

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Voc VP.

Semester: I

GRAPHIC DESIGN THEORY

Course Code: 18BVV101

90 hours; 6 Credits

Objective

To provide tools to read visuals, to understand how images are used imaginatively, and to help students visualize and create images and digitalize them with the help of image creation and editing software.

Learning Outcome

*Students learn to analyse visuals and artworks
Students learn design thinking*

Unit 1: History of Visual Art [20 hours]

Introduction to Visual Art

Art as: Imitation, Expression, Form, Aesthetic experience.

What is visual Art? What makes art?

Major movements in Art History

Unit 2: Visual Analysis [20 hours]

Theories of Visual Art/Design Analysis/Interpretation

Semiotics: Ferdinand de Saussure

Visual Perception: Gestalt Theory

Other theories of visual interpretation - Feminist, Marxist, Psychoanalysis

Unit 3: Visual Design Theory [20 hours]

Visual Design Elements

Visual Design Principles

Unit 4: The Process of Designing [20 hours]

Ideation, visualization, illustration, execution (medium)

Logo Designing

Unit 5: Ethics [10 hours]

Intellectual Property Rights and Copyright

Suggested Practical:

Concept Designs

Reference Material:

Berger, John: Ways of Seeing

Letterhead & Logo Design 7 (2001, Rockport Publishers)

Aynsley, Jeremy: Pioneers Of Modern Graphic Design (2005, Mitchell Beazley)

Weill, Alain: A History of Graphic Design (1998, John Wiley & Sons)
Gordon, Bob & Gordon, Maggie: The Complete Guide to Digital Graphic Design (2005, Thames & Hudson Ltd)
Lemay L., Duff J.M., Mohler J.L. - Graphics & Webpage Design (1996)
Michael Beirut, William Drenttel, Steven Heller - Looking Closer 5 Critical Writings on Graphic Design Bk. 5 (2007, Allworth Press)