



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Design Syllabus (Communication Design)

Subject Code: 10140103

Subject Name: Applied Graphic Design

w.e.f. 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>	The course aims to provide understanding of elements of graphic design while learning to apply graphic design in various mediums and aspects.

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Develop an understanding of practical use of applied graphics.	U
02	Stepwise construction of elements of applied graphics and creating Environmental Graphics for a space.	A
03	Demonstrate knowledge of the Basic Theories and Principles of graphic Design.	U, A
04	Demonstrate an inquisitive, explorative, experimenting and self-motivated attitude in nurturing one's own learning through this design process.	U, R
05	To enable design aspirants to illustrate their ideas with more accuracy and details with a finished Graphic element as an outcome.	U

\*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)	
0	2	4	4	0	30	50	20	100



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### Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
1	<b>Unit I: Applied Graphics</b> Basic Graphic Design is the first step to acquire understanding of simplification for print media. Like symbol designing, illustrative concepts, poster designing, etc. Concept development ability to integrate, define direction and optimally resolve the problem / task	23	25
2	<b>Unit II: Icons &amp; Symbols</b> Correlating the understanding of icons and symbols and their practical utility.	23	25
3	<b>Unit III: Signage &amp; Logo</b> Understanding and creating signage and logos with practical utility.	23	25
4	<b>Unit IV: Final Project</b> Creating icon, symbols, signage and logo for a defined space.	21	25
<b>Total</b>		<b>90</b>	<b>100</b>

### Suggested Specification Table with Marks :

Distribution of Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	15	15	15	10	15

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:

- 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 Mu ller
- Teaching Graphic Design History Book by Steven Heller
- Graphic Design: A New History Book by Stephen J Eskilson
- Graphic Design: The New Basics by Ellen Lupton
- Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media by David Dabner
- Grid Systems in Graphic Design Book by Josef Müller-Brockmann
- How to Use Graphic Design to Sell Things, Explain Things, ... Book by Michael Bierut
- Thinking with Type Book by Ellen Lupton

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