

GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Interior Design

SEMESTER-4

SUBJECT NAME – GRAPHIC DESIGN - II
SUBJECT CODE – 1045103

EMPHASIS:

- Graphics as a perceived image & a tool for visual communication.

CONTENT:

- Graphics and Communication System: Letters, forms, calligraphy, typography and signage systems.
- Graphics and Information Organization: Display boards, posters, book layouts, web interface, etc.
- Exploring visual and sensorial value of a graphic / abstract image.

THRUST/PROJECTS:

- Word play: Selection of appropriate font/s and their composition to enhance communication.
- Achieving abstraction by the method of elimination of details.
- Depicting the narrative through visual reinterpretation, using new vocabulary and exploring various graphic illustrative skills.
- Slogans and/or motto to express the idea graphically in the form of posters, display boards, etc.
- Use of various media of exploration: Through hand skills, and software's such as Photoshop, Corel, illustrator etc.

REFERENCES:

- Shaoqiang, Wang: This Way please.
- Gengli, Lin: Way finding & signage system.
- Holmes, Nigel: Designing Pictorial Symbols.
- Arthur, Paul & Zlamalik, Braininair: Way finding.
- Samara, Timothy: Design Elements- A Graphic Style Manual.
- One Club : I am this book PG
- Elena Stanic And Cornia Lipavsky: Atlas Of Graphic Designers