

GUJARAT TECHNOLOGICAL UNIVERSITY

BRANCH NAME: B.ID.

SUBJECT NAME: GRAPHIC DESIGN- I

SUBJECT CODE: 2X35104

2nd Year: Semester: 3

Prerequisite:

It is a beginner course. There is no prerequisite for this course.

Rationale:

Fundamentals of visual perception in graphics.

Teaching and Assessment Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks	University Exam Type
Lect ures	Tutorials	Practical		External exam		Internal exam			
				(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva		
0	0	2	2	NA	NA	60	40	100	Viva

Content:

Sr. No.	Content	Total Hours*	% Weightage*
1	Unit 1: Visual perception of forms, patterns and design. Forms as entity, individuals, identity and beauty.	8	25
2	Unit 2: Tessellation	8	25
3	Unit 3: Different compositions: Balanced / Unbalanced, Static / Dynamic, Symmetrical / Asymmetrical.	8	25
4	Unit 4: Abstraction.	8	25

*: indicative

Thrust / Projects:

- Search for forms through exercises on “Geometrical Grid” as base, develop variations in grid, superimpose grid to evolve new forms, develop patterns using variations and / or repetitions of forms, derived from grids and / or natural forms.
- Search for natural order in various forms.
- Using natural form as motif to apply on various surfaces.
- Exercise on exploration of tessellation, involving transforming and / or morphing of images. E.g. Escher’s work.
- Exploration of visual balance and understanding of figure & ground relation through compositions.
- Graphic as a tool for communication of ideas / emotions / adjectives through simplification and

abstractions, using simple elements such as lines, circles, squares, triangles, etc.

- Exploration of the above through the medium of various hand skills.

Reference Books:

- Neil Leonard: Basic Graphic Design
- Max Weber : Layout Book -2
- Elena Stanic And CorniaLipavsky: Atlas Of Graphic Designers

*- this is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy.