

Semester III

Course Title: GRAPHIC DESIGN STUDIO – I

Course Code: BFGD-201

Credit Hours: 4 (2+2)

Course Outline:

Introduction to design principles and software, typography, digital illustration, digital imaging, page layout, and prepress techniques with a focus on design processes.

Course Objectives

- This program embraces the entire range of Graphic Design.
- The course provides a strong conceptual problem solving, innovation, critical thinking
- Student is introduced with the concept of branding and marketing strategies

Course Outcomes

- After developing hands on experience on basic tools and software skills, students will be able to visualize, interpret and layout design elements including typography, photography, illustrations, signs, symbols, and colors to convey message to an audience.
- Course focuses on encouraging students in finding original solutions through the development of creative thinking.
- Problem identification, research and information collection, analysis, invention of alternative ideas, prototyping and user testing, and outcome evaluation are all abilities needed to solve communication challenges.
- Recognition of the physical, cognitive, cultural, and social human aspects that impact design decisions, as well as the capacity to describe and respond to the audiences and situations that communication solutions must meet.

Course Contents

The students will learn the latest software skills and effective usage of design elements to develop print and digital designs such as:

- Posters
- Outdoor media
- Magazine and Press Ad
- Study attributes of Flyer/ Leaflet /Magazine Ad , Promotional Wobbler Design
- Bunting for Sales Promotions and Standee/Rollups Design
- Social media advertising
- Logo Design on Grid System
- Stationary
- Iconography
- Concepts of ATL and BTL advertising
- AIDA & Hierarchy of Effects Model
- Software skills

Recommended Books

1. Field, J. (2018). *An Illustrated Field Guide to the Elements and Principles of Art + Design*. Hot Iron Press.
2. Davis, J. (2016). *Foundations of Design*. Tempe Digital LLC.
3. Davis, J. (2015). *Foundations of Colour*. Tempe Digital LLC.
4. Ching, F. D., & Mulville, M. (2014). *European building construction illustrated*. Hoboken: John Wiley & Sons.
5. Albers, Joseph. (2013). *Interaction of color*. Yale University Press.
6. Felici, J. (2011). *The complete manual of typography: a guide to setting perfect type*. San Francisco: Adobe Press.
7. Baines, P., & Haslam, A. (2005). *Type & typography*. London: Laurence King Publishing.
8. Bringhurst, R. (2004). *The elements of typographic style*. Vancouver: Hartley & Marks.
9. Brommer, G., F. (2000). *Elements and Principles of Design: Student Guide with Activities*. Crystal Productions.
10. Petroski, H. (1992). *To engineer is human: the role of failure in successful design*, NYC: Vintage