

<b>GANPAT UNIVERSITY</b>										
<b>FACULTY OF ARCHITECTURE DEISGN &amp; PLANNING</b>										
Programme		Bachelor of Design				Branch/Spec.		Bachelor of Interior Design		
Semester		IV				Version		1.0.0.0		
Effective from Academic Year			2016-17			Effective for the batch Admitted in			June 2016	
Subject code		IVA03GD		Subject Name		Graphic Design- II				
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 graphics not just as an image perceived but a tool for visual communication.										
Learning Outcome:										
Theory syllabus										
Unit	Content								Hrs	
1	Graphics and communication systems: Letters, forms, calligraphy, typography and signage systems. Graphics and information organization: Display boards, posters, book layouts, web interface etc. Exploring visual and sensorial value of a graphic or an abstract image.									
2										
Practical content										
Word Play: Selection of appropriate font and their composition to enhance communication of the word used. Understanding elimination of details to arrive at an abstraction retaining only the essence. Further understanding the minimal required for communication. Understanding a narrative, re-interpreting it and depicting the visual with new vocabulary. Exploring various graphic illustrative skills in storytelling. Identifying slogan/motto for a particular product, topic or an issue. Further, communicating/expressing that idea graphically in form of posters, display boards etc. Medium of exploration: Through hand skills, and software's like Photoshop, Corel, illustration, etc.										
Text Books										
1	NA									
Reference Books										
1	Principle of form and design by WuciusWong									
2	Neufert – Architects Data									