



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Film Technology and TV Production (Cinematography)

Subject Code : DI01068021

Subject Name : Fundamentals of Visual Arts

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

Prerequisite:	This course is designed for beginners and does not require any prior formal training in art or design. Students should have an interest in creative expression, visual communication, and observation of their surroundings. Basic knowledge of shapes, colors, and drawing concepts acquired at the school level will be beneficial. Familiarity with simple sketching, creative thinking, and the ability to interpret visual information can help students understand the course more effectively. A willingness to explore artistic ideas, experiment with different materials, and develop visual problem-solving skills is desirable. The course aims to build foundational competencies in visual arts, making it suitable for students from diverse educational backgrounds.
Rationale:	Visual Arts form the foundation of all creative disciplines including photography, cinematography, animation, graphic design, television production, and filmmaking. This course introduces students to the fundamental principles of visual communication through the study of design elements, color theory, composition, visual perception, sketching, perspective, and three-dimensional forms. The knowledge and skills acquired through this course help students develop artistic sensitivity, visual literacy, and creative problem-solving abilities essential for media and entertainment industries. The course serves as a foundation for advanced studies in cinematography, photography, production design, and digital media arts.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Describe the fundamental elements of visual design and their role in visual communication	Understand
02	Apply color theory, color harmonies, and color psychology in creative compositions.	Apply
03	Use principles of design and composition to create visually balanced artworks.	Apply
04	Apply Gestalt principles and visual perception concepts in visual compositions and design exercises.	Apply
05	Create freehand sketches, perspective drawings, and basic 3D compositions using various media.	Apply

**Revised Bloom's Taxonomy (RBT)*



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

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Elements of Visual Design This unit focuses on the "building blocks" of all visual communication. Line: Types (horizontal, vertical, diagonal, curved, zigzag) and their psychological impact (e.g., vertical for strength, horizontal for stability). Shape & Form: 2D shapes (Geometric vs. Organic) and the transition to 3D forms using perspective and shading. Space: Understanding positive space (subject) vs. negative space (background) and the illusion of depth in a 2D plane. Texture: Physical/tactile texture vs. visual/implied texture; the role of light in revealing surface quality. Value & Tone: The range of lightness and darkness; using "Chiaroscuro" to create volume.	5	17
2.	Color Theory & Psychology Color is treated both as a technical science and an emotional tool. The Color Wheel: Primary, secondary, and tertiary colors. Color Dimensions: Hue (the color name), Value (lightness), and Intensity/Chroma (vividness). Color Schemes: Monochromatic, Analogous, Complementary, Split-complementary, and Triadic harmonies. Psychology of Color: How colors evoke moods (e.g., Red for excitement/urgency, Blue for calm/trust) and their cultural significance.	6	20
3.	Principles of Design (Composition) How to arrange the elements to create a cohesive artwork or design. Balance: Symmetrical (formal), Asymmetrical (informal), and Radial balance. Harmony & Unity: Achieving a sense of "oneness" in a composition. Contrast & Emphasis: Using difference to create a "focal point" or center of interest. Rhythm & Movement: Guiding the viewer's eye through repetition	7	23



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	and flow. Proportion & Scale: Relationship of sizes; introduction to the Golden Ratio .		
4.	Perception & Gestalt Laws Understanding how the human brain organizes visual information. Gestalt Principles: Similarity, Continuation, Closure, Proximity, and Figure/Ground relationships. Visual Illusions: Studying how line orientation and color interaction can trick the eye.	5	17
5.	Freehand Sketching & Perspective Object Drawing: Live sketching of still-life objects, furniture, and building elements. Perspective Basics: Introduction to One-Point, Two-Point, and Three-Point perspective. Viewpoints: Exploring Bird's Eye View, Worm's Eye View, and Eye-level views for spatial depth. 3D Composition & Model Making Transformation of Form: Additive and subtractive processes to change basic solids (cubes, spheres, pyramids). Materiality: Creating 3D compositions using clay, paper-folding (origami), wire, or cardboard to understand spatial relationships.	7	23
	Total	30	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	40	40			

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

References/Suggested Learning Resources:

Books:

1. Otto G. Ocvirk, Robert E. Stinson, Philip R. Wigg, Robert O. Bone and David L. Cayton, "Art Fundamentals: Theory and Practice", McGraw-Hill Education, Twelfth Edition (2008), ISBN-10: 0073526525, ISBN-13: 978-0073526522.
2. Muneesh Kumar, "Fundamentals of Visual Arts (As per NEP Guidelines)", Doaba Publications, New Delhi, ISBN-10: 9391011055, ISBN-13: 978-9391011055.
3. Donis A. Dondis, "A Primer of Visual Literacy", MIT Press, Revised Edition (1973), ISBN-10: 0262540290, ISBN-13: 978-0262540292.



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4. Robert Gillam Scott, "Design Fundamentals", McGraw-Hill Book Company, ISBN-10: 0070558051, ISBN-13: 978-0070558052.
5. Josef Albers, "Interaction of Color", Yale University Press, Revised and Expanded Edition (2013), ISBN-10: 0300179359, ISBN-13: 978-0300179354.
6. Robert Henri, "The Art Spirit", Basic Books, Reprint Edition (2007), ISBN-10: 0465002633, ISBN-13: 978-0465002634.

(b) Open source software and website:

- Krita (Digital Painting and Illustration Software) – <https://krita.org>
- GIMP (GNU Image Manipulation Program for Image Editing and Visual Design) – <https://www.gimp.org>
- Inkscape (Vector Graphics and Design Software) – <https://inkscape.org>
- Blender (Open-Source 3D Modeling, Animation, and Visual Design Software) – <https://www.blender.org>
- Adobe Color (Color Wheel and Color Harmony Tool) – <https://color.adobe.com>
- Interaction Design Foundation (IxDF) (Visual Design and Gestalt Principles Learning Resources) – <https://www.interaction-design.org>
- SWAYAM Online Courses – <https://swayam.gov.in>
- NPTEL Online Learning Platform – <https://nptel.ac.in>

Suggested Course Practical List:

1. Practice of different types of lines (horizontal, vertical, diagonal, curved, and zigzag) and their visual effects.
2. Creation of texture sheets using hatching, cross-hatching, stippling, and shading techniques.
3. Drawing and composition using geometric and organic shapes.
4. Positive and negative space composition exercises.
5. Preparation of grayscale value charts and tonal rendering exercises.
6. Still-life drawing using light, shadow, and Chiaroscuro techniques.
7. Preparation of a standard color wheel showing primary, secondary, and tertiary colors.
8. Development of monochromatic, analogous, complementary, and triadic color schemes.
9. Poster design demonstrating color psychology and emotional impact of colors.
10. Composition exercises demonstrating symmetrical, asymmetrical, and radial balance.
11. Design compositions illustrating harmony, unity, contrast, and emphasis.
12. Rhythm and movement exercises using repetition and visual flow.
13. Study and application of proportion, scale, and Golden Ratio in visual compositions.
14. Visual perception exercises based on Gestalt principles such as similarity, proximity, closure, continuation, and figure-ground relationships.
15. Creation of visual illusion artworks using lines, shapes, and colors.
16. Freehand sketching of everyday objects, furniture, and architectural elements.
17. One-point perspective drawing of interior or exterior scenes.
18. Two-point perspective drawing of buildings and structures.
19. Three-point perspective drawing demonstrating height and depth.
20. Sketching from different viewpoints including bird's-eye view, worm's-eye view, and eye-level view.



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21. Creation of simple three-dimensional forms using clay or modeling material.
22. Paper folding (Origami) exercises to understand form and spatial relationships.
23. Cardboard or mount-board model making based on geometric forms.
24. Development of a creative 3D composition using mixed materials.
25. Preparation and presentation of a portfolio containing all practical work completed during the semester.

List of Laboratory/Learning Resources Required:

1. Line & Texture Sheets: 2-3 sheets demonstrating various shading and hatching techniques.
2. Color Wheel & Schemes: 2 sheets (one for the wheel, one for application in a design).
3. 2D Geometrical Compositions: Applying design principles using colored paper or ink.
4. Still Life Sketches: Minimum 3 sketches of objects with light and shadow rendering.
5. Outdoor/Memory Sketching: 2-3 sketches of campus views or interior spaces in perspective.

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