

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial / Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical/ Viva Exam (ESE)	Internal Practical/ Viva Exam (ESE)		
-	3	-	3	50	-	30	20	50

L-Lecture; P-Practical; OJT – On Job Training; C – Credit; ESE – End Semester Examination; PA – Progressive Assessment

SEMESTER I**Focus :**

Introduction to design fundamentals and color explorations.

An understanding of the Elements of Design as it is a universal language and presents a visual communication.

Learning of Saturation and brightness as the characteristics that describe color.

And learning Design fundamentals that focus on the aesthetic of a material and other elements.

SR NO	Contents:	Hr
	ELEMENTS OF DESIGN	
1	<ul style="list-style-type: none"> Understanding elements of design such as Point, Line, Shade, Space, Value, Color, Texture and Visual Organization. 	10
2	<ul style="list-style-type: none"> Understanding design issues. 	12
3	<ul style="list-style-type: none"> Drawing and sketching through various mediums. 	20
	Total	42

Projects: The aim is to develop one or more design solutions that can be used to achieve the project goals.

Major deliverable in the design planning process:

Group Activity, Individual activity, Visual displays, required materials, Material exploration with 2 Dimensional and 3 Dimensional space, understanding light and shade with negative and positive space through model making in the workshop.

Skills: Skills are the technical nature of design. Time management, Attention to detail, Modeling, Vision, Communication skills, Color knowledge, Visual Observation, Alignment, Composition, Sketching, development of rendering techniques, these are words that any designer needs to be familiar with.

Method: The development of methods has been closely associated with perception for a process of designing. Design method is the study of the element's purpose.

References: Chauhan P- Learning Basic Design

- Ching K. Francis- Form, Space & Order
- Chicera De Joseph- Time Saver's Standards
- Guptill Arthur- Free hand Drawing Self Taught
- Neufert Ernst- Neufert's Data
- Waug Thomas- Pencil Sketching

- Tutt Patricia- New Metric Handbook