



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code: 10140106

Subject Name: Communication and Semiotics

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

Prerequisite:	Basic knowledge of Graphic Design software and principals.
Rationale:	Understanding Semiotics: Meaning of Semiotics, Understanding signifier and signified, understanding denotation and connotation, Different types of codes, Different types of signs.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Apply knowledge of various modes of communication	A
02	Utilize the theories of Signs to create valuable and meaningful signs.	U, A
03	Utilize the theories of communication and semiotics to construct the creative Messages for communication design media	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)	
0	0	4	2	0	30	50	20	100



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Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Understanding Communication; Meaning of Communication; The Foundation and Ingredients of Communication	10	16
2	Communication process works, Role of senses in the process of communication,	10	16
3	Types of Communication–Interpersonal, Interpersonal, Forms of Communication	10	16
4	Understanding Semiotics: Meaning of Semiotics, Understanding signifier and signified, understanding denotation and connotation, Different types of codes, Different types of signs	10	16
5	Semiotics and Communication: Semiotics and designing images, words, sounds for communication, Convention and dynamism in creation of signs, Communication for masses	9	16
6	Binding methods; Folding; Creasing; Cutting; Perforation; Side Binding; Full Binding; Sticking Binding; Sewing Binding; Leather Binding; Different types of work in different sizes; Total finished final print of design.	11	20
Total		60	100

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:

- Barry, Pete. (2016). The Advertising Concept Book: Think Now,
- Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns.
- The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns.
- Thames & Hudson, Pricken, Mario. (2013).
- Creative Advertising: Ideas and Techniques from the World's Best Campaigns. Thames & Hudson,



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- Williams, Eliza. (2010). This Is Advertising.
- Laurence King, Eriksson, Peer. (2004).
- Photography in Advertising. Peer book,
- Altstiel, Tom, and Jean Grow. (2017).
- Advertising Creative: Strategy, Copy, Design. SAGE.

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