



**Course Content:**

Sr. No.	Course Content	No. of Hours	% of Weightage
1	<b>Unit I:</b> This course for foundation students is designed to provide a comprehensive understanding of the role of printing and effective communication in the field of design. This course aims to equip students with the knowledge and skills necessary to create visually appealing and impactful designs through effective printing techniques and communication strategies.	15	50
2	<b>Unit II:</b> Students will explore various aspects of printing processes, color theory, typography, and visual communication to develop a strong foundation in design.	15	50
<b>Total</b>		<b>30</b>	<b>100</b>

**Reference Book:**

1. The Complete Manual of Woodworking: A Detailed Guide to Design, Techniques, and Tools for the Beginner and Expert Paperback – 3 December 1996\  
by Albert Jackson(Author), David Day
2. Woodworking Basics: Mastering the Essentials of Craftsmanship Tauntan Press, 2014
3. by Peter Korn(Author)
4. Tesolin, Vic, The Minimalist Woodworker: Essential Tools and Smart Shop Ideas for Building with Less Paperback – November 15, 2015
5. Driggs, Helen, Metal Jewelry Workshop: Essential Tools, Easy-to-Learn Techniques, and 12 Projects for the Beginning Jewelry Artist Step-by-Step Photos for Designs using 12 Simple Hand Tools, Fox Chapel Publishing, 2018
6. Lipton, Tom, Metalworking, Doing It Better, Industrial Press, Inc, 2013.
7. Oldridge, Les, Basic Benchwork: No. 18 (Workshop Practice) 1998
8. Wolff, Colette, The Art of Manipulating Fabric, 1996
9. Grid Systems in Graphic Design" by Josef Müller-Brockmann
10. Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
11. The Elements of Typographic Style" by Robert Bringhurst
12. Logo Design Love: A Guide to Creating Iconic Brand Identities" by David Airey
13. Visual Language for Designers: Principles for Creating Graphics that People Understand" by Connie Malamed



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Bachelor of Design Syllabus**

**Subject Code : 1110006**

**Subject Name : Open Elective**

## **Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Provide understanding of different materials and how they can be used in different ways to leverage their unique properties.	
02	Enable students to have familiarity with different specifications of materials and measurement units used in real life.	
03	Develop skills and techniques to effectively apply them in representing design ideas.	
04	Develop precision, skills of using tools, control and sense of quality that any material can be put to	

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

\* \* \* \* \*