

Semester IV

Course Title: GRAPHIC DESIGN STUDIO – II

Course Code: BFAGD-203

Credit Hours: 4 (2+2)

Course Outline:

Course Objectives

- To Evaluate designs (your work and others) for audience, meaning and effectiveness
- To Distinguish between the types of graphic images used
- Understand and use color to communicate ideas to others
- To Understand the principles of graphic placement
- To Use typography effectively in a design
- To Utilize Adobe Photoshop to edit photographs and create artistic imagery
- To Utilize Adobe InDesign to create publications such as advertisements and brochures
- To Utilize Adobe Illustrator to create to vector images to be used for company logos, promotional uses or personal work, both in print and digital form
- To Explore the field of Marketing, Social Media and Advertising
- Create an e-portfolio

Course Outcomes

- Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.
- Exhibit a thoughtful application of the elements and principles of visual design, color theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
- Demonstrate critical thinking and problem-solving skills for project planning, design, and creation.
- Communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.
- Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and professionalism.
- Explain how design enhances viewer comprehension in extracting meaning from designed elements.
- Interpret the ethical, environmental, legal, or social effects of designed works on the larger global community.

Course Contents

- Alternative Advertising
- Creative Print Ad
- Typographic Hierarchy
- Advance Communication Design
- Study attributes of Flyer/ Leaflet /Magazine Ad , Promotional Wobbler Design
- Bunting for Sales Promotions and Standee/Rollups Design
- Kiosk design and Branding and Trade show giveaways and Direct Mail
- Influence of movements: Dada, Surrealism, Expressionism

- Design Hierarchy
- Guerilla Advertising / Ambient Advertising
- Ambush Marketing
- Buzz marketing/viral marketing
- Grassroots marketing

Recommended Books

1. Steane, J. (2014). *The principles and processes of interactive design*. London: Bloomsbury Publishing.
2. Lupton, E. (2011). *Graphic design thinking: beyond brainstorming*. New York: Princeton Architectural Press.
3. Ambrose, G., & Harris, P. (2005). *Basics design 03: typography*. Lausanne : AVA Publishing.
4. Williams, R. (1994). *The non-designer's design book*. San Francisco: Peachpit Press.
5. Tschichold, J. (1991). *The form of the book: essays on the morality of good design*. Point Roberts:
Hartley & Marks.
6. Lewis, J. (1978). *Typography: design and practice*. London: Barrie and Jenkins.