



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Animation and Multimedia Technology

Subject Code : DI01067011

Subject Name : Fundamentals of Art & Design

w. e. f. Academic Year:	2026-27
Semester:	1 st
Category of the Course:	PCC

Prerequisite:	Basic interest in art, design, creativity, and visual expression, along with the ability to observe and represent simple objects through freehand sketching. Familiarity with basic drawing materials such as pencils, erasers, rulers, colours, and sketchbooks, and a basic understanding of shapes, colours, and patterns observed in daily life. Willingness to explore creative thinking, imagination, and visual communication. No prior formal training in art or design is required.
Rationale:	This course provides the foundation of art, design, drawing, and visual communication required for Animation and Multimedia applications. It helps students develop creativity, aesthetic sense, observational skills, and the ability to create effective visual compositions for digital and print media.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Describe the fundamentals of art, design elements, and design principles used in visual communication.	Understand
02	Apply colour theory and design principles to create visually balanced compositions.	Apply
03	Demonstrate drawing, sketching, shading, and perspective techniques for visual representation.	Apply
04	Develop layouts and compositions using visual hierarchy, grid systems, and typography principles.	Apply
05	Create visual communication materials such as posters, logos, branding elements, and info graphics for multimedia applications.	Apply

**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(M)	PA(I)	ESE (V)	
3	0	2	4	70	30	20	30	150



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Course Content:

Unit No.	Content	Hours	Marks %
1. Introduction to Art & Design	• Definition and scope of art and design • Fine Art v/s Applied Art • Role of design in visual communication, architecture, fashion, and product design • Basic design process: research, ideation, development, output	8	18
2. Elements of Design	• Line, shape, form, space, texture, color, value • Application of elements in real life design examples	8	18
3. Principles of Design	• Balance, proportion, rhythm, emphasis, unity, contrast, harmony • Case studies and practical exercises	9	20
4. Drawing Fundamentals	• Sketching importance • Object and still life drawing • Light, shadow, and shading techniques • Perspective drawing (1-point, 2-point, 3-point) • Composition sketching	10	22
5. Composition and Layout	• Visual arrangement principles • Grid system and alignment • Visual hierarchy and white space • Poster and advertisement layout • Page composition for print and digital media	10	22
	Total	45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	50			

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. David A. Lauer and Stephen Pentak, "Design Basics", Cengage Learning; Ninth Edition (1 January 2017), ISBN-10: 1337583588, ISBN-13: 978-1337583589.
2. Alex W. White, "The Elements of Graphic Design", Allworth Press; Third Edition (27 September 2022), ISBN-13: 978-1621537625.



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3. Josef Albers, “Interaction of Color”, Yale University Press; Revised Edition (2 July 2013), ISBN-10: 0300179359, ISBN-13: 978-0300179354.
4. Betty Edwards, “Drawing on the Right Side of the Brain”, TarcherPerigee; Fourth Edition (26 April 2012), ISBN-10: 1585429201, ISBN-13: 978-1585429202.
5. Robin Williams, “The Non-Designer’s Design Book”, Peachpit Press; Fourth Edition (13 November 2014), ISBN-10: 0861713230, ISBN-13: 978-0133966152.

(b) Open source software and website:

➤ **Software**

1. GIMP
2. Inkscape
3. Krita
4. Blender
5. Canva

➤ **Websites**

1. <https://www.behance.net>
2. <https://dribbble.com>
3. <https://www.canva.com/designschool>
4. <https://www.adobe.com/learn>
5. <https://nptel.ac.in>
6. <https://swayam.gov.in>

Suggested Course Practical List: If any

- 1 Study and identification of Elements of Design (Line, Shape, Form, Space, Texture, Colour, and Value) through sketching exercises.
- 2 Create a composition using different types of lines and shapes.
- 3 Prepare a Colour Wheel showing primary, secondary, and tertiary colours.
- 4 Create colour harmony charts using complementary, analogous, triadic, and monochromatic colour schemes.
- 5 Design a composition demonstrating Principles of Design such as balance, contrast, emphasis, rhythm, and unity.
- 6 Analyze and recreate a design based on the application of design principles.
- 7 Practice freehand sketching of basic geometric and organic objects.
- 8 Draw a still-life composition using light, shadow, and shading techniques.
- 9 Apply hatching, cross-hatching, stippling, and blending techniques to create tonal values.
- 10 Create one-point perspective drawings of interior or exterior scenes.
- 11 Create two-point perspective drawings of simple structures or objects.
- 12 Design a layout using grid systems, alignment, and visual hierarchy principles.
- 13 Create a poster design incorporating composition, balance, typography, and colour principles.
- 14 Design a magazine cover or advertisement layout for print or digital media.
- 15 Develop typography exercises demonstrating typefaces, font selection, readability, and legibility.



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- 16 Design a logo and basic visual identity for a fictional brand.
- 17 Create an infographic using symbols, icons, typography, and visual communication principles.
- 18 Develop a final portfolio consisting of selected artworks, sketches, layouts, and design projects completed during the course.

List of Laboratory/Learning Resources Required:

1. Drawing tables/benches with proper lighting arrangements.
2. Drawing sheets (A4, A3, cartridge paper) and sketchbooks.
3. Pencils (HB, 2B, 4B, 6B), erasers, sharpeners, and rulers.
4. Geometry box containing compass, protractor, and set squares.
5. Colouring materials such as poster colours, watercolours, acrylic colours, colour pencils, and sketch pens.
6. Brushes, palettes, and water containers.
7. Markers, technical pens, and ink pens.
8. Scissors, cutters, glue, adhesive tapes, and other craft materials.
9. Colour wheel charts and design reference materials.
10. Easels and drawing boards.
11. Models for still-life drawing such as geometric solids, household objects, drapery, and decorative items.
12. Display boards for exhibiting student artworks and design projects.
13. Computer systems with multimedia configuration.
14. Graphic design software such as GIMP, Inkscape, Krita, Adobe Photoshop, Adobe Illustrator, or equivalent tools.
15. Scanner and colour printer for digital artwork output.
16. LCD projector / Smart Board for demonstrations and presentations.
17. Internet connectivity for accessing online learning resources and design references.
18. Art and design books, magazines, and digital learning resources.
19. Storage cabinets/racks for artwork, drawing materials, and project files.
20. Proper waste disposal and studio maintenance facilities.

Suggested Project List:

1. Study and creation of colour wheel with colour schemes
2. Composition based on elements of design (line, shape, form, texture)
3. Still life drawing using shading and perspective techniques
4. Poster design on social awareness themes (e.g., pollution, safety, health)
5. Typography exploration and creative lettering compositions
6. Logo design for a fictional brand or organization
7. Visual composition using balance, rhythm and emphasis principles
8. Nature sketching and outdoor observational drawing



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Suggested Activities for Students:

1. Drawing exercises focusing on line, shape, texture and form exploration
2. Colour mixing and colour wheel creation activities
3. Outdoor sketching (nature study / campus sketching)
4. Poster making on social and environmental themes
5. Typography practice using hand lettering and calligraphy
6. Group composition exercises based on design principles
7. Collage making using magazine cut-outs and mixed media
8. Study and analysis of famous artworks and designers
9. Still life drawing sessions with real objects and lighting
10. Perspective drawing exercises (interior and exterior scenes)
11. Logo and symbol design brainstorming activities
12. Visual storytelling through sequential illustration
13. Peer review and critique sessions of student artworks
14. Mini design challenges with time constraints
15. Exhibition of student work for evaluation and feedback
16. Digital design practice using basic software tools
17. Mood board creation for design inspiration
18. Creative problem-solving tasks using visual communication
19. Participation in workshops, seminars and design demonstrations

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