

FACULTY OF COMPUTER APPLICATIONS
B.Sc.(IT) (Animation, Vfx and Game Design)

- **Sem** : 4
- **Subject Code** : 05BA0403
- **Subject** : Visual Design

- **Course Objectives** : Students will be able:
 1. Understand the fundamental principles of visual design and their application in various media.
 2. Develop a strong understanding of design elements such as typography, color theory, layout, and imagery.
 3. Learn how to create effective visual communication strategies for different target audiences.
 4. Explore the history and evolution of visual design, including key movements and influential designers.
 5. Apply design principles to create visually appealing and functional designs for print, web, and mobile platforms.

- **Prerequisites** : No Requirement

FACULTY OF COMPUTER APPLICATIONS
B.Sc.(IT) (Animation, Vfx and Game Design)

| Unit No | Topics Covered | No of lectures required |
|----------------|---|--------------------------------|
| 1 | <p>Introduction to Visual Design</p> <ul style="list-style-type: none"> ▪ Introduction to Visual Design – Definition, history, and key principles of visual design. ▪ Elements of Design – Line, shape, form, texture, space, and value. ▪ Principles of Design – Balance, contrast, emphasis, rhythm, proportion, unity, and hierarchy. ▪ Gestalt Principles – Understanding visual perception and organization. ▪ Design Thinking – An overview of the design process and problem-solving methodologies. | 15 |
| 2 | <p>Typography and Color Theory</p> <ul style="list-style-type: none"> ▪ Typography – History, anatomy, classification, and usage of typefaces. ▪ Typeface Selection – Choosing the right fonts for different design contexts. ▪ Typography Hierarchy – Creating visual hierarchy through typography. ▪ Color Theory – Understanding color systems, color psychology, and color harmony. ▪ Color Application – Using color effectively in visual design projects. | 15 |
| 3 | <p>Layout and Composition</p> <ul style="list-style-type: none"> ▪ Layout Principles – Grids, alignment, proximity, and white space. ▪ Composition Techniques – Rule of thirds, leading lines, symmetry, and asymmetry. ▪ Visual Hierarchy – Guiding the viewer's eye through effective layout. ▪ Image Integration – Combining images and text harmoniously. ▪ Responsive Design – Adapting layouts for different screen sizes and devices. | 15 |

FACULTY OF COMPUTER APPLICATIONS
B.Sc.(IT) (Animation, Vfx and Game Design)

| | | |
|----------|--|-----------|
| 4 | <p>Visual Design for Different Media</p> <p>Visual Design for Print – Designing for brochures, posters, magazines, and packaging. Visual Design for Web – Website layout, user interface (UI) design, and user experience (UX) design. Visual Design for Mobile – Mobile app design, responsive design, and mobile-first approach. Visual Design for Social Media – Creating engaging visuals for social media platforms. Trends in Visual Design – Exploring current trends and future directions in visual design.</p> | 15 |
|----------|--|-----------|

Course Outcomes:

1. Students will be able to demonstrate a comprehensive understanding of visual design principles and elements.
2. Students will be able to understand the history and application of typography and color theory in visual design.
3. Students will be able to understand layout and composition techniques to create visually balanced and engaging designs.
4. Students will be able to study visual design for different media, including print, web, mobile, and social media.
5. Students will learn the fundamentals of visual design, including its historical development, theoretical principles, and practical applications.

Course Outcomes – Program Outcomes Mapping Table:

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | M | - | H | - | L | - | M | L | - | H | L |
| CO2 | - | L | M | - | - | H | - | M | L | - | H |
| CO3 | L | M | - | H | - | L | - | - | M | H | - |
| CO4 | H | - | - | L | M | - | L | - | - | L | H |
| CO5 | - | H | - | L | H | M | - | - | M | - | L |

FACULTY OF COMPUTER APPLICATIONS
B.Sc.(IT) (Animation, Vfx and Game Design)

Text Book:

1. "The Elements of Graphic Design" by Alex W. White 2022 by Allworth.

Reference Books:

1. "Grid Systems in Graphic Design" by Josef Müller-Brockmann 1996 by Niggli Verlag
2. "Thinking with Type" by Ellen Lupton 2024 by Princeton Architectural Press

Web Reference:

1. Dribbble (<https://dribbble.com/>)
2. Behance (<https://www.behance.net/>)

App Reference:

1. Adobe Creative Cloud (tutorials and resources)
2. Canva (design tutorials)

Syllabus Coverage from text /reference book & web/app reference:

| Unit | Chapter Numbers |
|------|---|
| 1 | Book 1 – Chapter 1 & 2 (Basics of Visual Design and Principles of Design) |
| 2 | Book 1 – Chapter 3 & 4 (Typography and Color Theory) |
| 3 | Book 1 – Chapter 5 & 6 (Layout and Composition Techniques) |
| 4 | Web References & App References (Visual Design for different media platforms) |