Graphic Design

Title	**:**	**Graphic Design**
Course Co-ordinator (s)	**:**	Nevil Pradeep Dsouza
Email	**:**	nevilpradeep@sjc.ac.in
Hours of the Credits	**:**	60 hrs
Claimable Credits	**:**	**3**
Course Fee	**:**	**INR 5,000/-**
Mode of Teaching	**:**	Hybrid (Online & Offline)
Special Instructions	**:**	*Classes would be held during weekends and holidays*
Attendance	**:**	75% Mandatory

Course Outcome:

- A basic understanding of the field of graphic design.
- A fundamental understanding of graphic design problem solving processes.
- A understanding and fundamentals of corporate communication tools
- Have developed a very good understanding of design elements and principles.

Course Specific Outcome:

- To help students learn design elements and conceptualize ideas in graphic form.
- To familiarize the students with the basic principles in Graphic design
- Help students to understand the design and branding process and challenges.
- Be able to handle and demonstrate the tools of professional design software
- Be able to analyze and critique designs.
- Be able to design and promote products

Syllabus

Theory Topics (30 Hrs)

Module 1	**Introduction to Design** Graphic design is one of the most important tools of visual communication. To design is **to create with intent**, or, in other words, to **assign visual order to conceptual abstractions.**	**4hrs**
Module 2	**Design Elements** The basic elements of design are Line, Shape, Colour, Texture, Form, Typography and Space.	**4hrs**
Module 3	**Principles of art and design** Design is a visual language that is built on fundamental principles and elements. The principles are the organisational rules used in conjunction with the elements to create order and visual interest.	**4hrs**
Module 4	**Colour fundamentals** This unit will be examining and exploring the various principles and behaviours of colours within the design spectrum. The unit also looks into the different emotions which can be evoked by different colours. This lays the foundation of the application of colours in graphic design.	**4hrs**
Module5	**Typography** Typography is a further exploration of expressive visual communication of words and the mechanics of the text itself. Both the fundamental legibility and overt expression through type is a vital component of graphic communication as the text that one reads is also an image.	**4hrs**
Module: 6	**Visual identity and branding** the basic brand elements are defined and discussed. Brand identity is how you want your customers and prospective customers to perceive your brand or your products and services. Brand identity is important for companies of all sizes	**4hrs**
Module 7	**Corporate Communication Tools** To do marketing or communicate to a larger audience we require **tools or material**, which could be: • **posters** • **business cards** • **letter heads** • **brochures** In this unit these tools are discussed in detail.	**6hrs**

Practical Component (30 Hrs)

At the end of Unit 08:

*Students will submit a comprehensive, well designed brand document (**ONE** document) consisting of:*

1. **Client brief** (1 page)
2. 2 names for the brand with 2 logo iterations for each (total 4 logos)
3. Present **one** selected name and logo
4. 4 iterations of the selected name and logo
5. Present **final selection** of name and logo
6. **Brand guidelines** citing specs of typeface, colour palette etc, for the use of the client (1-2 pages)
7. Graphic collateral consisting of: - **Business card** (JPG & description of design concept 0.5 page)   - **Envelopes** (JPG & description of design concept 0.5 page)   - **Letterhead** (JPG & description of design concept 0.5 page)   - **Poster** on the company and its products (JPG & description of design concept 0.5 page)
8. **Presentation of a 3-page website layout**   (e.g. PowerPoint presentation including layout JPGs + comments on the concept of your design, why the menu is designed in a certain way)