

Title: Graphic Designing & Animation
Code: DMC-203
Semester: 3rd
Rating: 3 Credit Hours

DMC-203: Graphic Designing & Animation

3 Cr. Hrs

Course Description:

This course will introduce the students to the world of graphic designing using Photoshop. The theory and philosophy of good designs will also be taught to the students. It will develop the understanding of students to the design elements in the light of visual communication perspective.

Learning Outcomes:

The student will be able to

- Enhance the skills to critically evaluate the designs in a variety of visual presentations.
- Develop the skills of students in adobe Photoshop.
- Designing content for social media platforms

Course Contents:

1. Principles of design and visual literacy
2. Elements and Principles of Design
3. Design Process & Professional Practice
4. Drawing and Illustration Techniques
5. Adobe Creative Suite
6. Branding & Identity Critique
7. Portfolio Prep & Presentation
8. Illustration and its various styles
9. Logos and its types
10. (Adobe Photoshop)
 - 10.1 Introduction to welcome screen (Creating a new file)
 - 10.2 Introduction to the interface and panels
 - 10.3 Move tool and its usage and implication
 - 10.4 Canvas and navigation
 - 10.5 Understanding layers and layers panel
 - 10.6 Layer styles
 - 10.7 Pen tool
 - 10.8 Magic wand tool and its implication
 - 10.9 Shapes tool
 - 10.10 Colors panel
 - 10.11 Color theory, palettes and swatches
 - 10.12 Type tool
 - 10.13 Typography and its importance and implication
11. Designs for print and advertising media
12. Designs for social media platforms
13. Career Exploration
14. Graphic Designing and AI

Suggested Readings:

- Evans, P., Sherin, A. & Lee, I. (2013). The Graphic Design Reference & Specification Book. Beverly Hills: Rockpot Publishers.
- Faulkner, A. & Chavez, C. (2018). Adobe Photoshop CC Classroom in a Book. London: Pearson Education.

Teaching Learning Strategies:

1. Class Discussion

2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.