



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma in Engineering

Level: Diploma

Branch: Printing Technology

Course / Subject Code : DI01058021

Course / Subject Name : Basic Graphic Design

w. e. f. Academic Year:	2024-25
Semester:	1 st
Category of the Course:	ESC-01

Prerequisite:	Basic knowledge of Computers and different system software.
Rationale:	This course covers the study of design as a decision making discipline. It includes design methods of various Printed products, techniques of copy preparation, layout & dummy preparation of various jobs, computer application in designing field. The aim of teaching this course is to get the detailed study of various features of Graphic Design which will help students to start his/her own enterprise or apply the knowledge in his/her professional carrier.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Apply the basic principles of design in visual art and communication.	R, A, E
02	Use color terminology for the given Graphic Design.	R, A, E
03	Suggest Final Layout of different graphic products.	R, A, E
04	Understand the creative process, symbols, and slogans and create design for various printed products.	R, A, E

*Revised Bloom's Taxonomy (RBT)

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)	
2	0	2	3	70	30	20	30	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
Unit – I Introduction	1.1 Introduction to Printer's Design: 1.2 Printer's Design and its importance 1.3 Relation: Printing Process's relation to Printer's Design 1.4 Principles of Graphic design like: 1.5 Balance, Proportion, Contrast, Unity, Rhythm and its uses, advantages and limitations. 1.6 Fundamentals of Graphic Design: Line, Space, Texture, Tone, Color and its uses and Purposes.	07	26
Unit – II Colors in Graphic Design	2.1 Define Color 2.2 Color Theory: Additive Color Theory and Subtractive Color Theory 2.3 Color Terminology: Hue, Shade, Tint, Value, Chroma, Brightness 2.4 Color Wheel: Primary, Secondary, Tertiary, Warm, Cool and Contrast. 2.5 Various types of Color Schemes: Complementary, Analogue, Triad, soft, Dark, Monochromatic. 2.6 Selection of Color: Emotional appeal of color, Response of Color, Types of Substrates	08	26
Unit – III Originals and Layout	3.1 Line Original, Continuous Original etc. 3.2 Black & White Photographs, Color Photographs, use of various lenses and filters. 3.3 Definition of Layout and Stages: Definition of Layout and attributes of good layout, stages involved in preparing a good layout such as Visualization, thumbnail, rough layout and Final Layout. 3.4 Geometry: basic geometric shapes, space, use of geometric and Optical center. 3.5 Impact: Impact of design on various target audience. Relationship between design and sale of Product. Graphic designer and his role.	08	27
Unit– IV Design of Different Printing Products	4.1 Design for Commercial product: Design Considerations for books, Magazines, Newspapers, leaflet, Letterhead, Visiting Card and Envelopes. 4.2 Design for Packaging product: Design Considerations for Cartons, Labels, Pouches and metal can.	07	21



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	4.3 Creation of Symbol and Slogan.		
	Total	30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
21	U Level	A Level	N Level	E Level	C Level
34	59	20	NA	NA	NA

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Graphic Design: A Concise History - Hollis, Richard - New York: Thames and Hudson, 1994
Print ISBN: 9780500202708
2. Graphic Design: A New History - Eskilson, Stephen - New Haven: Yale UP 2007. Print
ISBN: 9780300172607
3. Elements and Principles of Design: Tools for digital imagery, art and design - O'Connor -
Z(2014) ISBN: 9780992426309

(b) Open source software and website:

1. <https://www.invisionapp.com/defined/principles-of-design>, For Principles of Graphic Design
2. <https://www.slideshare.net/SujitJadhav4/basic-design-elements-principles>, For Fundamentals of Graphic Design
3. <https://99designs.com/blog/tips/the-7-step-guide-to-understanding-color-theory/>, for Color understanding and color Schemes
4. <https://www.invisionapp.com/inside-design/understanding-color-theory-the-color-wheel-and-finding-complementary-colors/>, For Color theory
5. <https://g.co/kgs/bFaKvb>, For understanding Color Concepts
6. <https://99designs.com/blog/tips/ultimate-guide-to-product-packaging-design/>, For Designing a packaging product
7. <https://visme.co/blog/ad-design/>, For creating Advertisement designs

Suggested Course Practical List:

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1	Use various shapes to prepare a design.	I	03
2	Prepare a design by using lines of various sizes and proportion.	I	02



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S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
3	Prepare a design by using different textures.	I	02
4	Prepare a Color Wheel	II	02
5	Design an Advertisement using warm color.	II	02
6	Design an Advertisement using Cool color.	II	02
7	Use Balance Principle to design a Poster.	I	02
8	Use Contrast Principle to design a Poster.	I	02
9	Use Emphasis Principle to design a Poster	I	02
10	Use Rhythm Principle to design a Poster.	I	02
11	Use Unity Principle to design a Poster.	I	02
12	Use Proportion Principle to design a Poster.	I	02
13	Use Repetition Principle to design a Poster.	I	02
14	Prepare a Line artwork using Designing Software	III	02
15	Prepare a Continuous artwork using Designing Software	III	02
16	Prepare a Halftone artwork using Designing Software	III	02
17	Prepare a Logo	IV	02
18	Prepare Monogram	IV	03
19	Prepare Symbol	IV	02
20	Prepare a Package Design	IV	02
21	Design a Brochure	IV	02
22	Design a Cover page of Magazine	IV	02
23	Design a Cover of Book.	IV	02
24	Design a Visiting Card	IV	02
25	Design a Performa of Bill Book	IV	02
26	Design a Letterhead of Printing Firm	IV	02
27	Prepare a Pharma Package Design.	IV	02
28	Design an Advertisement using Contrast color.	II	02
	Minimum 14 Practical Exercises		30 Hrs.

Suggested Project List: -

1. Identify and collect Printed samples from various Printing Processes.
2. Classify collected samples according to the Principles of Graphic Design.
3. Enlist various software used for designing.
4. Collect samples with Cool, Warm and Contrast Color Schemes.



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5. Collect and analyse samples with good layout.
6. Collect samples of Layouts for different target audiences. (Children, Young, Adults, Elders)
7. Collect samples for Designs of Commercial Product like leaflet, letterheads, visiting cards, Envelopes, newspapers.
8. Collect samples for Designs of Packaging Product like Cartons, Labels, Pouches and metal can.

List of Laboratory/Learning Resources Required:

1. Computers
2. Scanner
3. Color Printer
4. Black and white Printer
5. CorelDraw Software version 23 or above
6. Illustrator Software version 2023

Suggested Activities for Students:

Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

1. Prepare journals based on practical performed in laboratory
2. Give seminar on relevant topic.
3. Undertake Micro Projects.
4. Collect specimen for relevant topic.
5. Visit locations like hospitals, schools etc. for study of color symbolism
6. Market survey of display advertisement.
7. Visit any pre-press house nearby to learn commercial job designing.
8. Visit any pre-press house nearby to learn Packaging job designing.

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