



# GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10130102

Subject Name : Fundamental of Graphic Design

WEF Academic Year :	2024-25
Semester :	3
Category of the Course :	Core

**Prerequisite:** Basic knowledge of Graphic Design software and principals.

**Rationale :** The course aims to provide an in-depth understanding of elements of graphic design while learning how Graphic design evolved over the years.

## Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
0	0	6	3	0	30	50	20	100

## Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	<b>Unit I: History of Graphic Design</b> An introductory survey of Graphic Design from its origins to the present day.	21	25
2	<b>Unit II: Contemporary styles and movements</b> Students will be given understanding of Visual culture and avant-garde design, the graphic impact of Futurism and Dada, from experiment to principles, propaganda and mass communication studies, graphic persuasion and its effects, institutionalizing graphic design.	21	25
3	<b>Unit III: Contemporary Adaptation</b> Creating contemporary adaptation of the chosen piece and medium.	21	25
4	<b>Unit IV: final output</b> Executing the learning and skills into a tangible output like a calendar.	21	25
	<b>Total</b>	<b>84</b>	<b>100</b>



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### Reference Book:

- Meggs' History of Graphic Design Book by Alston Purvis and Philip B. Meggs
- The Graphic Design Idea Book: Inspiration from 50 Masters Book by Gail Anderson and Steven Heller
- The History of Graphic Design. 40th Ed Book by Jens Muller
- Teaching Graphic Design History Book by Steven Heller
- Graphic Design: A New History Book by Stephen J Eskilson
- 100 Years of Swiss Graphic Design Book
- Graphic Design, Third Edition: A History Book by Stephen J Eskilson
- Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design Book by Armin Vit and Bryony Gomez-Palacio
- Women Design: Pioneers from the Twentieth Century to Today Book by Libby Sellers
- Type: A Visual History of Typefaces and Graphic Styles Book

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Develop and create contemporary adaptations inspired by an historical Graphic Design Style using various digital tools.	
02	To demonstrate basic understanding of evolutionary foundations of communication, language and design, early graphic forms, Printed mass media, changes in print technology, changing patterns in the use of graphic media, media networks, graphic design and advertising, posters and public space.	
03	Demonstrate knowledge of the Basic Theories, elements and Principles of graphic Design to create Calendar or equivalent execution of theoretical research and understanding.	
04	Demonstrate an inquisitive, explorative, experimenting and self-motivated attitude in nurturing one's own learning through this design process .	
05	To enable design aspirants to illustrate their ideas with more accuracy and details with a finished Calendar as an outcome.	

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

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