BFA Graphic Design

Semester I

Course Title: **BASIC DESIGN STUDIO – I**

Course Code: BFGD-101

Credit Hours: 4 (2+2)

Course Outline:

This is an introductory course which outlines the fundamental principles of contemporary design. Students are required to organize and manipulate visual images by understanding the basic elements of design; line, shape, tone, texture, volume, space color, balance, proportion, scale, etc. The emphasis is on simple skills but with a clear understanding of the importance of presentation skills, (both written and verbal), using the correct tools and techniques. The students are encouraged to have a hands-on approach to design, which will follow the simple rule of learning-by-doing.

Course Objectives   - To instill foundation of art and design in students   - To make students appreciate the art and design presence around them   - To identify and experiment variety of 2D and 3D art forms, mediums and materials   - To enable students to identify and analyze the elements, principles and vocabulary of design   - Realization & application of the elements and principles of design   - To provide students with practical skills and knowledge in various design mediums and techniques.   - To promote an understanding of the importance of design in everyday life and its impact on society.
Course Outcomes   Upon the successful completion of this course students will be able to develop   - Ability to use basic elements of art.   - Ability to apply the principles of design.   - Ability to understand and handle media and materials in the execution and presentation of an image or design.   - Ability to communicate through visual form.
Course Contents   - Elements of design   - Principles of Design   - Realization & application of the elements of design   - Realization, application & intentional manipulation of the principles of design

- Convergent & divergent creative processes
- Develop the understanding of various art & design materials
- Hands on training to experiment various art & design processes and methods

Recommended Books

1. Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics*. San Francisco: Chronicle Books.
2. Wilde, J., Wilde, R. (2014). *The Process A New Foundation in Art and Design*. Laurence King Publishing
3. Pentak, S., Roth, R., & Lauer, D. A. (2012). *Design basics: 2D and 3D*. Boston: Cengage Learning.
4. Landa, R. (2012). *Essential graphic design solutions*. Boston: Cengage Learning.
5. Lupton, E. (2010). *Thinking with type: a critical guide for designers, writers, editors, & students*. New York: Princeton Architectural Press.
6. Edwards, B. (2008). *Drawing on the artist within*. New York: Simon and Schuster.
7. Roukes, N. (1984*). Art synectic*. Worchester, Massachusetts: Cengage Learning.