



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10130106

Subject Name : History of Visual Communication

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

Prerequisite :	Visual communication & Narrative
Rationale :	The course aims to provide an in-depth understanding of elements of visual communication design while learning how visual communication design and narratives evolved over the years.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Practical	
			ESE (E)		PA(M)	ESE (V)	PA (I)	
3	0	0	3	70	30	30	20	150

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Unit I: Introduction to narratives Take a historical or contemporary subject or story. Study all aspect of it and create/remodel a new story on the basis of previous one but with a new narrative structure and treatment	10	25
2	Unit II: Contemporary styles and movements Narrative Structure Exercise	10	25
3	Unit III: Contemporary Adaptation Creating contemporary adaptation of the chosen piece and medium.	10	25
4	Unit IV: final output Executing the learning and skills into a tangible output like a calendar.	12	25
Total		42	100



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Reference Book:

- Truby, John (2008), The Anatomy of Story: 22 Steps to Becoming a Master Storyteller, New York: Farrar, Straus and Giroux
- Egri, Lajos, (1946), The Art of Dramatic Writing, US: Wildside Press.
- Egri, Lajos, (1965), The Art of Creative Writing, London: Citadel
- LalNahal, Chaman (1970), The Narrative pattern in Ernest Hemingways, US: Associated Univ Press
- 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	Write a narrative with the understanding of narrative elements.	
02	Apply the art of narrative writing for masses.	
03	Demonstrate knowledge of the Basic Theories, elements and Principles of communication 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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