

GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Interior Design

SEMESTER-3

SUBJECT NAME – GRAPHIC DESIGN - I
SUBJECT CODE – 1035103

EMPHASIS:

- Fundamentals of visual perception in graphics.

CONTENT:

- Visual perception of forms, patterns and design. Forms as entity, individuals, identity and beauty.
- Tessellation.
- Different compositions: Balanced / Unbalanced, Static / Dynamic, Symmetrical / Asymmetrical.
- Abstraction.

THRUST/PROJECTS:

- Search for forms through exercises on “Geometrical Grid” as base, develop variations in grid, superimpose grid to evolve new forms, develop patterns using variations and / or repetitions of forms, derived from grids and / or natural forms.
- Search for natural order in various forms.
- Using natural form as motif to apply on various surfaces.
- Exercise on exploration of tessellation, involving transforming and / or morphing of images. E.g. Escher’s work.
- Exploration of visual balance and understanding of figure & ground relation through compositions.
- Graphic as a tool for communication of ideas / emotions / adjectives through simplification and abstractions, using simple elements such as lines, circles, squares, triangles, etc.
- Exploration of the above through the medium of various hand skills.

REFERENCES:

- Neil Leonard: Basic Graphic Design
- Max Weber : Layout Book -2
- Elena Stanic And Cornia Lipavsky: Atlas Of Graphic Designers