



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X55103

Course / Subject Name : Graphic Design - III

w. e. f. Academic Year:	2024 - 2025
Semester:	5
Category of the Course:	Compulsory

**Prerequisite:** It is mandatory to complete Graphic Design II in order to opt for this course.

<b>Rationale:</b>	This course aims to impart knowledge on Signage & Way finding and Graphic application in Interiors (Venue Maps) and exteriors (Metro/Museums/Airports)
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## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	0	2	2	NA	NA	60	40	100

## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Unit 1: Way Finding</b>  Design features, TGSI (Tactile Ground Surface Indicators), Different patterns, Colors and luminance contrasts, logical pathways, interpretation, place making.  Analyzing above considerations with the help of live projects (National/International).	08	25
2.	<b>Unit 2: Accessible Signage</b>  Design features of indicative and non-indicative signage. Accessibility considerations, signage with disabilities act	08	25



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	Digital signage, and various types of signs (identification, community, directional, indicative, warning, regulatory, prohibitory, operational, interpretive). Role of colour, symbols, and proportions in signage design. Practical analysis through live projects, both national and international.		
3.	<b>Unit 3: Sign Graphic Applications</b> Sign Graphic System: Flat, raised or Incised and their usage. Materials used in Sign Industry. Creating Models.	08	25
4.	<b>Unit 4: Signage Hardware and Technology</b> Basic sign shapes based on mounting methods (free-standing, suspended, projecting, and flush). Comprehensive vocabulary of basic sign shapes. Considerations for sign mounting and size and placements. Illumination techniques (internal/external). Use of materials in signage, including sustainable and high-tech options. integration of electronic digital display units and smart signage technologies	08	25
	<b>Total</b>		<b>100</b>

\*: indicative

## Thrust / Projects:

- To explore exterior architectural space as well as communicate interiors through the signage (non-indicative/indicative).
- To understand the application of sign graphic system by studying live projects
- Exploring sign hardware and digital display units through live projects.
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## Reference Books:

1. Signage and Way finding Design: A Complete Guide to Creating Environmental. -By Chris Caloric, David Vanden-Lynden
2. 1,000 Retail Graphics: From Signage to Logos and Everything for In-Store- edited by JGA.
3. The Design Method: A Philosophy and Process for Functional Visual Communication- Eric Karafuto

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

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