



**St Aloysius College (Autonomous)**

**Mangaluru**

**Re-accredited by NAAC “A” Grade**

**Course structure and syllabus of**  
**B.Sc. Visual Communication**  
**Under NEP Regulations**  
**2023-24 Batch Onwards**



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Re-accredited by NAAC with 'A' Grade with CGPA 3.62/4  
Recognised by UGC as "College with Potential for Excellence"  
Conferred "College with "STAR STATUS" by DBT, Government of India.  
Centre for Research Capacity Building under UGC-STRIDE

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Date: 09-2023

## NOTIFICATION

Sub: Syllabus of **B.Sc. Visual Communication** under NEP Regulations,  
(As per Mangalore University guidelines)

Ref: 1. Decision of the Academic Council meeting held on 02-09-2023 vide  
Agenda No: 8  
2. Office Notification dated – 09-2023

Pursuant to the above, the Syllabus of **B.Sc. Visual Communication** under NEP Regulations, 2021 which was approved by the Academic Council at its meeting held on 02-09-2023 is hereby notified for implementation with effect from the academic year **2023-24**.

PRINCIPAL

REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library

**BOS in Visual Communication held on****Board of Studies in Visual Communication**

Sl.No	Category	Name/ Address	E-Mail/ Cell Phone
1.	Chairman/Chairperson	Bhavya Shetty	
2.	Members of the Department	Mr Vishal Nayak Ms Ashwini Mr Likith Shenoy	
3.	Subject Experts	Dr Hampesh K S Asst Prof. Department of MA JMC SDM College (Autonomous) Ujire	<a href="mailto:hampeshks@gmail.com">hampeshks@gmail.com</a> Mobile : 9845183586
		Mr Raksesh Kumar K Principal and HOD Department of Journalism Ambika College , Putur 574201	<a href="mailto:rkkammaje@gmail.com">rkkammaje@gmail.com</a> Mobile : 9449102082
4.	Vice Chancellor Nominee 18.01.2023	<b>Mr Bhaskar Hegde</b> Dept of Journalism SDM College (Autonomous) Ujire	<a href="mailto:bhegde@sdmcujiire.in">bhegde@sdmcujiire.in</a> 9448911926
5.	Representative from Industry / Corporate Sector / Allied Area	Naina J A Senior Reporter Deccan Herald Mangalore 575011	<a href="mailto:nainja@gmail.com">nainja@gmail.com</a> 9448545819
6.	Meritorious Alumnus	Dr Anisha Associate Professor Nittle institute of Communication Paneer, Kotekar-Beeri Road P.O Deralakatte, Kotekar- 575018	<a href="mailto:anishakumaran@nitte.edu.in">anishakumaran@nitte.edu.in</a> 7676565368
7.	Student Representative	Fredy mathew 2114413	6238642087

Semester I									
Sl. No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)		SEE	CIE	Total Marks	Credits
				Theory	Lab				
1.	G 701 DC1.1	Introduction to Visual Communication	DSC-1	3	-	60	40	100	3
2.	G 701 DC2.1	Fundamentals of Photography	DSC -2	3	-	60	40	100	3
3.	G 701 DC3.1	Visual Design	DSC -3	3	-	60	40	100	3
4.	G 701 DC4.1P	Fundamentals of Photography	DSC-1P	-	3	25	25	50	2
5.	G 701 DC5.1P	Visual Design and Sketching	DSC -2P	-	3	25	25	50	2
6.	G 701 OE1.1	Professional Communication	OEC	3	-	60	40	100	3
7.	G 735 LA1.1	Language-I English	AECC	4	-	60	40	100	3
8.		<b>Language-II</b>	AECC	4	-	60	40	100	3
	G 736 LA3.1/	Hindi/							
	G 740 LA7.1/	Additional English/							
	G 537 LA2.1/	Kannada/							
	G 739 LA8.1/	<b>Konkani/</b>							
	G 750 LA6.1/	French/							
	G 751 LA5.1/	Malayalam/							
	G 538 LA4.1	Sanskrit							
9.	G 706 VB2.1	Health & Wellness/ Social & Emotional Learning	SEC VB		2	15	10	25	1
10.	G 705 VB1.1	Physical Education-Yoga	SEC VB		2	15	10	25	1
11.	G 702 SB1.1	Environmental Studies & Value Education	AECC	3	-	60	40	100	3
<b>Sub-Total(A)</b>				<b>33</b>				<b>850</b>	<b>7</b>

Semester II									
Sl. No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)		SEE	CIE	Total Marks	Credits
				Theory	Lab				
1.	G 701 DC1.2	History of Visual Art	DSC-4	3	-	60	40	100	3
2.	G 701 DC2.2	Print Design and Production	DSC -5	3	-	60	40	100	3
3.	G 701 DC3.2	Branding	DSC -6	3	-	60	40	100	3
4.	G 701 DC4.2P	Print Design and Production	DSC-3P	-	3	25	25	50	2
5.	G 701 DC5.2P	Branding	DSC -4P	-	3	25	25	50	2
6.	G 701 OE1.2	Basics of Photography	OEC	3	-	60	40	100	3
7.	G 735 LA1.2	Language-I English	AECC	4	-	60	40	100	3
8.		<b>Language-II</b>	AECC	4	-	60	40	100	3
	G 736 LA3.2/	Hindi/							
	G 740 LA7.2/	Additional English/							
	G 537 LA2.2/	Kannada/							
	G 739 LA8.2/	<b>Konkani/</b>							
	G 750 LA6.2/	French/							
	G 751 LA5.2/	Malayalam/							
	G 538 LA4.2	Sanskrit							
9.	G 705 VB1.2	Physical Education-Yoga	SEC VB		2	15	10	25	1
10.	G 706 VB2.2	Health & Wellness/ Social & Emotional Learning	SEC VB		2	15	10	25	1
11.		Indian Constitution & Value Education	ES	3		30	20	50	2
				33				800	26

**INTRODUCTION TO VISUAL COMMUNICATION**

**Course Objective:**

This course aims to develop students' understanding of visual communication, enabling them to create impactful compositions in different contexts and effectively convey messages using visual elements.

**Course Outcomes:**

**By the end of this course, students will be able to:**

- Use creativity and critical thinking to convey messages using visual elements.
- Appraise the different elements and aspects of a visual content
- Create visually engaging compositions based on the principles of visual communication.

**Unit 1: Communication**

Communication- meaning, nature, scope, types; process and elements of communication; functions of communication; uses of communication.

**Unit 2: Understanding Visual Communication**

Visual communication- meaning, nature, scope; Visual Communication techniques; Creative thinking; Critical thinking; Visual symbols and their meanings; Visual brainstorming. Difference between fine arts and visual communication.

**Unit 3: Visual Communication- Elements and Principles**

Composition- Golden Ratio, Dynamic Symmetry, Rule of Thirds; Elements of Composition; Line, Shape, Color, Texture, and Space; Principles of Visual Composition: Balance, Contrast, Harmony, and Unity.

**Unit 4: Understanding Visual Perception and visual illusion**

Perception; - definition and types; Sensation versus Perception; Visual Attention and Selective Perception; Illusion – types; Visual Illusions and their Implications on Perception; Gestalt Theory: Principles and Concepts; Gestalt Laws of Perception: Proximity, Similarity, Closure, Continuity, Alignment.

**References:**

- Arnheim, R. (2020). *Visual Thinking*. University of California Press.
- Baldwin, J. (2020). *Visual Communication: From Theory to Practice*. Fairchild Books.
- Beinert, W. (2021). *Principles of Visual Communication*. Springer.
- Berger, J. (2019). *Ways of Seeing*. Penguin Classics.
- Harrington, N. G. (2020). *Visual Communication: A Writer's Guide*. Oxford University Press.
- Hashimoto, A. (2019). *Visual Communication Design: An Introduction to Design*. Laurence King Publishing.
- Kenney, K. (2022). *Visual Communication Research Designs*. Routledge.
- Lankow, J. (2018). *The Power of Visual Communication: Leveraging Infographics, Presentations, and Interactive Media*. Wiley.
- Lester, P. M. (2019). *Visual Communication: Images with Messages*. Routledge.
- Poulin, R. (2019). *The Language of Graphic Design: An Illustrated Handbook for Design Principles*. Rockport Publishers.
- Salmond, M. (2018). *The Fundamentals of Interactive Design*. Fairchild Books.
- Zhou, J. (2018). *Design for Visual Communication: Understanding Design Principles*. Bloomsbury Visual Arts.

**FUNDAMENTALS OF PHOTOGRAPHY**

**Course Objective:**

The course aims to provide students with a comprehensive understanding of photography, covering technical aspects, visual storytelling, and the works of master photographers, enabling them to capture engaging photographs and effectively communicate narratives through visual imagery.

**Course Outcomes:**

**By the end of this course, students will be able to:**

- Apply technical knowledge of photography, including camera functions, exposure settings, and composition techniques, in different practical scenarios.
- Compose visual stories to convey narratives with elements such as framing, perspective, and focal length
- Examine the works of master photographers to demonstrate an understanding of their styles, contributions to the field, and the use of digital photo compositing.

**Unit 1: Introduction to Photography**

Definition and concept; Nature, Scope, and Functions of Photography; Understanding the history and evolution of photography; Introduction to different types of cameras, lenses, and essential accessories.

**Unit 2: Visual Storytelling through Photography**

Photography as Art; Mobile Photography: techniques, composition; Understanding the Elements of visual storytelling; Exploring different Genres of visual storytelling; Visual Storytelling; Social Media and Visual Storytelling; Colour Theory: Understanding colour temperature, white balance, and creative use of colour.

**Unit 3: Technical Aspects and Composition**

Functions of Camera; Exposure Fundamentals: Understanding aperture, shutter speed, ISO, and their interplay. Exploring camera controls and settings; In-camera editing; Digital Sensors; Depth of field; Angle of View; Compositional Techniques; Composition Essentials: rule of thirds, leading lines, framing, and visual balance, perspective, point of view, and focal length in composition

**Unit 4: Masters in Photography and Photo Compositing**

Studying Masters: Henri Cartier Bresson, Ansel Adams, Diane Arbus, Robert Capa, Dorothea Lange, Susan Meiselas, Walker Evans, Raghu Rai, Homai Vyarawalla: Types of Digital Image Files: Digital



## Photo Compositing; Highlight and Shadows

### **References:**

Block, B. (2018). *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*. Routledge.

Barnbaum, B. (2017). *The Art of Photography: An Approach to Personal Expression*. Rocky Nook.

Freeman, M. (2014). *The Photographer's Eye: Composition and Design for Better Digital Photos*. Focal Press.

Kelby, S. (2017). *The Digital Photography Book: Part 1*. Rocky Nook.

Fox, A., & Sawdon Smith, R. (2015). *Langford's Basic Photography: The Guide for Serious Photographers*. Routledge.

Lubben, K. (2014). *Magnum Contact Sheets*. Thames & Hudson.

Sartore, J. (2019). *National Geographic Photo Basics: The Ultimate Beginner's Guide to Great Photography*. National Geographic Society.

Taylor, D. (2015). *Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks*. DK Publishing.

## **G 701 DC4.1P**

### **FUNDAMENTALS OF PHOTOGRAPHY**

#### **Course Objective:**

This course aims to provide students with a foundation in photography fundamentals. Students will learn essential skills for handling a digital camera, composition techniques, understanding exposure, and digital photo editing.

#### **Learning Outcomes:**

- Apply composition techniques to capture visually appealing photographs by considering angles, balance, framing, and the rule of thirds.
- Understanding exposure by effectively adjusting camera settings to achieve desired photograph results.
- Basic digital photo editing techniques are used to enhance and refine photographs for improved visual impact

A student should complete the practical exercises mentioned below and maintain an individual record of the completed practical exercises. The individual practical record will be considered for Continuous Internal Evaluation (CIE).

#### **List of Practical Exercises:**

1. Handling a digital camera
2. Composition techniques
  - a) Angles
  - b) Balance
  - c) Framing
  - d) Rule of Thirds
  - e) Golden Ratio
3. Understanding Exposure
  - a) Focusing
  - b) Aperture
  - c) Shutter speed
  - d) ISO
4. Digital Photo Compositing
  - a) Explore the in-camera editing features of the camera, such as image cropping, filters, and special effects.

- b) Utilize the in-camera editing features to adjust the exposure, contrast, and saturation.

A student must produce a digital album (9x12 inches), comprising a minimum of ten photographs with each photograph's exposure details mentioned. The theme of the album must be approved by the faculty in charge and it will be evaluated for the End Semester Practical Evaluation. The digital album must be submitted to the faculty in charge before the First Semester End Semester Examination. The approval of the student albums lies with the Head of the Department (HOD). Failure to produce the album will result in the student not being awarded the degree.

## **G 701 DC3.1**

### **VISUAL DESIGN**

#### **Course Objective:**

Enable students to apply design principles and elements effectively for impactful visual communication, fostering a comprehensive understanding of design concepts.

#### **Course outcomes:**

- Apply design principles effectively in creating visually compelling compositions for effective communication.
- Evaluate design compositions based on established principles, providing constructive feedback on their effectiveness.
- Sketch visually appealing designs and readable content with color theory and typography principles.

#### **Unit 1: Introduction to Visual Design**

Fundamentals of design- meaning, definition, scope and function; Process of visual design; elements of design; graphic design in visual communication. AI in the design industry.

#### **Unit 2: Principles of Design**

Principles of design – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Creating Focal Point and Visual Hierarchy

#### **Unit 3: Basics of Form and Space**

Understanding form; Categories of form; Space- meaning; understanding space formats; types of space; white space, significance of space in the design. Working with form and space in design

#### **Unit 4: Basics of Colour and Type**

Colour Fundamentals, artist's spectrum; cool and warm colours, Addictive and Subtractive colours, chromatic interaction; colour systems; emotions and messages. Typography principles; Anatomy of type, Classification of types

**References:**

1. Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics*. Princeton Architectural Press.
2. Ambrose, G., & Harris, P. (2017). *Basics graphic design 01: Approach and process*. Bloomsbury Visual Arts.
3. Wong, W. (2019). *Principles of form and design*. Wiley.
4. Samara, T. (2014). *Typography workbook: A real-world guide to using type in graphic design*. Rockport Publishers.
5. Samara, T. (2007). *Design Elements- A graphic style manual*. Rockport Publishers
6. White, A. (2017). *Type in use: Effective typography for electronic publishing*. Laurence King Publishing.

## **G 701 DC5.1P**

### **VISUAL DESIGN AND SKETCHING**

#### **Course Objective:**

This course aims to develop practical skills in print design and production, focusing on the elements of design, typography, and illustration. Students will gain an aesthetic sensibility towards design and learn to apply various techniques to create visually appealing print materials using professional software.

#### **Learning Outcomes:**

- Analyse the elements and principles of design, such as lines, shapes, contrast, and colour harmony, to create aesthetically pleasing compositions.
- Classify different types of typography based on their characteristics and demonstrate an understanding of the anatomy of type by drawing and labelling its components.
- Design sample print materials, including logos, typographic manipulations, stationeries and flyers, showcasing originality and creativity in visual communication.
- Apply sketching and drawing techniques to effectively communicate visual ideas and concepts.

A student should complete the practical exercises mentioned below and maintain an individual record of the completed practical exercises. The individual practical record will be considered for Continuous Internal Evaluation (CIE).

#### **List of Practical Exercises:**

1. Basic Design - Develop aesthetic sensibility towards design by working with elements and principles of design
  - a. lines and shapes
  - b. Creating contrasts using light and shadow
  - c. Colour harmony
2. Typography
  - a. Classify different types and characteristics – (name, character, orientation, etc)
  - b. Draw and label the anatomy of a type
3. Sample Designs
  - a. Logo
  - b. Typography manipulation
  - c. Stationeries (Business card, letterhead, envelope)
  - d. Flyer
4. Illustration (Image tracing)
5. Sketching and drawing
  - a. Sketching of natural and man-made objects and environment
  - b. Construction drawing
  - c. Representational drawing

- d. Simplification drawing

## **PROFESSIONAL COMMUNICATION**

### **Course objective:**

To develop a comprehensive understanding of communication and foster the development of personal and technical skills necessary for effective professional communication.

### **Course outcomes:**

The students will be able to:

- Communicate clearly, concisely, and appropriately in diverse professional settings
- Use the principles of effective communication in listening, verbal, non-verbal communication and professional conduct
- Design presentations with visual aids and technology maintaining professionalism and ethics.

### **Unit 1: Introduction to Communication**

Introduction to Communication – definitions, elements of good communication, Process of communication, Types of Communication - formal and informal, verbal and non-verbal, interpersonal, group, and mass communication, Purpose of communication.

### **Unit 2: Introduction to Professional Communication**

Importance of professional communication – definition and purpose; Skills required for professional communication, Types of professional communication – technology-based communication, oral presentation, group discussions and interviews, Formal language.

### **Unit 3: Principles of Effective Communication:**

Listening skills and active listening techniques; Business etiquette and professional conduct; Presentation skills for professional setups, Importance of non-verbal language in professional communication, Effective visual aids for presentations, Presentation strategies and techniques.

### **Unit 4: Effective Communication in the Workplace**

Building and maintaining professional relationships; Feedback and constructive criticism in the workplace; Ethical communication practices; Time management and communication; Communication in virtual and remote work settings.

### **References:**

Anderson, P., & Bolt, M. (2018). Professional Communication Skills for Nurses. Wiley.

- Baden, E., & Zehren, T. (2020). *Communication Strategies for Today's Workplace*. SAGE Publications.
- Bovee, C. L., & Thill, J. V. (2019). *Business Communication Today*. Pearson.
- Guffey, M. E., & Loewy, D. (2019). *Essentials of Business Communication*. Cengage Learning.
- Hynes, G. E. (2018). *Communication for Business and the Professions: Strategies and Skills*. Pearson.
- Lannon, J. M., & Gurak, L. J. (2020). *Technical Communication*. Pearson.
- Mandel, S. (2001). *Effective presentation skills*. London: Kogan Press.
- Ober, S., & Watkins, A. (2018). *Business and Professional Communication: Plans, Processes, and Performance*. Oxford University Press.
- Pfeiffer, R., & Salwen, M. B. (2019). *Communication and Sport: Surveying the Field*. SAGE Publications.
- Simmons, C. (2020). *Strategic Communication for Sustainable Organizations: Theory and Practice*. Routledge.
- Smith, L. (2019). *Business Writing and Communication for Professionals*. Kogan Page.



## **G 701 DC1.2**

### **HISTORY OF VISUAL ART**

#### **Course Objective:**

To foster a comprehensive understanding of art's historical evolution and its role in visual perception, enhancing critical and aesthetic appreciation.

#### **Course Outcomes:**

After learning this course, the students should be able to:

- recognize how various art traditions connect across cultures and history.
- evaluate the impact of different art movements on visual communication.
- explore philosophical ideas about beauty in art and artistic concepts.

#### **Unit 1: Understanding Art**

Concept of Rasa - Bharata's Natya Shastra, Abhinavagupta's Rasa Siddhanta, Dhvani, Art as Representation, Expression, Form, Rise of visual storytelling, Nature and purpose of narrative art, Aesthetics - philosophical perspective.

#### **Unit 2: Understanding Indian Art**

Introduction to Indian Art- Harappa and Mohenjo-Daro, Buddhist art, Mathura, Gandhara and Buddhist Architecture, Indian Renaissance and artistic expressions.

#### **Unit 3: Understanding World Art**

Introduction to Western Art- Mesopotamian, Egyptian, Greek, Roman, Byzantine, Islamic, Romanesque, Gothic, Renaissance, Rococo, Neoclassical, Romanticism, Realism, Cubism, Surrealism.

#### **Unit 4: Understanding Contemporary Art**

Impressionism, Post-Impressionism, Abstract Expressionism, Minimalism, Pop Art, Expressionism, Postmodernism, Digital Art, Installation Art, Street Art, Performance Art, Modern Indian Art.

#### **References:**

- Quintanilla, S. R. (2007). History of Early Stone Sculpture at Mathura, ca. 150 BCE-100 CE. Brill.
- Pathak, G. (2018). Indian Art and Culture. Avon Publications.
- Dantini, M. (2008). Modern & Contemporary Art. Sterling Pub.
- Meggs, P. B., & Purvis, A. W. (2016). Meggs History of Graphic Design. Wiley.
- Adams, L. (2004). History of Western Art. McGraw-Hill.
- Robert, B. (2000). Art History: A Preliminary Handbook. McGraw-Hill.
- Wirkins, D., et al (2001). Art Post, Art Present (4th Edition). Harry Abrams.

## **G 701 DC2.2**

### **BRANDING**

#### **Course Objective:**

To provide students with a comprehensive understanding of branding and visual identity design principles, enabling them to develop effective branding strategies, create impactful brand elements, and design compelling visual identities for online and offline platforms.

#### **Learning outcomes:**

**By the end of the course, students will be able to**

- Understand fundamental branding concepts, types, and the process of visual identity design.
- Develop effective brand elements and create cohesive visual identities for various platforms.
- Evaluate branding strategies and assess the impact of design choices on consumer perception.

#### **Unit 1 Introduction to Branding**

Brand basics; types, brand personality, brand image, brand positioning, brand extension, brand pyramid, brand dynamics, brand loyalty, and awareness; branding purpose, process; rebranding; benefits and challenges.

#### **Unit 2 Brand Elements**

Brand names, logos, URLs, taglines and slogans, symbols, colours, characters, spokespersons, jingles, packages, signage, brochures, posters, business cards, and annual reports.

#### **Unit 3 Visual Identity Design**

Meaning and goal of identity; designing visual identity: conception, creating coherence in brand identity; designing for a target audience; developing new visual identity, redesigning brand identity, advertising and design- advertising design process.

#### **Unit 4 Designing for New Media**

Website design principles, UI and UX, optimizing web graphics, interactivity, page layouts, site navigation.

#### **References:**

- Budelmann, K. & Kim, Y. (2019). Brand Identity Essentials. MA: Quarto Publishing Group.
- Landa, R. (2019), Graphic Design Solutions (6th Ed.). Boston: Cengage.
- Sherin, A. (2013). Design Elements: Using Images to Create Graphic Impact - A Graphic Style Manual for Effective Image Solutions in Graphic Design.
- Sklar, J. (2011). Principles of Web Design (5th Ed.). Boston: Course Technology.

## **G 701 DC3.2**

### **PRINT DESIGN AND PRODUCTION**

#### **Course Objective:**

The course aims to develop foundational knowledge and practical skills in print design and production, including understanding the history, principles, and elements of print design, the application of colour and typography, and the production process, to create effective and visually appealing print materials across various formats and mediums.

#### **Learning outcomes:**

**By the end of the course, students will be able to**

- Demonstrate understanding of print design history, principles, and elements across different formats and mediums.
- Apply print design principles to create visually appealing materials in various formats.
- Analyse and evaluate print materials for effective layout, colour, typography, and design elements.

#### **Unit 1: Introduction to Print Design**

History and evolution of print design, printing press; Printing technology in the modern world. Types of Design; Paper types, sizes, and finishes used in print design; Fundamentals concepts of page structure.

#### **Unit 2: Layout and Composition**

Meaning; Imposition; Paper sizes; grids- symmetrical and asymmetrical; Elements of layout- columns and gathering images; Alignment; Visual Hierarchy; Interactive and Dynamic Layouts; Stylesheets.

#### **Unit 3: Typography**

Typography – meaning, function, categories; Anatomy of a typeface; Typesetting factors – spacing, kerning, tracking, leading, alignment, aesthetic tailoring. Selection and use of types, Copy fitting.

#### **Unit 4: Design Production**

Designing as a career. Digital design: Characteristics, colour mode, and functions; Print design concept; Designing for different print formats, Modern Print production process

#### **References:**

- Bonner, S. (2018). The Art of Digital Marketing. Wiley.
- White, A., & Crawford, R. (2019). Type in Graphic Design. Bloomsbury Visual Arts.
- Heller, S., & Talarico, L. (2018). Typography Sketchbooks. Princeton Architectural Press.
- Meggs, P. B., & Purvis, A. W. (2016). Meggs' History of Graphic Design. Wiley.
- Fiell, C., & Fiell, P. (2019). Design of the 20th Century. Taschen.
- Heller, S., & Anderson, S. (2019). Graphic Design Idea Book. Laurence King Publishing.
- Samara, T. (2018). Design Elements-Color Fundamentals. Rockport Publishers.
- Samara, T (2007) Design Elements – A graphic style manual
- Wong, W. (2019). Principles of Form and Design. Wiley.

## **G 701 DC4.2P**

### **PRINT DESIGN AND PRODUCTION – PRACTICAL**

#### **Course Objective:**

The course will enable students to develop practical skills in print design and production, including creating layouts, and templates, for various print materials using professional software by incorporating knowledge in composition elements, typography, colour, and visual hierarchy.

#### **Learning Outcomes:**

Students will be able to

- Apply knowledge of design elements, layout and composition principles, and visual hierarchy to create brochures, newsletters, and magazines.
- Employ critical and creative thinking in making an informed decision regarding layout design and colour scheme to showcase originality and creativity in print design
- Create a visually appealing and professionally executed brochure and magazine that effectively communicates information and engages the target audience.

A student should complete the practical exercises mentioned below and maintain an individual record of the completed practical exercises. The individual practical record will be considered for Continuous Internal Evaluation (CIE).

#### **List of Practical Exercises:**

1. Layout and composition – single-page newsletter
2. Layout and composition – bi-fold product/event brochure
3. Creating templates/master page (setting grid, margin and columns)
4. Typography and arrangement
5. Designing logos
6. Design a single-page leaflet.
7. Create masthead design for different page sizes (Broadsheet and Tabloid)
8. Create a magazine cover page design

A student should design an eight-page coffee table magazine by incorporating all composition elements such as Grid Systems, Visual Hierarchy, Typography, Colour, margins, layout, text, and images. The final brochure will be evaluated for the End Semester Practical Evaluation, which must be submitted to the faculty in charge before the Third Semester Examination. The approval of the brochure lies with the Head of the Department (HOD). Failure to produce the album will result in the student not being awarded the degree.

## **G 701 DC5.2P**

### **BRANDING (PRACTICAL)**

A student should complete the practical exercises mentioned below and maintain an individual record of the completed practical exercises. The individual practical record will be considered for Continuous Internal Evaluation (CIE).

#### **Practical Branding Exercises**

##### **1. Visual Branding Analysis**

- Choose an existing brand.
- Analyse webpage, ads, logos, and products/services.
- Identify visual elements reflecting brand values.

##### **2: Logo and Slogan Redesign**

- Select a brand.
- Redesign logo.
- Create a new slogan.

##### **3: Webpage and App Design**

- Develop layout concepts for the brand's webpage and app.

##### **4: Localized Branding Strategy**

- Plan branding for international brands in India.
- Adapt to local culture and preferences.
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##### **5: Photo-shoot Concepts**

- Generate two innovative photo shoot ideas for a product/service.

##### **6: Stationary Branding Concepts**

- Create stationery branding concepts for two distinct products or scenarios.

In teams, construct a comprehensive branding proposal including key elements such as logo design, dynamic social media profiles, business cards, innovative product packaging, and stationary promotion. This group project must be submitted to the faculty in charge before the Second Semester End Semester Examination. The approval of the student albums lies with the Head of the Department (HOD). Failure to produce the album will result in the student not being awarded the degree.

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