

**CENTRE FOR MEDIA STUDIES**  
**B.A – PAPER 1 – IMAGE AND IMAGINATION**  
**FIRST SEMESTER**  
**SEP SYLLABUS (2024 ONWARDS)**

**NO. OF CREDITS: 5**

**TOTAL NO. OF HOURS: 60**

**TOTAL NO. OF PRACTICAL HOURS: 45**

**LEARNING OBJECTIVE**

- 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 art and design

**COURSE 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 design with purposes and implications
- Students will understand the methodology of creating art and design of the highest quality

**UNIT - 1**

**15 HRS**

- Introduction to Visual Art
- Art as: Imitation, Representation, Expression, Form
- Understanding Aesthetics in Visual Art and Design
- Major Movements in Art History

**UNIT - 2**

**15 HRS**

- Introduction to Visual Analysis
- Techniques of Visual Analysis
- Theories of Visual Art and Interpretation: Semiotics, Gestalt Theory of Perception
- Other Theories of Visual Interpretation: Feminism, Marxism, Psychoanalysis

**UNIT - 3**

**15 HRS**

- Introduction to Visual Design
- Visual Design Theory: Visual Design Elements and Principles
- Colour and Typography
- Images: File, Formats, and File Naming Conventions

**UNIT - 4**

**15 HRS**

- Design Thinking as Visual Design Methodology
- Layout Design and Composition Rules
- Fundamentals of Image Editing
- Image Creating and Editing Software

**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. They will also create a design portfolio on brand identity design.

## REFERENCE MATERIALS

- *Art: A Brief History*, Marilyn Stokstad, Pearson, 2016 (6th Edition), ISBN: 978-0133843750
- *Art Fundamentals: Theory and Practice*, Otto G. Ocvirk, Robert E. Stinson, Philip R. Wigg, Robert O. Bone, David L. Cayton, McGraw-Hill Education, 2012 (12th Edition), ISBN: 978-0073379272
- *Ways of Seeing*, John Berger, Penguin Books, 1990, ISBN: 978-0140135152
- *The Elements of Art and Composition*, David L. Faber, Waveland Press, 2011, ISBN: 978-1577666767
- *Graphic Design: The New Basics*, Ellen Lupton, Jennifer Cole Phillips, Princeton Architectural Press, 2015, ISBN: 978-1616893323
- *The Elements of Graphic Design*, Alex W. White, Allworth Press, 2022, ISBN: 978-1621538019
- *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, Alina Wheeler, Wiley, 2017, ISBN: 978-1118980828
- *The Graphic Design Idea Book: Inspiration from 50 Masters*, Steven Heller, Gail Anderson, Laurence King Publishing, 2016, ISBN: 978-1780677569
- *Logo Design Love: A Guide to Creating Iconic Brand Identities*, David Airey, New Riders, 2014, ISBN: 978-0321985200
- *Graphic Design School: The Principles and Practice of Graphic Design*, David Dabner, Sandra Stewart, Eric Zempel, Wiley, 2020, ISBN: 978-1119647676
- *How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World*, Michael Bierut, HarperDesign, 2015, ISBN: 978-0062413901

## ONLINE RESOURCES

- Khan Academy - Art History: <https://www.khanacademy.org/humanities/art-history>
- Smarthistory: <https://smarthistory.org/>
- AIGA - The Professional Association for Design: <https://www.aiga.org/>
- Behance: <https://www.behance.net/>
- Creative Bloq: <https://www.creativebloq.com/>
- Digital Synopsis: <https://digitalsynopsis.com/>
- Visual Design Communication (in-house source): <https://shorturl.at/JTFHX>

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