



# GUJARAT TECHNOLOGICAL UNIVERSITY

## BACHELOR OF INTERIOR DESIGN

Subject Code: 2X45104

Subject Name: GRAPHIC DESIGN II

### Prerequisite:

It is mandatory to complete Graphic Design I in order to opt for this course.

### Rationale:

Graphics as a perceived image & a tool for visual communication.

### Teaching and Assessment Scheme:

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

### Content:

Sr. No.	Content	Total Hours*	Weightage* (%)
1	<b>Unit 1:</b> <ul style="list-style-type: none"> <li>Graphics and Communication System: Letters, forms, calligraphy, typography and signage systems, and logo designs.</li> </ul>	8	30
2	<b>Unit 2:</b> <ul style="list-style-type: none"> <li>Graphics and Information Organization: Display boards, posters, menu designs, packaging designs, table setups, book layouts etc.</li> </ul>	12	35
3	<b>Unit 3:</b> <ul style="list-style-type: none"> <li>Exploring visual and sensorial value of a graphic / abstract image.</li> </ul>	12	35

\*: indicative

### Thrust / Projects

- Word play: Selection of appropriate font/s and their composition to enhance communication.
- Achieving abstraction by the method of elimination of details.
- Depicting the narrative through visual reinterpretation, using new vocabulary and exploring various graphic illustrative skills.
- Slogans and/or motto to express the idea graphically in the form of posters, display boards, etc.
- Use of various media of exploration: Through hand skills, and software's such as Photoshop, Corel, illustrator etc.

### Reference Books:

- Shaoqiang, Wang: This Way please.
- Gengli, Lin: Way finding & signage system.
- Holmes, Nigel: Designing Pictorial Symbols.
- Arthur, Paul & Zlamalik, Braininair: Way finding.
- Samara, Timothy: Design Elements- A Graphic Style Manual.
- One Club : I am this book PG.
- 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.