image Design
6	3 <sup>rd</sup> Mon.	Designing Logotypes
7	2 <sup>nd</sup> Mon.	Wire Typography
8	3 <sup>rd</sup> Mon.	Expressive Typography
9	4 <sup>th</sup> Mon.	Create display types
10	2 <sup>nd</sup> Mon.	Create Typeface – 1 set A-Z
11	4 <sup>th</sup> Mon.	Design Typeface Poster

12	4 <sup>th</sup> Mon.	Design a poster for an event using only typography
13	5 <sup>th</sup> 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 <sup>th</sup> Mon.	Design a book cover for a typographer author
15	5 <sup>th</sup> 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, 2<sup>nd</sup> 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 OUTCOMES	PO/ PSO	CL
	At the end of the course, students will be able to:		
CO 1	Understanding the web architecture and web services.	PO 5, PSO 1	U
CO 2	Understand principles of interaction design that are used in the creation of a web site.	PO 1, PO 5, PSO 1	U
CO 3	Create interactive web pages using html and style sheets using interface elements	PO 1, PO 2, PO 4, PO 5, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	An, C, Ap
CO 4	Apply critical thinking and problem-solving skills required to successfully design and implement a website.	PO 1, PO 2, PO 4, PO 5, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	Ap
CO 5	Understand the concept of user interface design and its possibilities	PO 2, PO 4, PO 5, PSO 1, PSO 2, PSO 3, PSO 4, PSO 5, PSO 6	U

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

### Mapping Strength

0 No Mapping strength

1 Low

2 Medium

3 High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE 1</b>				
1	Study of interactive media	Lecturing, discussions	PPT	CO 1
2	Introduction to internet technology	Lecturing, discussions, screening	PPT	CO 1
3	Development of web-based interfaces	Lecturing, Discussions	PPT	CO 1
4	Concept of user-oriented designing	Lecturing, Discussions	PPT	CO 1
5	Different website structures and web design approaches.	Lecturing Discussions	PPT	CO 1
6	Security issues: attacks by hackers and viruses, security policies, and information backup.	Lecturing Discussions	PPT	CO 1
7	Web interfaces	Lecturing Discussions	PPT Film	CO 1
<b>MODULE 2</b>				
8	Web Site Development Process			
9	Bottom-Up Approach to Web Development	Lecturing Discussions	PPT	CO 2
10	Understanding the Business Process	Lecturing Discussions	PPT	CO 2

11	Web Site Specifications	Lecturing Discussions	PPT	CO 2
12	The Metaphor and Mystery Meat Navigation	Discussions	PPT	CO 2
13	Principle of interaction design	Lecturing Discussions	PPT	CO 2
14	Five Golden rules of web designing	Lecturing Discussions		CO 2
15	Basic design in Photoshop	Lecturing Discussions		CO 2
16	Basic design in Photoshop	Lecturing Discussions		CO 2
17	Basic design in Photoshop	Lecturing Discussions	PPT	CO 2
18	Simple templates design	Lecturing Discussions	Assignment and assessment	CO 2
19	Creating menus	Lecturing Discussions	Assignment and assessment	CO 2
20	Different types of navigation bar	Lecturing Discussions	PPT	CO 2
21	Defining a Dreamweaver site			CO 2
22	CSS layout in Dreamweaver			CO 2
23	CSS layout in Dreamweaver	Lecturing Discussions	Assignment and assessment	CO 2
Cia 1				
<b>MODULE 3</b>				
24	Web based interfaces	Lecturing Discussions	PPT	CO 3
25	Placing Text elements	Lecturing Discussions	Assignment and assessment	CO 3
26	Placing Text elements	Lecturing Discussions	Assignment and assessment	CO 3
27	Placing page elements	Lecturing	PPT	CO 3

		Discussions		
28	Placing page elements	Lecturing Discussions	Assignment and assessment	CO 3
29	Navigational components	Lecturing Discussions	Assignment and assessment	CO 3
30	Navigational components	Lecturing Discussions	PPT	CO 3
31	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3
32	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3
33	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3
34	Key Elements of Web Application Designs- UI	Lecturing Discussions		CO 3
35	Usability	Lecturing Discussions		CO 3
36	Content	Lecturing Discussions		CO 3
37	Creativity	Lecturing Discussions		CO 3
38	Accessibility	Lecturing Discussions		CO 3
<b>MODULE 4</b>				
39	Developing an interactive system	Lecturing Discussions	PPT	CO 4
40	Collecting Data	Lecturing Discussions	Assignment and assessment	CO 4

41	Classification of users and needs of specified user groups.			CO 4
42	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions		CO 4
43	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions	PPT	CO 4
44	Creating a Website Wireframe	Lecturing Discussions	Assignment and assessment	CO 4
45	Creating website prototypes,	Lecturing Discussions	Assignment and assessment	CO 4
46	Creating website prototypes,	Lecturing Discussions	PPT	CO 4
47	Evaluation and quality testing,			CO 4
48	User opinion analysis and basic user characteristics affecting web design (sight, memory, patience, etc.).			CO 4
49	Checking Accessibility			CO 4
50	CIA 2			
<b>MODULE 5</b>				
22 hrs	Expert session: Contemporary trends in UI DESIGN (3 days workshop)	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	03/11/2018	Analysis of web interfaces in various websites	ALL COS

### 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	15/11/2018	Creating a website for displaying portfolios.	ALL COS
2	13/12/2018	Creating an interactive website for a coffee shop	ALL COS
3	25/1/2019	Creating and designing a responsive Theme Pod website	ALL COS
4	20/2/2019	Making an Interactive CD in Html5	ALL COS

### 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: <b>INFORMATION DESIGN</b>	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ANU CHERIAN		

	<b>COURSE OUTCOMES</b> At the end of the course, students will be able to:	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Understand the various data visualisation methods and illustration techniques.	PO2, <b>PSO1</b>	<b>U</b>
CO 2	Analyze complex information design projects and refine contents for design.	PO1,4 <b>PSO3,4</b>	<b>Ap</b>
CO 3	Design user friendly designs for use in environmental systems, sites and standalone multimedia applications.	PO2,3,5 <b>PSO1,2,4,5</b>	<b>Cr</b>
CO 4	Compile massive, complex information to simple, understandable and interesting communication designs.	PO1,2,3 <b>PSO1,2,3,4,5</b>	<b>Cr</b>
CO 5	Create various styles of illustration for different categories of users for books, web and other interactive media.	PO3,5 <b>PSO1,2,4,5</b>	<b>Cr</b>

CL\* Cognitive Level

R- Remember

U- Understand

B- Apply

An- Analyze

E- Evaluate

Cr- Create

## CO - PO/PSO Mapping

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

## Mapping Strength

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

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to Information Design & Industry	PPT	Video	CO 1
2	Information Design in Media – Need & Function	PPT/Lecture		CO 1
3	Relevance of Information graphics in society	PPT/Lecture	Video	CO 1
4	Data Visualisation and its importance	PPT/Lecture	Video	CO 1
5	Data Visualisation Methods	PPT/Lecture		CO 1
6	History of Maps & Cartography	PPT/Lecture	Video	CO 1
7	Symbols in Design	PPT/Lecture		CO 1
8	Symbols - meaning in Different Industries	PPT/Lecture		CO 1
9	Symbol Vs Icon	PPT/Lecture	Video	CO 1
10	Icon & Function	PPT/Lecture		CO 1
11	Icon set Stylisation	PPT/Lecture		CO 1
12	Icon Set design for industry 1	Discussion	Practical	CO 1
13	Icon Set design for industry 2	Discussion	Practical	CO 1
14	Icon Set design for industry 3	Discussion	Practical	CO 1
<b>MODULE II</b>				
15	Elements of Information Graphics	PPT/Lecture		CO 2
16	Data, Information, Knowledge	PPT/Lecture		CO 2
17	Information- analysing, classifying and organizing	PPT/Lecture		CO 2
18	Quantitative & Qualitative information	PPT/Lecture		CO 2
19	Data Visualisation through Charts	PPT/Lecture	Video	CO 2
20	Bar chart, line chart, point chart	PPT/Lecture		CO 2
21	Pie chart, organizational chart, flow chart	PPT/Lecture		CO 2

22	Timeline chart	PPT/Lecture		CO 2
23	Design of data using charts 1	Discussion	Practical	CO 2
24	Design of data using charts 2	Discussion	Practical	CO 2
25	Design of data using charts 3	Discussion	Practical	CO 2
26	<b>CIA-I</b>			
27	Design of Comparison Charts	PPT/Lecture	Designs	CO 2
28	Theme chart creation	PPT/Lecture	Designs	CO 2
29	Data Visualisation 1	Designs	Practical	CO 2
30	Data Visualisation 2	Designs	Practical	CO 2
31	Data Visualisation 3	Design	Practical	CO 2
32	Analyses of Design	Presentation	Seminar	CO 2
<b>MODULE III</b>				
33	Map Designs – 3D representation in 2D	PPT/Lecture		CO 3
34	Data Through Maps	PPT/Lecture		CO 3
35	Types & Parts of Map	PPT/Lecture		CO 3
36	Symbols, Colour & Typography	PPT/Lecture		CO 3
37	Route Map	PPT/Lecture		CO 3
38	Geographical Maps	PPT/Lecture		CO 3
39	Organisational Maps	PPT/Lecture		CO 3
40	Minimalistic Maps	PPT/Lecture		CO 3
41	Information Graphics in Signage Systems	Designs	Video	CO 3
42	Signage Design Creation	Designs	Video	CO 3
<b>MODULE IV</b>				
43	Data Visualisation through Diagrams	PPT/Lecture		CO 4
44	Diagrams and data interpretation	PPT/Lecture		CO 4
45	Refine & Condense information using diagrams	Design	Practical	CO 4
46	Diagrams for explaining procedures	PPT/Lecture		CO 4
47	Diagrams explaining process: life cycles	PPT/Lecture		CO 4
48	Life Cycles	Designs	Practical	CO 4
49	Product Cycles	Designs	Practical	CO 4
50	Illustrations for making/depicting various stages of an accident	PPT/Lecture	Seminar	CO 4
51	Illustrations for making/depicting various stages of an event	Designs	Practical	CO 4
52	Representation of complex objects – Analyses 1	PPT/Lecture	Practical	CO 4
53	Representation of complex objects – Analyses 2	Designs	Analyses	CO 4
54	Representation of complex objects - Analyses	Designs	Practical	CO 4
55	Reconstructing events in space & time 1	Designs	Practical	CO 4
56	Reconstructing events in space & time 2	Designs	Practical	CO 4
57	<b>CIA - II</b>			



<b>MODULE V</b>				
58	Visualization of Dynamic Information 1	Discussion	Group discussion	CO 5
59	Visualization of Dynamic Information 2	Discussion	Group discussion	CO 5
60	Applications and case studies 1	Discussion	Group discussion	CO 5
61	Applications and case studies 2	Discussion	Group discussion	CO 5
62	Applications and case studies 3	Discussion	Group discussion	CO 5
63	Applications and case studies 4	Discussion	Group discussion	CO 5
64	Applications and case studies 5	Discussion	Group discussion	CO 5
65	Record Preparation 1	Designs	Practical	CO 5
66	Record Preparation 2	Designs	Practical	CO 5
67	Seminar & Discussion	Discussion	Group discussion	CO 5
68	Seminar & Discussion	Discussion	Group discussion	CO 5
69	Revision	Discussion	Group discussion	CO 5
70	ESE	Exam		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	1 <sup>st</sup> Mon.	Observe, analyse info graphics in newspapers/surroundings	
2	1 <sup>st</sup> Mon.	Presentation & discussion on process of preparing info graphics	
3	1 <sup>st</sup> Mon.	Analyze the elements used to communicate quantitative information.	
4	1 <sup>st</sup> Mon.	Create each one of quantitative and qualitative info charts for awareness/ education	
5	2 <sup>nd</sup> Mon.	Design a map for a place or event	

6	2 <sup>nd</sup> Mon.	Design a timeline chart showing stages	
7	3 <sup>rd</sup> Mon.	Analyze and study graphics in a specific environmental design	
8	3 <sup>rd</sup> Mon.	Design Life cycle of a living being/ product	
9	4 <sup>th</sup> Mon.	Create illustration for a recipe/ craft for an educational poster	
10	4 <sup>th</sup> Mon.	Design an event and sequence in 4 – 6 frames	
11	2 <sup>nd</sup> Mon.	Design an info graphic using photography	
12	2 <sup>nd</sup> Mon.	Create symbols for a set of instructional graphics	
13	3 <sup>rd</sup> Mon.	Create icons set for an app	
14	5 <sup>th</sup> Mon.	Design resume with info graphic elements	
15	5 <sup>th</sup> 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	<b>15P2GRDP07-Design Studio II</b>	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	ABHISHEK.R		

	COURSE OUTCOMES	PO/ PSO	CL
1	Understand the message and create effective communication designs for different media.	PO1,2, PSO1	U & C
2	Brainstorming for campaign ideas and execute them into communicable designs.	PO1,2 AND 3, PSO1 AND PSO2	U, C and Ap
3	Create designs using different medium such as photography and fine arts.	PO1,2 PSO3, PSO4 AND PSO5	U, C, Ap and an
4	Visualize the content design by creating various layouts.	PO1,4 PSO3, PSO4, PSO5 AND PSO6	U, C, Ap and an
5	Understand the form and function of package design and deliver the work within the deadlines	PO2,3 AND 4, PSO3, PSO4, PSO5 AND PSO6	U, C , Ap and an
6	Awareness of design trends, printing materials and techniques in the industry.	PO4,5, 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	1			1	2				
CO 3	2	2						3	1	1	
CO 4	2			1				2	1	1	1
CO 5		2	2	2				2	2	2	2
CO 6				2	2			2	2	2	3

### Mapping Strength

0 No Mapping strength

1 Low

2 Medium

3 High

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	<i>Symbols</i>	lecture/practical	ppt	1,2,3,4,5 and 6
2	<i>Symbols</i>	lecture/practical	ppt	1,2,3,4,5 and 6
3	<i>Symbols</i>	lecture/practical	ppt	1,2,3,4,5 and 6
4	<i>Pictograms</i>	lecture/practical	ppt	1,2,3,4,5 and 6
5	<i>Pictograms</i>	lecture/practical	ppt	1,2,3,4,5 and 6
6	<i>Pictograms</i>	lecture/practical	ppt	1,2,3,4,5 and 6
7	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
8	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
9	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
10	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6

11	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
12	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
<b>MODULE II</b>				
13	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	1,2 and 3
14	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	1,2 and 3
15	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	1,2 and 3
16	<i>Abstraction</i>	lecture/practical	ppt	1,2 and 3
17	<i>Abstraction</i>	lecture/practical	ppt	1,2 and 3
18	<i>Abstraction</i>	lecture/practical	ppt	1,2 and 3
<b>MODULE III</b>				
19	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
20	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
21	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
22	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
23	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
24	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
25	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
26	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
27	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
28	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
29	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
30	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
31	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
32	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
33	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
34	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
35	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
36	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
<b>MODULE IV</b>				
37	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
38	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5

				and 6
39	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
40	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
41	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
42	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
43	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
44	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
45	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
46	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
47	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
48	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
49	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
50	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
51	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
52	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
53	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
54	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
55	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
56	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
57	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
58	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
59	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
60	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6

<b>MODULE V</b>				
61	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
62	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
63	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
64	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
65	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
66	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
67	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
68	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
69	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
70	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
71	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6
72	<i>Branding</i>	lecture/practical		1,2,3,4,5 and 6

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

	Topic of Assignment & Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc)	Course Outcome
I	Symbols & pictograms designing	CO 1,2,3,4,5 AND 6
II	Different types of logo designs	CO 1,2,3,4,5 AND 6
III	Poster design	CO 1,2,3,4,5 AND 6
IV	brand design	CO 1,2,3,4,5 AND 6
V	Symbols & pictograms designing	CO 1,2,3,4,5 AND 6

## 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	Sem end	Branding a product	ALL COS

## 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