



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Design Syllabus

Subject Code : 1110002

Subject Name : Elements of Design I- (Core subject)

WEF Academic Year :	2023-24
Semester :	1
Category of the Course :	Core

### sRationale :

The course aims to inculcate understanding and sensitivity to various elements of form as the basis of visual experience of objects and products through original explorations of 2 form/s while providing clarity of various concepts in aesthetics and perception. The learning is based on actual explorations and visualizations of different concepts of visual form, colour and gestalt theory.

### Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
1	3	2	5	0	30	50	20	100

### Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	<b>Unit I: Basic elements of Composition</b> - Explorations with dots and lines, textures, patterns and shapes through their arrangements to depict various visual expressions such as movement, distance, hierarchy, direction, lightness, flow etc. Exploration and understanding of the concepts of unity, balance, movement, rhythm, focus, contrast, pattern and proportion in visual composition using various basic elements of form.	18.75	25
2	<b>Unit II: Principles of Gestalt:</b> Studying the laws of Gestalt and creating compositions using them. (There are six individual principles commonly associated with gestalt theory: similarity, continuation, closure, proximity, figure/ground, and symmetry & order). Using a combination of shapes to make unique compositions. Demonstrated lectures on Gestalt	18.75	25



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	theory, visual illusions, and principles of visual perception		
3	<b>Unit III: Colour Theory (Concept):</b> Understanding and exploring the theory of primary, secondary and tertiary colours, colour wheel, hue, chroma, value, colour interaction, colour extraction through various exercises.	18.75	25
4	<b>Unit IV: Colour Psychology(concept):</b> Demonstrated lectures on Colour psychology, colour and culture and colour vision deficiency.	18.75	25
<b>Total</b>		<b>75</b>	<b>100</b>

### Reference Book:

#### List of Books & References:

1. Vyas Kumar, Design and the Environment, National Institute of Design
2. Smith Paul, 2001, You can find inspiration in everything, Thames & Hudson
3. Tufte, Edward R., 2003, Visual explanations: images and quantities, evidence and narrative, Cheshire, USA, Graphic Press, ISBN 0-9613921-2-6
4. Fraser Tom, and Banks Adam, 2004, The complete guide to colour, East Sussex, Ilex
5. Feisner, Edith Anderson, 2006, 2nd ed., Color studies, New York, Fairchild Publications, ISBN 1-56367-394-0
6. 2004, One color graphics: the power of contrast, Massachusetts, Rockport Publishers Inc., ISBN1-59253-052-4
7. On Growth & Form by D'arcy Wentworth Thompson, Kroon M Thompson
8. Geometrical Drawing for Art Student by IH Morris.
9. The Life and Works of MC Escher
10. Critchlow, Keith, Islamic Patterns - An Analytical and Cosmological Approach 1983
11. Looking and Seeing Volume 1 To 4 by Rowland Kurt
12. A Primer of Visual Literacy by Denis A Dondis
13. Elements of Design – Line by Albert W Port
14. The Hidden Dimension by Edward T. Hall, 1966,
15. Further Studies in Psychology of pictorial Representation Josef Gombrich
16. Conceptual design & Preliminary Analysis of Structure, Module, Proportion, Symmetry, Rhythm by Fraser Donald J Kepes; Pitman Publishing, Marshal Mass (1981)



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### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Enable appreciation of the finer aspects of visual form with enhanced visual sensitivity.	
02	Have informed visual judgment in applying the learnings in future work	
03	Create conceptual clarity of various principles of form, perception, colour and basic geometry and how these have manifested in complex visual expressions in human environments.	
04	Develop precision, visual and applied skills in graphic representations, colour applications and geometrical constructions.	
05	Develop spirit of originality, exploration, inquiry and motivation with sensitivity to quality in skills and visualization.	

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

### Suggested Course Practical List:

### List of Laboratory/Learning Resources Required:

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