

GANPAT UNIVERSITY									
FACULTY OF ARCHITECTURE DEISGN & PLANNING									
Programme		Bachelor of Design				Branch/Spec.		Bachelor of Interior Design	
Semester		III				Version		1.0.0.0	
Effective from Academic Year			2016-17			Effective for the batch Admitted in			June 2016
Subject code		IIIA03GD		Subject Name		Graphic Design- I			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	-	-	2	-	2	Theory	-	-	-
Hours	-	-	3	-	3	Practical	120	80	200
Pre-requisites:									
Understanding fundamentals of visual perception in graphics									
Learning Outcome:									
Theory syllabus									
Unit	Content								Hrs
1	Visual perception of forms, patterns and design. Forms as entity, individuals, identity and beauty. Visual perception of forms and understanding tessellation.								
2	Understanding different compositions: Balanced/ Unbalanced, Static/ Dynamic, Symmetrical/ Asymmetrical etc. Understanding Abstraction.								
Practical content									
Exercise 1: Search for forms through: "Geometry-grid as base, developing variations in grid, superimposing grids and evolving new forms using grid as base or guideline. Search for grid/grids in nature and understanding natural forms".									
Exercise 2: Variations and repetitions in forms [Derived from geometrical grid/ natural form] to develop patterns.									
Exercise 3: Understanding tessellation through Escher's work where transforming and morphing of images is visually perceived and explored.									
Exercise 4: Exploration of visual balance and understanding of Figure & Ground relation through compositions.									
Exercise 5: Communication of ideas/emotions through simplification and abstractions. Understanding graphics as a tool for visual communication and expression. Depicting in a 10 cm X 10 cm square, adjectives, emotions, ideas etc. visually using basic forms like lines, circles, squares, triangles.									
Text Books									
1	NA								
Reference Books									
1	Principle of form and design by WuciusWong								
2	Neufert – Architects Data								