

# **SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Communication**

**Master of Graphic Design**

**Course plan**

**Academic Year 2018-19**

**Semester 1**

	PROGRAMME OUTCOMES
PO 1	<b>Critical Thinking:</b> Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO 2	<b>Effective Communication:</b> Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the word by connecting people, ideas, books, media and technology.
PO 3	<b>Effective Citizenship:</b> Demonstrate empathetic social concern and equity centered national development, and the ability to act an informed awareness of issues and participate in civic life through volunteering.
PO 4	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development.
PO5	<b>Ethics:</b> Recognise different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO 6	<b>Global Perspective:</b> Understand the economic, social and ecological connections that link the world's nations and people.

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 STRUCTURE

Course Code	Title of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15P1GRDT01	Elements of Visual Design	5	4	54
15P1GRDT02	History of Art and Design	5	4	72
15P1GRDP01	Design Studio I	5	4	72
15P1GRDP02	Interaction Design I	5	4	72
15P1GRDP03	Photo Communication	5	4	72

### COURSE 1

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN (MAGRD)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P1GRDT01: ELEMENTS OF VISUAL DESIGN</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>54</b>
<b>FACULTY NAME</b>	<b>ANU CHERIAN</b>		

	<b>COURSE OUTCOMES</b> At the end of the course, students will be able to:	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Explain basics, history and theories of graphic design.	PO1,PO2/ PSO1	Understandi ng
CO 2	Make use of the elements, principles and theories involved in the fundamental study of design.	PO1,PO3/PSO 2,	Applying
CO 3	Develop analytic and critical thinking skills.	PO1,PO3,PO4 / PSO4	Applying
CO 4	Create designs using techniques, skills and aesthetic	PO2,PO5 PSO2,PSO3	Creating
CO 5	Interpret the psychology of the audience for effective communication design.	PO1,PO4,PO5 / PSO2,PSO6	Evaluating
CO 6	Develop creativity in design production and out of the box thinking.	PO1,PO5/ PSO5	Creating

CL\* Cognitive Level    Create designs using skills and aesthetic sense

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
	<b>MODULE I</b>			
1	Introduction to Graphic Design	Lecturing, discussions	PPT	CO1
2	Introduction History- Emergence of Design as Visual language.	Lecturing, discussions, screening	PPT	CO1
3	Graphic design industry and professions.	Lecturing, Discussions	PPT	CO1
4	Elements of design - Point, Line	Lecturing, Discussions	PPT	CO1,CO3,CO5
5	Elements of design – Shape, Form	Lecturing	PPT	CO1,CO3,CO5

		Discussions		
6	Elements of design – Colour wheel, schemes, modes, psychology: Space	Lecturing Discussions	PPT	CO1,CO3,CO5
7	Elements of design – Texture, Typography	Lecturing, Video Discussions	PPT	CO1,CO3,CO5
<b>MODULE 2</b>				
8	Challenges faced by the graphic designers			CO1,CO3
9	Principles of Design- Balance	Lecturing Discussions	Assignment and assessment	CO1,CO2,CO3, CO5
10	Principles of Design- Scale	Lecturing Discussions	PPT	CO1,CO2,CO3, CO5
11	Principles of Design- Unity, Variety	Lecturing Discussions	PPT	CO1,CO2,CO3, CO5
12	Principles of Design- Emphasis	Discussions	PPT	CO1,CO2,CO3, CO5
13	Principles of Design- Contrast	Lecturing Discussions	Assignment and assessment	CO1,CO2,CO3, CO5
14	Principles of Design- Activity	Lecturing Discussions	Assignment and assessment	CO1,CO2,CO3, CO4,CO5
15	Difference between graphic design and fine arts, traits of a graphic designer.	Lecturing Discussions	Assignment and assessment	CO1,CO3
16	Principles of Design- Hierarchy	Lecturing Discussions	Assignment and assessment	CO1,CO2,CO3, CO5
17	Principles of Design- Alignment	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO3, CO5
18	Elements and Principles of Design- Rhythm	Lecturing Discussions	Assignment and assessment	CO1,CO2,CO3, CO5
19	Elements and Principles of Design- Movement	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO3, CO5
20	Elements and Principles of Design	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO3, CO5
21	Elements and Principles of Design	Lecture,	Assignment	CO1,CO2,CO3,

		presentations, videos, design activity	and assessment	CO5
<b>CIA 1</b>				
22	Seminar	Student Presentation	PPT	CO1,CO2,CO3, CO5
23	Quiz & Design	Exam Written	Assignment and assessment	CO1,CO2,CO4, CO6
<b>MODULE 3</b>				
24	Visual theories of Composition	Lecture, presentations, videos, design activity	PPT	CO1,CO3,CO5
25	Gestalt's Theories of Visual Perception	Lecture, presentations	PPT	CO1,CO2,CO4, CO5,CO6
26	Gestalt's Theories of Visual Perception	Lecture Discussions	PPT	CO1,CO2,CO4, CO5,CO6
27	Gestalt's Theories of Visual Perception	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO4 ,CO5,CO6
28	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecturing Discussions	PPT	CO1,CO2,CO4, CO6
29	Visual Compositional Theories: Rule of thirds, perspective, golden ratio	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO4, CO6
30	Visual Interest - Tessellations 1	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO4, CO6
31	Visual Interest - Tessellations 2	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO4, CO6
32	Visual Interest - Tessellations 3	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO4, CO6
33	Visual Interest - Abstraction.		Assignment and assessment	CO1,CO2,CO4, CO6
34	Symbols, Icons.	Practical		CO1,CO2,CO3, CO4,CO5,CO6
35	Logos & Psychology	Lecture, presentations,	Assignment and	CO1,CO2,CO3, CO4,CO5,CO6

		videos, design activity	assessment	
36	Types of logo.	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2
37	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO4, CO5
38	Imagery for posters, packaging, print advertisements, websites and blogs	Lecture, presentations, videos, design activity	Assignment and assessment	CO1,CO2,CO4, CO5
<b>MODULE 4</b>				
39	Colour & Form	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO3, CO5
40	Space & Shape	Lecture, presentations, videos, design activity	PPT	CO1,CO2,CO3, CO5
41	Design Creation	Lecture, presentations, videos, design activity	PPT	CO2,CO4,CO6
42	Design Creation	Presentations, design activity	PPT	CO2,CO4,CO6
43	Design Creation	Presentations, design activity	PPT	CO2,CO4,CO6
44	Design Creation	Presentations, design activity	PPT	CO2,CO4,CO6
45	Design Creation	Lecture, presentations, videos, design activity	PPT	CO2,CO4,CO6
46	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	CO2,CO4,CO5, CO6
47	Colours in Design	Lecture, presentations, videos, design activity	Assignment and assessment	CO2,CO4,CO5, CO6
48	Colours in Design	Lecture, presentations,	Assignment and	CO2,CO4,CO5, CO6

		videos, design activity	assessment	
49	Grid	Lecturing		CO1
50	Grid theory	Lecturing		CO1
51	Types of Grids	Lecturing	Assignment and assessment	CO1
52	Grid Layouts	Lecturing		CO1
53	Grid Layouts	Practical		CO1,CO4,CO5, CO6
54	<b>CIA 2</b>	Written Practical		CO1,CO2,CO4, CO6
<b>MODULE 5</b>				
55	Elements & Principles in Logo Design	Lecturing		CO2,CO4,CO5, CO6
56	Elements & Principles in Poster Design	Lecture, presentations, videos, design activity	Assignment and assessment	CO2,CO4,CO5, CO6
57	Design Workshop	Design activity	Assignment and assessment	CO2,CO4,CO5, CO6
58	Design Workshop	Design activity	Assignment and assessment	CO2,CO4,CO5, CO6
59	Design Workshop	Design activity	Assignment and assessment	CO2,CO4,CO5, CO6
60	Design Workshop	Design activity		CO2,CO4,CO5, CO6

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – DETAILS & GUIDELINES**

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc.)</b>	<b>Course Outcome</b>
1	Initial Sem.	Silhouette	CO2
2	Initial Sem.	Pointillism	CO1,CO2,CO4
3	Initial Sem.	Abstraction 1 (Tea Cup and Saucer, watch)	CO1,CO2,CO4,CO6
4	Initial Sem.	Abstraction 2 (cameras, key, lampshade)	CO1,CO2,CO4,CO6
5	Initial Sem.	Metamorphosis 1 (Jellyfish - Parachute)	CO1,CO2,CO4,6

6	Initial Sem.	Monochromatic Design	CO1,CO2,CO4,CO6
7	Initial Sem.	Analogous Design	CO1,CO2,CO4,CO6
8	Initial Sem.	Triadic Design	CO1,CO2,CO4,CO6
9	Initial Sem.	Quadratic Design	CO1,CO2,CO4,CO6
10	Initial Sem.	Complimentary Design	CO1,CO2,CO4,CO6
11	Initial Sem.	Split - Complementary Design	CO1,CO2,CO4,CO6
12	Initial Sem.	Positive and Negative - Square	CO1,CO2,CO4,CO6
13	Initial Sem.	Positive and Negative - Doodle	CO1,CO2,CO4,CO6
14	Initial Sem.	High Key and Low Key	CO1,CO2,CO4,CO6
15	Initial Sem.	Object & 5 perspectives	CO1,CO2,CO4,CO6
16	Initial Sem.	Contour & Form – Hand or Object	CO4
17	Initial Sem.	Tessellation 1- Repetition	CO2,CO4,CO6
18	Initial Sem.	Tessellation 2 - Translation	CO2,CO4,CO6
19	Initial Sem.	Tessellation 3 - Rotation	CO2,CO4,CO6
20	Initial Sem.	Gestalt Laws (Similarity, Anomaly)	CO2,CO4,CO5
21	Initial Sem.	Gestalt Laws (Proximity, Closure)	CO2,CO4,CO5
22	Initial Sem.	Gestalt Laws (Continuity, Figure & Ground)	CO2,CO4,CO5
23	Initial Sem.	Logo using Gestalt 1	CO2,CO3,CO4,CO5, CO6
24	Initial Sem.	Logo using Gestalt 2	CO2,CO3,CO4,CO5, CO6
25	Initial Sem.	Book Cover 1	CO2,CO3,CO4,CO5,C O6
26	Initial Sem.	Patterns from Nature	CO4,CO6
27	Initial Sem.	Poster Design 1	CO2,CO3,CO4,CO5, CO6
28	Initial Sem.	Image completion with drawing	CO3,CO4
29	Initial Sem.	Grid in Newspapers, Magazines	CO1,CO3,CO2,CO4, CO5,CO6



### **GROUP ASSIGNMENTS/ACTIVITIES – DETAILS & GUIDELINES**

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written /Presentation – Graded or Non-graded etc.)</b>	<b>Course Outcome</b>
1	Mid Sem	Colour Psychology in Branding	CO1,CO3,CO2,CO4,CO5,COCO6
2	End Sem	Elements & Principles analysis in Communication Design	CO1,CO3,CO2,CO4,CO5,COCO6

### **REFERENCES**

- The Language of Graphic Design: Richard Poulin
- The Elements of Design: Poppy Evans & Mark A. Thomas
- Design Elements: Color Fundamentals, by Aaris Sherin
- Creative Workshop: David Sherwin
- Color Design Workbook, Adams Morioka and Terry Stone
- Form, Function and Design: Klee, Paul.

## COURSE 2

PROGRAMME	MA GRAPHIC DESIGN	SEMESTER	1
COURSE CODE AND TITLE	15P1GRDT02 HISTORY OF ART AND DESIGN	CREDIT	4
HOURS/SEM	72		
FACULTY NAME	APARNA SK		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
	At the end of the course, students will be able to:		
CO 1	Explain the role and developments of visual arts in past and present cultures throughout the world	PSO2	U
CO 2	Illustrate art application, aesthetic judgment, and to increase visual perception and critical thinking skills.	PSO2	U
CO 3	Develop artistic background to a cognizable level	PSO2,3,4	AP
CO 4	Analyze the developments in the techniques of printing and its importance in communication	PSO3	An
CO 5	Evaluate the impact of industrial revolution and its influence in the graphic design	PSO3	E
CO 6	Create new concepts and designs by evaluating different imaginative and ideological art movements.	PSO3	C

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<b>MODULE I</b>				
1.	Introduction about the course and course outcomes	Lecturing and Discussions		CO 1
2.	Introduction to art and aesthetics	Discussions and Brainstorming	PPT	CO1, CO2, CO3, CO4
3.	Art and Sociology	Lecturing and Discussions		CO1, CO2, CO3, CO4
4.	Imagination	Lecturing and Discussions		CO1, CO2, CO3, CO4
5.	Experience and Human nature	Lecturing and Discussions		CO1, CO2, CO3, CO4
6.	The story of Art	Lecturing and Discussions		CO1, CO2, CO3, CO4
7.	Naturalism, Animism, Geometrism	PPT		CO1, CO2, CO3, CO4

8.	Old Stone Age Art	Discussions	Video	CO1, CO2, CO3, CO4
9.	Old Stone Age Art	PPT & Lecturing	Video	CO1, CO2, CO3, CO4
10.	Cave Paintings	PPT & Lecturing	Video	CO1, CO2, CO3, CO4
11.	Pre historic sculptures	PPT & Lecturing	Video	CO1, CO2, CO3, CO4
12.	Megalithic Art	PPT & Lecturing	Video	CO1, CO2, CO3, CO4
13.	Ancient Oriental Art	PPT & Lecturing	Assignment and assessment	CO1, CO2, CO3, CO4
14.	Mesopotamian Art	PPT	Video	CO1, CO2, CO3, CO4
15.	Mesopotamian Art	Lecturing & Discussions	Video	CO1, CO2, CO3, CO4
16.	Egyptian Art Architecture	Lecturing & Discussions	Video	CO1, CO2, CO3, CO4
17.	Egyptian Art Architecture	Lecturing & Discussions	Video	CO1, CO2, CO3, CO4
18.	Greek Art Architecture	Lecturing & Discussions	Video	CO1, CO2, CO3, CO4
19.	Greek Art Architecture	Lecturing & Discussions	Video	CO1, CO2, CO3, CO4
20.	Greek Art Architecture	Lecturing and Discussions	Video	CO1, CO2, CO3, CO4
21.	Greek Art Architecture	Discussions and Brainstorming	Video	CO1, CO2, CO3, CO4
<b>MODULE 2</b>				
22.	Early Christian Art, Iconoclasm	Lecturing and Discussions	Video	CO 1,2,3,5
23.	Feudalism and the Romanesque style	Lecturing and Discussions	Video	CO 1,2,3,5
24.	The Origin of stylistic ideas with Gothic art	Lecturing and Discussions	Video	CO 1,2,3,5
25.	CIA I			
26.	Evaluation of CIA			
27.	Renaissance –Medici	PPT & Lecturing	Video	CO 1,2,3,5
28.	Social unrest and Reformation	PPT & Lecturing	Video	CO 1,2,3,5
29.	The Renaissance Man	PPT & Lecturing	Video	CO 1,2,3,5

30.	The Renaissance Art	PPT & Lecturing	Video	CO 1,2,3,5
31.	Hidden symbolism and Paganism	PPT & Lecturing	Video	CO 1,2,3,5
32.	Michelangelo, Raphael	PPT	Video	CO 1,2,3,5
33.	The Reformation and Counter reformation	Lecturing & Discussions	Video	CO 1,2,3,5
34.	Origin of Baroque	Lecturing & Discussions	Video	CO 1,2,3,5
35.	Neoclassicism	Lecturing & Discussions	Video	CO 1,2,3,5
36.	Romanticism	Lecturing & Discussions	Video	CO 1,2,3,5
37.	Realism, Photorealism, Social Realism	Lecturing & Discussions	Video	CO 1,2,3,6
38.	Impressionism	Lecturing and Discussions	Video	CO 1,2,3,6
39.	Post impressionism	Discussions and Brain storming	Video	CO 1,2,3,6
<b>MODULE 3</b>				
40.	Modern Art – From Art Nouveau	Lecturing and Discussions	Video	CO 1,2,3,6
41.	Fauvism, Matisse and Derain	Lecturing and Discussions	Video	CO 1,2,3,6
42.	Avant-Garde	Lecturing and Discussions	Video	CO 1,2,3,6
43.	Expressionism and Munch	PPT	Video	CO 1,2,3,6
44.	Cubism – the Geometric Art		Video	CO 1,2,3,6
45.	Picasso	PPT & Lecturing	Video	CO 1,2,3,6
46.	Surrealism – the Absolute Reality	PPT & Lecturing	Video	CO 1,2,3,6
47.	Abstract Expressionism	PPT & Lecturing	Video	CO 1,2,3,6
48.	Action Painting	PPT & Lecturing	Video	CO 1,2,3,6
49.	Pollock – Kooning – Rothko	PPT & Lecturing	Video	CO 1,2,3,6
50.	Pop-Art to Post Modern Art.	PPT	Video	
<b>MODULE 4</b>				
51.	Styles of Indian Painting	Lecturing &	Video	CO 2

		Discussions		
52.	Sculpture and Architecture	Lecturing & Discussions	Video	CO 2
53.	Bengal School of Art and Indian Nationalism	Lecturing & Discussions	Video	CO 2
54.	Samikshavad	Lecturing & Discussions	Video	CO 2
55.	Rabindranath Tagore – Abanindranath Tagore	Lecturing and Discussions	Video	CO 2
56.	M. F. Hussain and Jamini Roy	Discussions and Brain storming	Video	CO 2
57.	Namboothiri, K.C.S. Panicker	Lecturing and Discussions	Video	CO 2
58.	Kerala Mural Paintings	Lecturing and Discussions	Video	CO 2
59.	Buddhist Art.	Lecturing and Discussions	Video	CO 2
<b>MODULE 5</b>				
60.	History of Graphic Design: The Invention of Writing	PPT	Video	CO4,5
61.	Alphabets		Video	CO4,5
62.	The Asian Contribution	PPT & Lecturing	Video	CO4,5
63.	Illuminated Manuscripts	PPT & Lecturing	Video	CO4,5
64.	Printing Comes to Europe	PPT & Lecturing	Video	CO4,5
65.	The German Illustrated Book	PPT & Lecturing	Video	CO4,5
66.	Renaissance Graphic Design	PPT & Lecturing	Video	CO4,5
67.	Typographic Developments	PPT	Video	CO4,5
68.	Graphic Design and the Industrial Revolution	Lecturing & Discussions	Video	CO4,5
69.	The Arts and Crafts Movement	Lecturing & Discussions		CO4,5
70.	Art Nouveau	Lecturing & Discussions	Video	CO 6
71.	The Genesis of Twentieth-Century Design.	Lecturing & Discussions	Video	CO 6

ASSIGNMENTS AND SEMINARS			
SI No	MODULE	Topic	Nature of Assignment
1	1	Notes on Indian Cave Art	Individual
2	2	Create any one artistic element of civilization	Individual Practical Assignment
3	2	Indian & Chinese Civilization	Group Seminar
4	3,5	Concept of Art Movements	Workshop
5	3	Famous artists and their works	Group Seminar
6	4	Photography as a communication tool	Workshop

#### TEXTBOOKS AND REFERENCES

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

### COURSE 3

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

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
	At the end of the course, students will be able to:		
CO1	Make use of software technology and applying it in designing brands and communication.	PSO1	Applying
CO2	Building of Visual design elements using principles and theories.	PSO1 AND PSO2	Understanding, Creating and Applying
CO3	Develop best practices of the design profession and apply them in a work environment.	PSO3 ,PSO4 AND PSO5	Understanding , Creating , Applying and analyzing
CO4	Develop design processes and strategy from concept to delivery to solve communication problems.	PSO3 ,PSO4, PSO5 AND PSO6	Understanding , Creating , Applying and analyzing

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<b>MODULE I</b>				
2hrs	Intro To Photoshop	lecture/practical	PPT	CO1, CO2
2hrs	Intro To Illustrator	lecture/practical	PPT	CO1, CO2
2hrs	Intro To Indesign	lecture/practical	PPT	CO1, CO2
2hrs	Study Of Vector & Raster Images And Its Application And Ad	lecture/practical		CO2, CO4
<b>MODULE II</b>				
6hrs	Study Of Basic Tools In Photoshop- Drawing,Shape & Transform	lecture/practical		CO1, CO2, CO3, CO4
6hrs	Study Of Basic Tools In Illustrator- Drawing,Shape & Transfor	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Working With Layers In Photoshop & Illustrators.	lecture/practical		CO1, CO2, CO3, CO4
6hrs	Working With a Pen Tool In Illustrator & Photoshop.	lecture/practical		CO1, CO2, CO3, CO4

4hrs	Working With Bezier Curves,Pathfinder,Coloring & Gradient	lecture/practical		CO1, CO2, CO3, CO4
3 hrs	CIA 1			
<b>MODULE III</b>				
4hrs	Working With Text & Advanced Text Options In Illustrator &	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Working With Symbols,3d Mapping & Flash Integration	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Use Of Transparency, Blending Modes & Gradient Mesh In P	lecture/practical		CO1, CO2, CO3, CO4
<b>MODULE IV</b>				
5hrs	Use Of Selection ,Painting & Retouching Tools In Photoshop	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Working With Layer And Layer Effects In Photoshop.	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Color Correction Of Images In Photoshop	lecture/practical		CO1, CO2, CO3, CO4
5 hrs	CIA 2			
<b>MODULE V</b>				
5hrs	Use Of Masks In Photoshop	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Working With Smart Objects And Filters In Photoshop	lecture/practical		CO1, CO2, CO3, CO4
4hrs	Working With Camera Raw Files In Photoshop	lecture/practical		CO1, CO2, CO3, CO4

#### **INDIVIDUAL ASSIGNMENTS/SEMINAR – DETAILS & GUIDELINES**

<b>Sl. No.</b>	<b>Modules</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written / Presentation – Graded or Non-graded etc.)</b>	<b>Course Outcome</b>
1	I	Basic tools Introduction	CO1, CO2, CO3, CO4
2	II	Image editing and illustration creation	CO1, CO2, CO3, CO4
3	III	Design based on Typography	CO1, CO2, CO3, CO4
4	IV	Basic Retouching/ Layer effects for images/ Ba	CO1, CO2, CO3, CO4
5	V	Masking technique/Poster Design	CO1, CO2, CO3, CO4



### GROUP ASSIGNMENTS/ACTIVITIES – DETAILS & GUIDELINES

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written /Presentation – Graded or Non-graded etc.)</b>	<b>Course Outcome</b>
1	Sem end	Logo branding	CO1, CO2, CO3, CO4

### REFERENCES

- Adobe Illustrator CS4 Classroom in a Book : Adobe Creative Team
- How to Do Everything: Adobe Illustrator CS4 :Sue Jenkins
- Adobe Illustrator CS4 Revealed : Richard Lynch
- Adobe Photoshop CS4 Classroom in a Book : Adobe Creative Team
- The Adobe Photoshop CS4 Book for Digital Photographers : Scott Kelby
- The Adobe Photoshop CS4 Layers Book : Richard Lynch

#### COURSE 4

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

	<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 the graphic design principles that relate to web design and learn how to implement theories into practice.	PSO2	Understanding
CO 2	Examine critical thinking and problem-solving skills required to successfully design and implement a website.	PSO2	Analyzing Creating
CO 3	Develop the ability to analyze, identify and define the technology required to build and implement a web site.	PSO2,PSO3, PSO4	Analyzing Creating Applying
CO 4	Develop the knowledge of web technology in developing web applications	PSO3	Creating
CO 5	Develop CSS concepts for designing HTML web pages.	PSO3	Creating
CO 6	Develop DHTML pages by using JavaScript DOM events	PSO3	Understanding Applying Creating
CO7	Demonstrate the ability to effectively utilize the timeline and motion tween affects to produce animation in Flash.	PSO3	Understanding

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOME</b>
<b>MODULE I</b>				
1	Introduction to HTML	Lecturing, discussions	PPT	CO 1
2	HTML Basic Elements	Lecturing, discussions, screening	PPT	CO1, CO2, CO3, CO4
3	HTML Page Structure	Lecturing, Discussions	PPT	CO1, CO2, CO3, CO4
4	HTML History, HTML Editors	Lecturing, Discussions	PPT	CO1, CO2, CO3, CO4
5	Basic HTML Tags	Lecturing	PPT	CO1, CO2,

		Discussions		CO3, CO4
6	Introduction to Dreamweaver	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
7	Creating a basic webpage.	Lecturing Discussions	PPT Film	CO1, CO2, CO3, CO4
<b>MODULE 2</b>				
8	HTML Attributes			CO1, CO2, CO3, CO4
9	HTML Headings and Paragraphs	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
10	HTML Styles and Formatting	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
11	HTML Quotations, Comments and Colors	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
12	HTML CSS	Discussions	PPT	CO1, CO2, CO3, CO4
13	HTML Links	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
14	HTML Images	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
15	HTML Tables	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
16	HTML Lists	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
17	HTML Block & Inline	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
18	HTML Classes and Id , HTML Iframes	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
19	HTML Forms	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
20	Form Attributes and Elements	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
21	HTML Input Types, Attributes and Input Form Attributes	Lecturing Discussions		CO1, CO2, CO3, CO4
<b>CIA I</b>				
22	Introduction to CSS, Syntax, Selectors	Lecturing Discussions	PPT	CO 1,2,3,5
23	HTML Layout	Lecturing	Assignment	CO1, CO2,

		Discussions	and assessment	CO3, CO4
<b>MODULE 3</b>				
24	How to Add CSS	Lecturing Discussions	PPT	CO1, CO2, CO3, CO5
25	CSS Comments, Colors	Lecturing Discussions		CO1, CO2, CO3, CO5
26	CSS Backgrounds	Lecturing Discussions		CO1, CO2, CO3, CO5
27	CSS Borders	Lecturing Discussions	PPT	CO1, CO2, CO3, CO5
28	CSS Margins, Padding, Height/Width	Lecturing Discussions		CO1, CO2, CO3, CO5
29	CSS Box Model	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO5
30	CSS Outline, Text, Fonts	Lecturing Discussions	PPT	CO1, CO2, CO3, CO5
31	CSS Icons, Links			CO1, CO2, CO3, CO5
32	CSS Lists		Assignment and assessment	CO1, CO2, CO3, CO5
33	CSS Tables and Display		Assignment and assessment	CO1, CO2, CO3, CO5
34	Other Styling elements			CO1, CO2, CO3, CO5
35	Creating navigation bar and dropdowns		Assignment and assessment	CO1, CO2, CO3, CO5
36	CSS Forms		Assignment and assessment	CO1, CO2, CO3, CO5
37	CSS Website Layout		Assignment and assessment	CO1, CO2, CO3, CO5
38	CSS Responsive		Assignment and assessment	CO1, CO2, CO3, CO5
<b>MODULE 4</b>				
39	Introduction to Java Script	Lecturing	PPT	CO1, CO2, CO3, CO5, CO6

40	JS Statements, Syntax, Comments and Variables	Lecturing		CO1, CO2, CO3, CO5, CO6
41	JS Operators and Data Types	Lecturing		CO1, CO2, CO3, CO6
42	JS Objects and Events	Lecturing	PPT	CO 1,2,3,6
43	JS Strings and String Methods	Lecturing		CO1, CO2, CO3, CO6
44	JS Numbers and Number Methods	Lecturing		CO1, CO2, CO3, CO6
45	JS Arrays and Array Methods	Lecturing		CO1, CO2, CO3, CO6
46	JS Array Sort and Array Iteration	Lecturing		CO1, CO2, CO3, CO6
47	Conditions	Lecturing		CO1, CO2, CO3, CO6
48	Switch	Lecturing		CO1, CO2, CO3, CO6
49	Loop For	Lecturing		CO1, CO2, CO3, CO6
50	JS Forms	Lecturing		CO1, CO2, CO3, CO6
51	JS Forms	Lecturing	Assignment and assessment	CO1, CO2, CO3, CO6
52	JS Functions	Lecturing		CO1, CO2, CO3, CO6
53	JS Functions	Lecturing		CO1, CO2, CO3, CO6
54	Cia 2			
	<b>MODULE 5</b>			
55	Introduction to flash animation	Lecturing		CO2, CO7
56	Flash Work Areas (Stage, Toolbar)	Lecturing		CO2, CO7
57	Flash Work Areas (Stage, Toolbar)	Lecturing		CO2, CO7
58	Drawing Simple Basic shapes using flash tools	Lecturing	Assignment and assessment	CO2, CO7
59	Drawing in Flash–shapes–fill and stroke–using colours	Lecturing		CO2, CO7
60	Time Line, Frames & Layers, Panels	Lecturing		CO2, CO7
61	Creating Symbols (Graphic, Movie Clip, Button)	Lecturing		CO2, CO7
62	Classic Tweening	Lecturing	Assignment and	CO2, CO7

			assessment	
63	Motion tweening – using the timeline	Lecturing	Assignment and assessment	CO2, CO7
64	Creating and using movie clips.	Lecturing		CO2, CO7
65	Path Tweening	Lecturing	Assignment and assessment	CO2, CO7
66	Shape tweening	Lecturing	Assignment and assessment	
67	Masking	Lecturing	Assignment and assessment	
68	Revision			
69	Revision			CO6, CO7

### INDIVIDUAL ASSIGNMENTS/SEMINAR – DETAILS & GUIDELINES

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc.)	Couse Outcome
1	Middle Sem.	Creating Portfolio of your own using HTML elements	CO1, CO2, CO3, CO4
2	Middle Sem.	Creating HTML lists	CO1, CO2, CO3, CO4
3	Middle Sem.	Creating tables in HTML	CO1, CO2, CO3, CO4
4	Middle Sem.	Creating a registration form in HTML	CO1, CO2, CO3, CO4
5	Middle Sem.	Creating a home page in HTML using CSS properties	CO1, CO2, CO3, CO4, CO5
6	Middle Sem.	Form validation using JS	CO1, CO2, CO3, CO4, CO5, CO6
7	Middle Sem.	Car animation using classic tween	CO1, CO2, CO3, CO7
8	Middle Sem.	Aircraft animation using path tween	CO1, CO2, CO3, CO7
9	Middle Sem.	Candle animation using shape tween	CO1, CO2, CO3, CO7

10	Middle Sem.	Adding animations in website	CO1, CO2, CO3, CO7
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#### **GROUP ASSIGNMENTS/ACTIVITIES – DETAILS & GUIDELINES**

	<b>Date of completion</b>	<b>Topic of Assignment &amp; Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)</b>	<b>Couse Outcome</b>
1		Creating a website	CO1, CO2, CO3, CO4, CO5, CO6, CO7

#### **REFERENCES**

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

#### **WEB RESOURCE REFERENCES:**

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

### COURSE 5

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN (MAGRD)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>PHOTO COMMUNICATION, 15P1GRDP03</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>5</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>ARUN SIVAN</b>		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
	At the end of the course, students will be able to:		
CO 1	Demonstrate the developments in the techniques of Photography	PSO 1,2	Understandin g
CO 2	Analyze the understanding in photography	PSO3	Analyzing Creating
CO 3	Applying of photography in a creative field	PSO3	Analyzing Creating Applying
CO 4	Analyze and Understand different genres	PSO3	Analyzing
CO 5	Create Spontaneous application of still camera	PSO3	Creating
CO 6	Demonstrate How to intermix the other field with photography	ALL PSOs	Understandi ng Applying
CO7	Apply beautification to an image	ALL PSOs	Applying Creating

CL\* Cognitive Level

<b>SESSION</b>	<b>TOPIC</b>	<b>LEARNING RESOURCES</b>	<b>VALUE ADDITIONS</b>	<b>COURSE OUTCOM E</b>
<b>MODULE I</b>				
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
<b>MODULE 2</b>				
8	Basics of SLR Photography			
9	Aperture	Lecturing Discussions	PPT	CO 1
10	Practical	Lecturing Discussions	PPT	CO 1
11	Practical	Lecturing Discussions	PPT	CO 1
12	Practical	Discussions	PPT	CO 1
13	Shutter Speed	Lecturing Discussions	PPT	CO3, CO4,, CO5
14	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
15	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
16	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
17	ISO	Lecturing Discussions	PPT	CO3, CO4,, CO5
18	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
19	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
20	Exposure	Lecturing Discussions	PPT	CO3, CO4,, CO5
21	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
<b>CIA1</b>				
22	Shooting Available light	Lecturing Discussions	PPT	CO3, CO4,, CO5
23	Practical	Lecturing	Assignment	CO3,

		Discussions	and assessment	CO4,, CO5
<b>MODULE 3</b>				
24	Depth of field	Lecturing Discussions	PPT	CO3, CO4,, CO5
25	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
26	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
27	Controlling DOF using Aperture, Creative possibilities	Lecturing Discussions	PPT	CO3, CO4,, CO5
28	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
29	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
30	Focusing Modes & Priority Modes	Lecturing Discussions	PPT	CO3, CO4,, CO5
<b>MODULE 4</b>				
31	Capturing Motion –Panning	Lecturing Discussions	PPT	CO3, CO4,, CO5
32	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
33	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
34	Slow shutter effects	Lecturing Discussions	PPT	CO3, CO4,, CO5
35	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
36	Practical	Lecturing Discussions	Assignment and assessment	CO3, CO4,, CO5
37	Introduction to Flash Photography	Lecturing Discussions	PPT	CO3, CO4,, CO5
CIA2				
<b>MODULE 5</b>				
38	Post Processing	Lecturing	PPT	CO6, CO7

39	RAW Conversion	Lecturing	PPT	CO6, CO7
40	Image Editing Basics	Lecturing	PPT	CO6, CO7

#### 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	CO1, CO2, CO3
2	28/9/2018	Photos related composition	CO1, CO2, CO3

#### 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	6/9/2028	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, 8<sup>th</sup> edition, 1 February 1973
- Wolohomok, Louis. Art of Pictorial Composition. Harper, First Edition, 1961
- Newhall, Beaumont. History of Photography. The Museum of Modern Art, 5<sup>th</sup> edition, 1982
- Fraser, Bruce and Schewe, Jeff. Real World Camera Raw with Adobe Photoshop CS4. Peach pit Press, 1 edition, July 30, 2010

#### WEB RESOURCE REFERENCES:

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