

# **GUJARAT TECHNOLOGICAL UNIVERSITY**

## **Syllabus for Bachelor of Interior Design**

### **SEMESTER-5**

**SUBJECT NAME – GRAPHICS -III**  
**SUBJECT CODE – 1055104**

- EMPHASIS :**
- Graphics in space: interiors and Exteriors. As techniques, elements, and communicative medium.
- CONTENT :**
- Graphics explored in two parts as a result of visual and physical elements present or to be present. Graphics as use of pure graphics in the environment, its relevance and execution. Graphics as space organizing elements, as image making as well as graphics as visual communication.
- METHODOGY:**
- Environmental signage design: Community/directional/indicative signage (urban context) – group exercise. Architectural (retail/institutional) signage to explore exterior architectural space as well as communicate interiors through the signage (non-indicative/indicative).
  - Graphics in exterior space. Introduction to street graphics. Photography of visually interesting, communicative/non-communicative Elements in the environment.
  - Analysis of few existing mega graphics. Eg: hoardings in terms of size, Color, composition is-à-vies intended message (other than product advertising)
  - Graphic exercise (individual)-design of mobile graphics (vehicle), Hoarding or architecture super graphics.
  - Community/directional/indicative signage (urban context) – group exercise. Architectural (retail/institutional) signage to explore exterior architectural space as well as communicate interiors through the signage (None (indicative/indicative).