

COURSE TITLE	GRAPHIC DESIGN
COURSE CODE	04BB0312
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply the fundamental elements, principles, and colour theory of graphic design to develop visually coherent compositions.
- 2 Apply design principles and colour schemes to create visually balanced compositions.
- 3 Use typography and layout techniques effectively to enhance visual communication.
- 4 Analyse and integrate imagery, icons, and branding elements to support design objectives.
- 5 Demonstrate basic skills in using graphic design software to produce simple design outputs.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	100	0	0	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations of Graphic Design: Elements, Principles, and Color Theory Introduction to Graphic Design, understanding what graphic design is and it's used, Elements of Design Line, shape, color, texture, space, form, and value, Principles of Design, Balance, contrast, alignment, repetition, proximity, hierarchy, and unity, Basics of Color Theory, Primary, secondary, tertiary colors, warm vs. cool colors, and color harmony	10
2	Core Design Skills: Typography, Layout, Branding Introduction to Typography, Font types, anatomy of type, and how to choose the right fonts,, Understanding Layout and Composition, Grid systems, alignment, whitespace, and visual balance, Image and Icon Use in Design, the role of imagery, icons, and illustrations in communication,, Introduction to Branding and Logo Design, Basic concepts of identity design and logo creation., Creating logos in Canva	12
3	Visual Communication as a core design skill Visual Communication and Audience Understanding, how design conveys messages and connects with different audiences., Design Software Overview, A beginner's look at tools like Adobe Photoshop, Illustrator, or Canva along with practical projects.	8
Total Hours		30

Textbook :

- 1 Graphic design school: The principles and practice of graphic design (8th ed.), Dabner, D., Stewart, S., & Vickress, A. , Thames & Hudson., 2023

References:

- 1 Thinking with type: A critical guide for designers, writers, editors, & students (2nd rev. ed.), Thinking with type: A critical guide for designers, writers, editors, & students (2nd rev. ed.), Lupton, E. (2014),. Princeton Architectural Press., 2014
- 2 Designing brand identity: An essential guide for the whole branding team (5th ed.), Designing brand identity: An essential guide for the whole branding team (5th ed.), Wheeler, A. , Wiley., 2017
- 3 Making and breaking the grid: A graphic design layout workshop (2nd ed.). , Making and breaking the grid: A graphic design layout workshop (2nd ed.). , Samara, T., Rockport Publishers, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory