

GUJARAT TECHNOLOGICAL UNIVERSITY

BRANCH NAME: M. Arch. (INTERIOR ARCHITECTURE)
SUBJECT NAME: Elective (Graphics and Visual Sciences)
SUBJECT CODE: X26206
1st Year
Semester: II

Prerequisite:

There is no prerequisite for taking this elective course.

Rationale:

This is an introductory course in visual communication and particularly in graphic design.

Teaching and Assessment Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio		External exam		Internal exam			
			(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva			
NA	1	1	2	00	50	00	50	100	Viva

Content:

Sr. No.	Content	Total Hours*	% Weightage
1	Introduction to graphics and visual sciences Role in branding, publication, communication design and digital design	08	25%
2	Typography & type design, publication design, image making, illustration, photography, packaging, print design, corporate identity, branding, information & communication systems in digital domain as well as analogues medium	24	75%

*: indicative

References:

- Graphic design by Ellen Lupton, 2008
- Grid Systems in Graphic Design by Josef Müller-Brockmann, 1981
- Creating a Brand Identity: A Guide for Designers by Catharine Slade, 2016

List of Projects/Assignments*:

Projects/assignments may consist of a series of lectures/presentation based on various examples / case studies to understand various aspects of the subject.

*- This is suggestive for common purpose.