



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Bachelor of Design Syllabus (Communication Design)**

**Subject Code : 10140101**

**Subject Name : Conceptualization and Visualization**

WEF Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

<b>Prerequisite:</b>	Basic knowledge of Graphic Design software and principals.
<b>Rationale:</b>	Understanding Conceptualization and visualization: Analyzing data material, understanding data for visual communication, Exploring techniques, Different types of design areas.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Generate ideas and proper execution of the ideas.	U
02	Understand the interconnected process of problem solving in design according to their perspective	U
03	Utilize design processes and principles.	U, A

\*Revised Bloom's Taxonomy (RBT)

### Teaching and Examination Scheme:

Teaching Scheme (In Hours)				Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial/Practical			
				ESE (E)	PA/CA (M)	ESE (V)	PA/CA (I)		
4	0	0	4	70	30	30	20	150	



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## Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
1	Understanding interconnected process of Problem solving, Analyzing data material, evolving ideas from researched source material, Conceptualization, and visualization (offer visual response to design proposal) with proper art direction.	10	16
2	Refining Ideas through effective conceptualization and visualization from the data generated through research	10	16
3	Emphasis on developing and generating visual vocabulary resulting into visual literacy and breaking down existing preconceptions. Simple exercises to improve thinking and ideation.	10	16
4	Exploring various ideation techniques through exercises. Creative Visual Thinking.	10	16
5	Ideas for various Design areas.	10	16
6	Creative visualization and Graphic Design	10	20
<b>Total</b>		<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	40	30	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

- BonodeEdward. *How to have Creative Ideas*. (2008).India IN. Penguin India.

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