

GANPAT UNIVERSITY										
FACULTY OF ARCHITECTURE DEISGN & PLANNING										
Programme		Bachelor of Design				Branch/Spec.		Bachelor of Interior Design		
Semester		VIII				Version		1.0.0.0		
Effective from Academic Year			2016-17			Effective for the batch Admitted in			June 2016	
Subject code		VIII A02SG		Subject Name		Signage of Graphics-II				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	2	-	-	-	2	Theory	120	80	200	
Hours	4	-	-	-	4	Practical	-	-	-	
Pre-requisites:										
Understanding graphics as space making element.										
Learning Outcome:										
Theory syllabus										
Unit	Content								Hrs	
1	Art/craft forms of various cultures, religions and traditions in graphic design. Its reflection in interior spaces. Space transformation through graphics – use of linear patterns, planer patterns or solid forms. Graphics and its application on architectural / interior elements - on hard surfaces and soft surfaces. Color, texture and material application.									
2	Graphics for varied functional spaces – commercial, institutional, restaurants, hotels, etc. Graphics in space organizing elements as a link of coordinating various design elements. Understanding graphics as an image maker as well as a visual communicator.									
Practical content										
Exploring graphics in interior spaces through existing/functional elements that make an interior space. Analysis of existing photographs of interiors as well as on-site photography to understand graphic nature of spaces and their elements. To understand its intention, relevance and execution. Introducing one color-graphic exercise in interiors where appropriate use of color is paramount to the final visual outcome. Exploring graphics in exterior spaces. Introduction to street graphics. Photography of visually interesting, communicative/non-communicative elements in the surrounding environment. Analysis of few existing mega graphics. E.g.: hoardings in terms of size, color, composition vis-à-vis intended message (other than product advertising). Introducing a graphic exercise in exteriors like designing graphics for a hoarding, designing mobile graphics (for a vehicle), or architecture super graphics.										
Signage Design: Signage in urban context. - Community/directional/indicative. Architectural signage (retail/institutional) to explore exterior architectural space. Communicative signage's in interiors.										
Text Books										
1	NA									
Reference Books										
1										