Paper I
Image and Imagination

OBJECTIVES

• To provide tools needed to read and understand visual text, art movements and theories
• To help visualise and create images and digitize them with the help of designing and editing software
• To enable students in a manner that gives them an understanding of the process of creating a piece of digital art from scratch

LEARNING OUTCOMES

• Students will learn to critique and appreciate art and its history and also understand the meaning behind its conception and further propagation.
• Students will gain knowledge in creating their own pieces with purpose and implication.
• Students will understand the methodology of creating original art of the highest quality and publish it online.

Part 1: Visualisation and Understanding Aesthetics

UNIT 1

History of Visual Art: Introduction to Visual Art; Art as: Imitation, Representation, Expression, Form, Aesthetic experience. Major movements in Art History

UNIT 2

Visual Design Theory: Understanding Design, Visual Design Elements, Visual Design Principles

UNIT 3

Introduction to Visual Analysis (Ways of Perceiving): Theories of Visual Art/Design Analysis/ Interpretation, Semiotics, Gestalt Theory of Perception, Other theories of visual interpretation - Feminist, Marxist, Psychoanalysis

UNIT 4

The Process of Designing:
Design Thinking – Empathise, Define, Ideate, Prototype, Test
Logo Designing

Part 2: Image Creating and Editing Software

UNIT 5

Adobe Photoshop / Adobe Illustrator: Creating/importing images, Editing, exporting

Practicals

Students are required to carry an individual Art Book where they document a step-by-step process of learning various design and art elements. In groups they produce a business profile/portfolio and they are expected to defend their work based on these two components.

References

- *Philosophy of Art: A contemporary introduction* – Noel Carroll, Routledge, 1999
- *Ways of Seeing* - John Berger, BBC, Penguin Books, 1977
- *Design* – Philip Rawson, Prentice Hall, 1987
- *Design, form and chaos* – Paul Rand, Yale University Prints, 1993
- *Just My Type* – Simon Garfield, Profile Books, 2011