

**SACRED HEART COLLEGE (AUTONOMOUS)**

**Department of Communication**

**MASTER OF GRAPHIC DESIGN**

**Course plan**

**Academic Year 2018-19**

**Semester 2**

<b>PROGRAMME OUTCOMES</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 STRUCTURE

Course Code	Title of The Course	No. Hrs./Week	Credits	Total Hrs./Sem
15P2GRDT03	Media Ethics and Education	6	4	54
15P2GRDP04	Typography	2	4	72
15P2GRDP05	Interaction Design II	3	4	72
15P2GRDP06	Information Design	5	4	72
15P2GRDP07	Design Studio II	5	4	72

### COURSE PLAN - MEDIA ETHICS AND EDUCATION

<b>PROGRAMME</b>	<b>MA Graphic Design</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2GRDT02 MEDIA ETHICS AND EDUCATION</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>4</b>	<b>HOURS/SEM</b>	<b>72</b>
<b>FACULTY NAME</b>	<b>Fr.Limson</b>		

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

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction	PPT	video	All
2	Human Moral Environment	PPT/Lecture	e-resource	CO 2,3
3	Human Moral Environment	PPT/Lecture	e-resource	CO 2,3
4	Applied Ethics	PPT/Lecture	e-resource	CO 3,4,5
5	Applied Ethics	PPT/Lecture		CO 3,4,5
6	Applied Ethics	PPT/Lecture	Q & Ans Session	CO 3,4,5
7	Overview of Codes and Regulations in India.	Lecture	Debate	CO 1
8	Overview of Codes and Regulations in India.	Lecture		CO 1
9	Digital Media Ethics	Lecture	e-resource	CO 4,5
10	Digital Media Ethics	Lecture	e-resource	CO 4,5
11	Digital Media Ethics	PPT/Lecture	e-resource	CO 4,5
<b>MODULE II</b>				
12	Media Education Introduction	PPT/Lecture		CO 2,3
13	Media Education-Objectives and Skills	PPT/Lecture		CO 2,3
14	Media Education Key Concepts	Lecture	e-resource	CO 2
15	Media Education Key Concepts	PPT/Lecture	e-resource	CO 2
16	Media Scenario: Present Trends	Lecture	Video	CO 2,4
17	Media Scenario: Present Trends	Lecture	Video	CO 2,4
18	Media Impact in Society	Lecture	Group Discussion	ALL
19	Media Impact in Society	Lecture	Video	ALL
20	Social and Psychological impacts	PPT/Lecture		ALL
21	Social and Psychological impacts	PPT/Lecture	Q & Ans Session	ALL
<b>MODULE III</b>				
22	Culture and Communication	PPT/Lecture	Video	CO 2,5
23	Culture and Communication	PPT/Lecture		CO 2,5
24	Culture as Communication	Lecture	Group Discussion	CO 2,5

25	Inter-cultural Communication –Values, World view and Perception	Lecture	Video	CO 2,3,4
26	<b>CIA-1</b>			
27	Values in Culture	Lecture	E source	ALL
28	Values and Communication	Lecture	Video	ALL
29	From Ethnocentrism to Ethno relativism	PPT/Lecture		ALL
30	From Ethnocentrism to Ethno relativism	PPT/Lecture	Debate	ALL
31	From Ethnocentrism to Ethno relativism	PPT/Lecture	Q & Ans Session	ALL
32	From Ethnocentrism to Ethno relativism	Lecture	Video	ALL
<b>MODULE IV</b>				
33	Mass Media: Relevance and significance.	PPT/Lecture		ALL
34	Mass Media: Relevance and significance.	PPT/Lecture	Video	ALL
35	Mass Media: Relevance and significance.	PPT/Lecture	Quiz	ALL
36	Purpose and functions of Mass Media	Lecture		ALL
37	Purpose and functions of Mass Media	Lecture	Video	ALL
38	Mass Media, Individuals and Society	PPT/Lecture	Video	ALL
39	Mass Media, Individuals and Society	PPT/Lecture		ALL
40	Connecting to “Reality” through Media	PPT/Lecture	Video	ALL
41	Connecting to “Reality” through Media	PPT/Lecture		ALL
42	Connecting to “Reality” through Media	Lecture	Q & Ans Session	ALL
43	Media and Society: Normative theory	PPT/Lecture		CO 2,5
44	Media and Society: Normative theory	PPT/Lecture	Group Discussion	CO 2,5
45	Media and Society: Normative theory	PPT/Lecture		CO 2,5
<b>MODULE V</b>				
46	Media Language	PPT/Lecture		CO 5
47	Media Language	PPT/Lecture		CO 5
48	Media as Art Experiences	PPT/Lecture	Q&A session	CO 3
49	Media as Art Experiences	PPT/Lecture		CO 3
50	De- Mystifying the Media	PPT/Lecture	Debate	ALL
51	De- Mystifying the Media	PPT/Lecture		ALL
52	De- Mystifying the Media	PPT/Lecture	Video	ALL
53	Media and Consumerism	PPT/Lecture		ALL

54	Media and Consumerism	PPT/Lecture	Group Discussion	ALL
55	Media and Consumerism	Lecture		ALL
56	The Philosophy commercialism	Lecture	Q&A session	CO 5
57	The Philosophy commercialism	PPT/Lecture		CO 5
58	Media and De- humanization	PPT/Lecture		CO 5
59	Media and De- humanization	PPT/Lecture		CO 5
60	Sex and Violence in the Media	PPT/Lecture	Group Discussion	CO 5
61	Sex and Violence in the Media	PPT/Lecture		CO 5
62	Media and Moral Permissiveness	PPT/Lecture		CO 5
<b>CIA - II</b>				
63	Media and Imperialism	Lecture	video	CO 5
64	Media and Imperialism	Lecture		CO 5
65	Cultural Erosion and Mental Colonization	Lecture	Group discussion	CO 5
66	Cultural Erosion and Mental Colonization	Lecture		CO 5
67	Media Control	PPT/Lecture		ALL
68	Media Control	PPT/Lecture	Q&A Session	ALL
69	Alternative Media	PPT/Lecture		ALL
70	Alternative Media	Lecture		ALL
71	Revision			
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	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
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### 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 Ethnorelativism	ALL
2	5/2/2019	Presentation on Media and Consumerism	ALL

### References

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 Verlag für Sozialwissenschaften, 2001-12
- Christmas, Clifford. Communication Ethics and Universal Values. SAGE Publications, Inc, January 28, 1997
- Ess, Charles. Digital Media Ethics. Polity; 1 edition, March 16, 2009

### COURSE PLAN - TYPOGRAPHY

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN (MAGRD)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2GRDP04: TYPOGRAPHY</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>ANU CHERIAN</b>		

	<b>COURSE OUTCOMES</b>	<b>PO/ PSO</b>	<b>CL</b>
CO 1	Summarise evolution of typography and industrial practices.	PO1,2 PSO1,6	Understanding
CO 2	Create original typographic designs.	PO1 PSO4	Creating
CO 3	Explain the terminologies, anatomy and theories of typography basics	PO2,4 PSO1	Understanding

CO 4	Design content using typography as design, text and grid.	PO1 PSO2	Creating
CO 5	Develop designs for publication, online and branding materials	PO1,3,4,5 PSO2,3,4, 6	Creating
CO 6	Experiment with typography as medium of art and communication	PO2,5 PSO2,3	Applying
CO7	Develop typographic designs according to the needs of the industry.	PO1,2,3,5 PSO2,3,4, 5,6	Creating

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to World of Typography	Lecturing, discussions	PPT	1
2	Introduction: Typography- Design, Content and Layout, History of Type	Lecturing, discussions, Videos	PPT	1
3	Introduction: Typography- Design, Content and Layout, History of Type	Lecturing, discussions, Videos	PPT	1
4	Communicate through Typography	Lecturing, Discussions, Sample designs	PPT	1
5	History & Anatomy of Type - Serif	Lecturing Discussions	PPT	1,3
6	History & Anatomy of Type -Sans-serif	Lecturing Discussions	PPT	1,3
7	History & Anatomy of Type - Script & Decorative	Lecturing Discussions	PPT Film	1,3
<b>MODULE 2</b>				
8	Anatomy of Type: Type Classification			1,3
9	Type Anatomy: Terminologies 1	Lecturing Discussions	Assignment and assessment	1,3
10	Type Anatomy: Terminologies 2	Lecturing Discussions	PPT	1,3
11	Type Anatomy: Terminologies 2	Lecturing Discussions	PPT	1,3
12	Typographers	Discussions	PPT	1



13	Type Classifications	Lecturing Discussions	Assignment and assessment	1,3
14	Type Controls - Leading	Lecturing Discussions	Assignment and assessment	1
15	Type Controls – Kerning & Tracking	Lecturing Discussions	Assignment and assessment	1
16	Intro to Hand lettering	Lecturing & Practice	Assignment and assessment	6
17	Hand lettering Basics 1	Lecturing & Practice	PPT	6
18	Hand lettering Basics 2	Lecturing & Practice	Assignment and assessment	6
19	Intro to Calligraphy	Lecturing & Practice	PPT	6
20	Calligraphy1	Lecturing & Practice	Assignment and assessment	6
21	Calligraphy2	Lecturing & Practice	Assignment and assessment	6
<b>CIA 1</b>				
22	Theory- Quiz	Lecture, PPT, PDFs, Notes	PPT	1,3
23	Practical	Practical	Assignment and assessment	2,4,6,7
<b>MODULE 3</b>				
24	Malayalam Typography: Study of Indian language typefaces.	Lecturing Discussions	PPT	1
25	Malayalam Typography: Study of Indian language typefaces.	Lecturing Discussions		1
26	Malayalam Typography: Evolution, contributions Indian language typefaces in print media.	Lecturing Discussions		1
27	Exposure to commonly used typefaces, identification according to evolution	Lecturing Discussions	PPT	1
28	Type Sensitivity	Lecturing Discussions		1

29	Type Sensitivity - Analysis	Lecturing Discussions	Assignment and assessment	1,3
30	Type Sensitivity - Practical	Discussions	PPT	1,3,5,6
31	3D Typography: Inspirations from nature & surroundings: Photography	Lecturing, Practice Discussions	Outdoor Photography	6
32	3D Type & Form	Lecturing, Practice Discussions	Assignment and assessment	4,6
33	3D Type & Form Creation	Lecturing, Practice Discussions	Assignment and assessment	4,6
34	3D Type & Form Creation	Lecturing, Practice Discussions	Assignment and assessment	4,6
35	Logotype: Study	Lecturing, Discussions	Assignment and assessment	1,3
36	Hand lettering in Logo Type1	Lecturing & Practice	Assignment and assessment	1,3
37	Hand lettering in Logo Type2	Lecturing & Practice	Assignment and assessment	1,2,3,4,5,6,
38	Hand lettering in Logo Type3	Lecturing & Practice	Assignment and assessment	1,2,3,4,5,6
<b>MODULE 4</b>				
39	Type Designers & works	Lecturing	PPT	1
40	Type Designers & works	Lecturing		1
41	Type & Image, Expressive typography	Lecturing		1,5
42	Image with Type – Animal, bird, fruits	Lecturing & Practice	PPT	2,4,6
43	Image with Type – Animal, bird, fruits	Lecturing & Practice		2,4,6
44	Typeface Design	Lecturing		2,4,5,6
45	Type Hierarchy	Lecturing		1,3
46	Display Typefaces 1	Lecturing		1,3

47	Display Typefaces 2	Lecturing & Practice		2,4,6
48	Creative Typo: Counter space & design	Lecturing		1,3
49	Creative Typo: Counter space & design	Lecturing & Practice		2,4,6
50	Creative Typo: Counter space & design	Lecturing & Practice		2,4,6
51	Type Hierarchy & Variations	Lecturing & Practice		1,3
52	Type hierarchy - Captions, Folios and running heads, visual order using typography.	Lecturing		1,3
53	Typography in Media	Lecturing		1
54	<b>CIA 2</b>			
<b>MODULE 5</b>				
55	Type identification & choosing type for various media: Print	Lecturing		1
56	Type identification & choosing type for various media: Collaterals	Lecturing		1
57	Type identification & choosing type for various media: Web	Lecturing		1
58	Type identification & choosing type for various media: Infographics	Lecturing		1
59	Experimental typography	Lecturing		1
60	Experimental typography - Observations	Lecturing		2,4,6
61	Experimental typography – Experiments1	Lecturing		2,4,6
62	Experimental typography – Experiment 2	Lecturing	Assignment and assessment	2,4,6
63	Experimental typography – Experiment 3	Lecturing	Assignment and assessment	2,4,6
64	Experimental typography – Experiment 4	Lecturing		2,4,6
65	International Event & Typographic Design Exposure	Lecturing	Travel – Live Exposure	1,2,3,4,6
66	International Event & Typographic Design Exposure	Lecturing	Travel – Live Exposure	1,2,3,4,6
67	International Event & Typographic Design Exposure	Lecturing	Travel – Live Exposure	1,2,3,4,6
68	International Event & Typographic Design Exposure		Participation	1,2,3,4,6

69	International Event & Typographic Design Exposure		Participation	1,2,3,4,6
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### 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		Self-name Typography	2
2		Study of Logotypes (industry sectors) Exploring Lettering Forms in nature & surroundings	1,3,6
3		Hand lettering – Quotes	2,6
4		Hand lettering – Greetings	2,6
5		Create Type & Image Design	2,4,6
6		Designing Logotypes	2,4,6
7		Wire Typography	6
8		Expressive Typography	1,2,3,4,6
9		Create display types	2,4,6
10		Create Typeface – 1 set A-Z	2,4,6
11		Design Typeface Poster	2,5,4,6
12		Design a poster for an event using only typography	2,5,4,6,7
13		Design a poster for a type using its facts, designer, details and features keeping in mind the elements and principles of design.	2,5,4,6,7
14		Design a book cover for a typographer author	2,3,4,5,6,7
15		Design a typographic grid for a website of your choice	1,2,3,4,5,6,7

## 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	Mid Sem	Seminar Presentation & Discussion – Type Classification, Media Typo, Visual Order, Grid, typefaces in media	1,3
2	End Sem	Seminar - Typography Analyses in Film posters	1,3

## References

1. Stop Stealing Sheep & Find Out How Type Works, Second Edition: Erik Spiekermann
2. Designing with Type: A Basic Course in Typography: James Craig, William Bevington
3. Typography: Form & Communication: Philip B. Meggs, Rob Carter, Ben Day
4. Thinking with Type: Ellen Lupton
5. Language of Graphic Design: Richard Poulin
6. Exploring Elements of Visual Design: Poppy Evans

## COURSE PLAN - INTERACTION DESIGN II

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN (MAGRD)</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2GRDP05 INTERACTION DESIGN II</b>	<b>CREDIT</b>	<b>4</b>
<b>HOURS/WEEK</b>	<b>3</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	Show the web architecture and web services.	PSO 2,3	Understanding
CO 2	Demonstrate knowledge of artistic and design components that are used in the creation of a web site.	PSO3	Analyzing Creating

CO 3	Apply the technical, ethical and interpersonal skills needed to function in a cooperative environment.	PSO3	Analyzing Creating Applying
CO 4	Apply critical thinking and problem-solving skills required to successfully design and implement a website.	PSO3	Applying
CO 5	Develop skills in analyzing the usability of a web site.	PSO3	Creating
CO 6	Create interactive web pages using html and style sheets using graphic design principles	PSO3	Creating

CL\* Cognitive Level

SESS ION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</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	CO1,2,3
10	Understanding the Business Process	Lecturing Discussions	PPT	CO1,2,3
11	Web Site Specifications	Lecturing Discussions	PPT	CO1,2,3
12	The Metaphor and Mystery Meat Navigation	Discussions	PPT	CO1,2,3
13	Principle of interaction design	Lecturing Discussions	PPT	CO1,2,3
14	Five Golden rules of web designing	Lecturing Discussions		CO1,2,3
15	Basic design in Photoshop	Lecturing		CO1,2,3

		Discussions		
16	Basic design in Photoshop	Lecturing Discussions		CO1,2,3
17	Basic design in Photoshop	Lecturing Discussions	PPT	CO1,2,3
18	Simple templates design	Lecturing Discussions	Assignment and assessment	CO1,2,3
19	Creating menus	Lecturing Discussions	Assignment and assessment	CO 3,4,6
20	Different types of navigation bar	Lecturing Discussions	PPT	CO 3,4,6
21	Defining a Dreamweaver site			CO 3,4,6
22	CSS layout in Dreamweaver			CO 3,4,6
23	CSS layout in Dreamweaver	Lecturing Discussions	Assignment and assessment	CO 3,4,6
Cia 1				
<b>MODULE 3</b>				
24	Web based interfaces	Lecturing Discussions	PPT	CO 3,4,6
25	Placing Text elements	Lecturing Discussions	Assignment and assessment	CO 3,4,6
26	Placing Text elements	Lecturing Discussions	Assignment and assessment	CO 3,4,6
27	Placing page elements	Lecturing Discussions	PPT	CO 3,4,6
28	Placing page elements	Lecturing Discussions	Assignment and assessment	CO 3,4,6
29	Navigational components	Lecturing Discussions	Assignment and assessment	CO 3,4,6
30	Navigational components	Lecturing Discussions	PPT	CO 3,4,6
31	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3,4,5,6
32	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3,4,5,6

33	Analysing various elements and its placing in web pages	Lecturing Discussions	Seminar	CO 3,4,5,6
34	Key Elements of Web Application Designs-UI	Lecturing Discussions		CO 3,4,5,6
35	Usability	Lecturing Discussions		CO 3,4,5,6
36	Content	Lecturing Discussions		CO 3,4,5,6
37	Creativity	Lecturing Discussions		CO 3,4,5,6
38	Accessibility	Lecturing Discussions		CO 3,4,5,6
<b>MODULE 4</b>				
39	Developing an interactive system	Lecturing Discussions	PPT	CO 3,4,5,6
40	Collecting Data	Lecturing Discussions	Assignment and assessment	CO 3,4,5,6
41	Classification of users and needs of specified user groups.			CO 3,4,5,6
42	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions		CO 3,4,5,6
43	Planning: website's purpose, specification, creating user profiles,	Lecturing Discussions	PPT	CO 3,4,5,6
44	Creating a Website Wireframe	Lecturing Discussions	Assignment and assessment	CO 3,4,5,6
45	Creating website prototypes,	Lecturing Discussions	Assignment and assessment	CO 3,4,5,6
46	Creating website prototypes,	Lecturing Discussions	PPT	CO 3,4,5,6
47	Evaluation and quality testing,			CO 3,4,5,6
48	User opinion analysis and basic user characteristics affecting web design (sight, memory, patience, etc.).			CO 3,4,5,6



49	Checking Accessibility			CO 3,4,5,6
50	CIA 2			
<b>MODULE 5</b>				
15 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		Analysis of web interfaces in various websites	ALL COS
2			

#### 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		Creating a website for displaying portfolios.	ALL COS
2		Creating an interactive website for a coffee shop	ALL COS
3		Creating and designing a responsive Theme Pod website	ALL COS
4		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. Dwyne, 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 - INFORMATION DESIGN

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN (MAGRD)</b>	<b>SEMESTER</b>	<b>1</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2GRDP06: INFORMATION DESIGN</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>APARNA S K</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	Explain the use of color in communication design within particular global and historical contexts.	PO1,2 ,4 PSO1, 4	Understanding
CO 2	Analyze strategies for effective visual communication in diverse contexts.	PO2,3 PSO1, 2,4,6	Analyzing Creating
CO 3	Develop creative responses to communication design problems in the area of color and information design.	PO1,2, 5,6 PSO2,	Analyzing Creating Applying
CO 4	Create and analyze complex information design projects.	PO5 PSO4, 5	Creating
CO 5	Design information design for print designs, wayfinding systems, websites and standalone multimedia applications.	PO1,2, 3,4 PSO2, 3,5,6	Creating
CO 6	Create massive, complex information content to simple and understandable visual communication.	PO2,5 PSO4, 5	Understanding Applying Creating

CL\* Cognitive Level

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
1	Introduction to Information Design	Lecturing, discussions	PPT	CO 1
2	History (important maps /charts) Need & function	Lecturing, discussions, screening	PPT	CO1, CO2, CO3, CO4
3	Relevance of Information graphics in society - Various areas of application	Lecturing, Discussions	PPT	CO1, CO2, CO3, CO4
4	Relevance of Information graphics in society - Various areas of application	Lecturing, Discussions	PPT	CO1, CO2, CO3, CO4
5	Relevance of Information graphics in society - Various areas of application	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
6	Elements of Information Graphics-Data, Information and knowledge.	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
7	Elements of Information Graphics-Data, Information and knowledge.	Lecturing Discussions	PPT Film	CO1, CO2, CO3, CO4
<b>MODULE 2</b>				
8	Quantitative & Qualitative information Qualitative information			CO1, CO2, CO3, CO4
9	Quantitative & Qualitative information Qualitative information	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
10	Quantitative & Qualitative information Qualitative information	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
11	Data visualization	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
12	Data visualization	Discussions	PPT	CO1, CO2, CO3, CO4
13	Data visualization	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
14	Data visualization	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
15	Data visualization	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
16	Semiotics- Study of Signs	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4

17	Semiotics- Symbols	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
18	Symbols and signage	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
19	Symbols and signage	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
20	Symbols and signage	Lecturing Discussions	PPT	CO1, CO2, CO3, CO4
21	Symbols and signage	Lecturing Discussions		CO1, CO2, CO3, CO4
<b>CIA 1</b>				
22	Design Creation	Lecturing Discussions	PPT	CO 1,2,3,5
23	Seminar	Lecturing Discussions	Assignment and assessment	CO1, CO2, CO3, CO4
<b>MODULE 3</b>				
24	Process of analyzing, classifying & processing information	Lecturing Discussions	PPT	CO 1,2,3,5
25	Data Visualization : chart structures	Lecturing Discussions		CO 1,2,3,5
26	Data Visualization : Bar chart, line chart, pie chart	Lecturing Discussions		CO 1,2,3,5
27	Organizational chart, flow chart	Lecturing Discussions	PPT	CO 1,2,3,5
28	Comparison Charts	Lecturing Discussions		CO 1,2,3,5
29	History of Maps - Cartography	Lecturing Discussions	Assignment and assessment	CO 1,2,3,5
30	Types, Symbols, Colour & Typography in maps	Lecturing Discussions	PPT	CO 1,2,3,5
31	Types, Symbols, Colour & Typography in maps			CO 1,2,3,5
32	Types, Symbols, Colour & Typography in maps		Assignment and assessment	CO 1,2,3,5
33	Symbol Study		Assignment and assessment	CO 1,2,3,5
34	Symbol Vs Icon			CO 1,2,3,5

35	Iconography		Assignment and assessment	CO 1,2,3,5
36	Icons in Media		Assignment and assessment	CO 1,2,3,5
37	Diagrams explaining process: life cycle 1		Assignment and assessment	CO 1,2,3,5
38	Diagrams explaining process: life cycle 2		Assignment and assessment	CO 1,2,3,5
<b>MODULE 4</b>				
39	Information Graphics in Signage Systems		PPT	CO 1,2,3,6
40	Procedures for making; depicting various stages of an accident/event			CO 1,2,3,6
41	Procedures for making; depicting various stages of an accident/event			CO 1,2,3,6
42	Procedures for making; depicting various stages of an accident/event		PPT	CO 1,2,3,6
43	Procedures for making; depicting various stages of an accident/event			CO 1,2,3,6
44	Procedures for making; depicting various stages of an accident/event	Lecturing		CO 1,2,3,6
45	Visualization of dynamic information applications & case study: 1	Lecturing		CO 1,2,3,6
46	Visualization of dynamic information applications & case study: 2	Lecturing		CO 1,2,3,6
47	Visualization of dynamic information applications & case study: 3	Lecturing		CO 1,2,3,6
48	Visualization of dynamic information applications & case study: 4	Lecturing		CO 1,2,3,6
49	Visualization of dynamic information applications & case study: 5	Lecturing		CO 1,2,3,6
50	Visualization of dynamic information applications & case study: 6	Lecturing		CO 1,2,3,6
51	Self-Infographic: Case Study	Lecturing	Assignment and assessment	CO 1,2,3,6

52	Self-Infographic : Case Study	Lecturing		CO 1,2,3,6
53	Self-Infographic: Case Study	Lecturing		CO 1,2,3,6
54	<b>CIA 2</b>			
<b>MODULE 5</b>				
55	Motion Infographic Design	Lecturing		CO 2,7
56	Concept development	Lecturing		CO 2,7
57	Concept development	Lecturing		CO 2,7
58	Developing the concept	Lecturing	Assignment and assessment	CO 2,7
59	Developing the concept	Lecturing		CO 2,7
60	Storyboarding/Plan/Sketch	Lecturing		CO 2,7
61	Lay outing	Lecturing		CO 2,7
62	Working the Design in After Effects	Lecturing	Assignment and assessment	CO 2,7
63	Working the Design in After Effects	Lecturing	Assignment and assessment	CO 2,7
64	Working the Design in After Effects	Lecturing		CO 2,7
65	Edit and timing	Lecturing	Assignment and assessment	CO 2,7
66	Adding voice to the Motion infographic	Lecturing	Assignment and assessment	
67	Finalization of the Video	Lecturing	Assignment and assessment	
68	REVISION			
69	REVISION			CO 6,7

#### 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		Create illustration for a recipe/ craft for an educational poster Design an event and sequence in 4 – 6 frames	CO 1 ,2,3,4

2		Design an infographic using photograph	CO 1 ,2,3,4
3		Create symbols for a set of instructional graphics	CO 1 ,2,3,4
4		Create illustration for a recipe/ craft for an educational poster	CO 1 ,2,3,4
5		Design a map for a place/ event	CO 1 ,2,3,4,5
6		Design a timeline for content	CO 1 ,2,3,4,5,6
7		Create each one of quantitative and qualitative info charts	CO 1 ,2,3,7

### 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		Information Design in Media – Analyses Presentation	1,2,3,6
2		Elements in Quantitative Information Design	5,6

### References

- 1.The Information Design Handbook : Book by Jennifer Visocky O'Grady and Kenneth Visocky O'Grady
2. Information Design Workbook: Graphic Approaches, Solutions, and Inspiration + 30 Case Studies Book by Jill Vacarra and Kim Baer
3. Infographics Designers' Sketchbooks : Book by Rick Landers and Steven Heller
4. Data Design: Visualising Quantities, Locations, Connections : Book by Per Mollerup
5. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability : Book by Steve Krug

**COURSE PLAN - Design Studio II**

<b>PROGRAMME</b>	<b>MA GRAPHIC DESIGN</b>	<b>SEMESTER</b>	<b>2</b>
<b>COURSE CODE AND TITLE</b>	<b>15P2GRDP07-Design Studio II</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:		
1	Make up the message and create effective communication designs for different media.	PSO1	Understanding & Creating
2	Develop campaign ideas and execute them into communicable designs.	PSO1 AND PSO2	Understanding , Creating and Applying
3	Create and analyze various designs using different mediums such as photography and fine arts.	PSO3 ,PSO4 AND PSO5	Understanding , Creating , Applying and analyzing
4	Analyze the content design by constructing various layouts.	PSO3 ,PSO4, PSO5 AND PSO6	Understanding , Creating , Applying and analyzing
5	make use of the form and function of package design and deliver the work within the deadlines	PSO3 ,PSO4, PSO5 AND PSO6	Understanding , Creating , Applying and analyzing
6	Show awareness of design trends, printing materials and techniques in the industry.	PSO3 ,PSO4, PSO5 AND PSO6	Understanding , Creating , Applying and analyzing



SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	COURSE OUTCOME
<b>MODULE I</b>				
3 hrs	<i>Symbols</i>	lecture/practical	ppt	1,2,3,4,5 and 6
3 hrs	<i>Pictograms</i>	lecture/practical	ppt	1,2,3,4,5 and 6
6 hrs	<i>Logo type &amp; Types of pictorial science</i>	lecture/practical		1,2,3,4,5 and 6
<b>MODULE II</b>				
3 hrs	<i>Representing things v/s Ideas</i>	lecture/practical	ppt	1,2 and 3
3 hrs	<i>Abstraction</i>	lecture/practical	ppt	1,2 and 3
3 hrs	<b>CIA 1</b>			
<b>MODULE III</b>				
6 hrs	<i>Text &amp; Image</i>	lecture/practical		1,2 and 3
6 hrs	<i>Poster Design (History &amp; Development)</i>	lecture/practical		1,2 and 3
6 hrs	<i>Types of posters</i>	lecture/practical		1,2,3,4,5 and 6
<b>MODULE IV</b>				
6 hrs	<i>Technical features of Package Design</i>	lecture/practical		1,2,3,4,5 and 6
6 hrs	<i>Styles of illustrations</i>	lecture/practical		1,2,3,4,5 and 6
6 hrs	<i>Explorations of Illustrations Techniques</i>	lecture/practical		1,2,3,4,5 and 6
6 hrs	<i>Printing &amp; Materials</i>	lecture/practical		1,2,3,4,5 and 6
5hrs	<b>CIA 2</b>			
<b>MODULE V</b>				
12hrs	<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