

GUJARAT TECHNOLOGICAL UNIVERSITY
BRANCH NAME: B. Arch
SUBJECT NAME: Visual Communications
SUBJECT CODE: 2X95009
5th Year: Semester-IX

Pre requisite: Students taking this course should be interested in learning fundamentals of visual communications, software skills, and basic principles, conceptual thinking and have primary understanding of related computer applications.

Rationale: Focus of the course is on educating visual communication architects to become agents of change, activism and advocacy. This course is designed to blur the boundaries between Architecture, Advertising and Graphic Design.

Teaching and Assessment Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio	C	External Exam		Internal Exam		100	VIVA
1	2	1	04	(ESE) Theory	(ESE) Viva	(PA) Theory	(PA) Viva		
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Content:

SR No	Content	Total Hours	Weightage
1	Introduction: Need for and the Importance of Human and Visual Communication. Communication a expression, skill and process, Understanding Communication: SMRC-Model	16	25%
2	Communication as a process: Message, Meaning, and Connotation, Denotation Culture/Codes etc Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation	16	25%
3	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design: Line, Shape, Space, Color, Texture. Form Etc. Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc. Design and Designers (Need, role, process, methodologies etc.) Principles of visual and other sensory perceptions.	08	10%
4	Principles of Visual and other Sensory Perceptions: Colour psychology and theory (some aspects) Definition, Optical / Visual Illusions Etc Various stages of design process- problem identification, search for solution refinement, analysis, decision making, and implementation. Types of Media – Traditional media, Print media, Electronic media and new media	08	15%
5	Basics of Graphic Design: Definition, Elements of GD, Design process-research, a source of concept, the process of developing ideas-verbal, visual, combination & thematic, visual thinking, associative techniques, materials, tools (precision instruments etc.) design execution, and presentation. Studies in Typography Information Graphics	16	25%

*: indicative

References:

1. Lester, E (2000) Visual Communication: Image with messages.
2. Visual Elements of Arts and Design (1989) Longman Porter.

3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.
4. Bring Hurst, Robert; the elements of typographic.
5. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
6. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
7. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town, 2007
8. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010

List of Projects/Assignments*:

Lectures/Tutorial work shall consist of presentations on various topics of the subject. AV projects may be introduced to students for documenting best practices and advances through case studies. A group discussion or forum may be organized for discussion on various aspects of the subject.

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