



# **VISUAL COMMUNICATION**

Under graduate Programme  
**Structure & Syllabus**

Submitted to  
Vice Chairman  
Karnataka State Higher Education Council

Submitted by  
Chairman and Members  
Committee for Visual Communication Curriculum Framing

September 2021

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**“The highest education is that which does not merely give us information,  
but makes our life in harmony with all existence”  
-Rabindranath Tagore**

## Composition of Subject Expert Committee Members

<b>Dr. Gopakumar AV</b>	Chairman Dean, Faculty of Humanities, Kristu Jayanti College (Autonomous), Bengaluru
<b>Fr. Dr. Richard Rego SJ</b>	Member, Director, Inst. of Communication & Media Studies, St. Joseph's College (Autonomous), Bengaluru
<b>Fr. Saji P Mathew OFM</b>	Member, Dean, Centre for Media Studies, Jyoti Nivas College (Autonomous), Bengaluru
<b>Dr. Tejaswini B Yakkundimath</b>	Member, Convener Special Officer, Karnataka State Higher Education Council

## **Programme Outcomes**

After the successful completion of the BA/MA Visual Communication programme, the student will be able to:

- PO1. operate as a visual media professional with human values and social consciousness
- PO2. apply the theoretical and applied knowledge of visual communication in the media industry, society and global community.
- PO3. appraise global visual media form and content for organizational and societal benefit.
- PO4. integrate innovations in media technologies for effective visual designs
- PO5. build technical skills in Photography, Filmmaking, Audio and Video Editing, Animation, Graphics and Web designing
- PO6. create, and design media contents fairly and accurately in forms and styles appropriate for the media professions, audiences and media institutions
- PO7. design and execute ethical research projects in Visual Communication



**Total Credits for the Program:****Name of the Degree Program: BA Visual Communication****Discipline/Subject: Visual Communication****Program Articulation Matrix for I & II Semesters**

This matrix lists only the core courses. Core courses are essential to earn the degree in that discipline/subject. They include courses such as theory, project, internships, etc. Elective courses may be listed separately

<b>Sem.</b>	<b>Title /Name of the course</b>	<b>Program outcomes that the course addresses (not more than 3 per course)</b>	<b>Pre-requisite course(s)</b>	<b>Pedagogy</b>	<b>Assessment</b>
1	Introduction to Visual Communication	At the end of the course the student should be able to: 1.identify the meaning nature and scope of visual communication 2.analyse critically the visual components of media texts 3.appraise the theories of visual perception in the field of visual communication	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	<b>Theory</b> SA 60 marks FA 40 marks
1	Fundamentals of Photography	At the end of the course the student should be able to: 1.identify concepts related to photography, DSLR camera, lenses and its uses 2.appraise aesthetics in photography 3.compose original and creative photographs	PUC	Lecture, Practical assignments, photography exercises, Group Discussion, Self-Study	<b>Theory</b> SA 60 marks FA 40 marks  <b>Practical</b> FA 15 marks SA 35 marks
1	Graphic Design	At the end of the course the student should be able to:	PUC	Lecture, Practical assignments,	<b>Theory</b> SA 60 marks

		<ol style="list-style-type: none"> <li>1. demonstrate the tools of professional design software</li> <li>2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.</li> <li>3. create designs that communicate and articulate their ideas.</li> </ol>		Designing exercises, Group work, Self-Study	<p>FA 40 marks</p> <p><b>Practical</b> FA 25 marks SA 25 marks</p>
2	History of Visual Art	<p>At the end of the course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. examine the evolution of art and art movements</li> <li>2. categorize and compare major artists, art, and art movements</li> <li>3. appraise visual art critically</li> </ol>		Lecture, Practical assignments, Group Discussion, Self-Study	<p>SA 60 marks FA 40 marks</p>
2	Branding	<p>At the end of the course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. identify the brand building process</li> <li>2. analyze and formulate effective brand strategies</li> <li>3. develop a brand/rebrand for a product or service</li> </ol>		Lecture, Practical assignments, Branding exercises, Group work, Self-Study	<p><b>Theory</b> SA 60 marks FA 40 marks</p> <p><b>Practical</b> FA 25 marks SA 25 marks</p>
2	Print Design and Production	<p>At the end of the course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. create masthead and logos for print designs</li> <li>2. design brochures, newsletters, and magazines</li> <li>3. perform sketching and image tracing.</li> </ol>		Lecture, Practical assignments, Designing exercises, Group Discussion, Self-Study	<p><b>Theory</b> SA 60 marks FA 40 marks</p> <p><b>Practical</b> FA 25 marks SA 25 marks</p>

## Open Electives for I & II Semesters

Sem.	Title of Open Elective Course	Program outcomes that the course addresses (not more than 3 per course)	Pre-requisite course(s)	Pedagogy	Assessment
1	Graphic Design (OE1A)	At the end of the course the student should be able to:  1.identify the concepts in graphic design 2.appraise designs in everyday life 3. demonstrate the tools of professional design software.	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	SA 60 marks  FA 40 marks
1	Scripting and Storyboarding (OE1B)	By the end of the course the student come to:  1.describe the stages involved in developing a script and story board 2.analyse the structure and components of a screenplay 3.apply principles and techniques of scripting and storyboarding in film making	PUC	Lecture, Practical assignments, Group Discussion, Self-Study	SA 60 marks  FA 40 marks
2	Visual Analysis (OE2 A)	At the end of the course the student should be able to:  1.examine the theories and concepts of visual images		Lecture, Practical assignments, Group Discussion, Self-Study	SA 60 marks  FA 40 marks



		<p>2.analyze the political, cultural and historical contexts of visuals</p> <p>3.evaluation of visual images with critical vocabulary and visual media processes</p>			
2	Creativity and Problem Solving (OE- 2 B)	<p>At the end of the course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. describe creativity and problem solving</li> <li>2. explain the process of lateral thinking</li> <li>3. apply creativity and lateral thinking</li> </ol>		Lecture, Practical assignments, Group Discussion, Self-Study	<p>SA 60 marks</p> <p>FA 40 marks</p>

## **Semester I – Syllabus**

## BA Visual Communication

### BA Semester 1

#### Title of the Course: Fundamentals of Photography

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
<b>Content of Theory Course 1</b>			<b>45 Hrs</b>
<b>Unit – 1: Introduction to Photography</b>			15
Photography, Brief History, DSLR camera, Mode dial, Lenses, Accessories, Operating a lens.			
<b>Unit – 2: Exposure Triangle and Lighting for Photography</b>			15
ISO, Shutter Speed, Aperture, Depth of Field. Flash/Speedlight, Introduction to lighting equipments, Understanding light and lighting. Picture Styles, White Balance. Basics of Photo editing.			
<b>Unit – 3: Photography Composition and Narrative Photography.</b>			15
Subject and Background, Rules of Composition: Rule of thirds, Leading line, Balance and Symmetry, Depth, Pattern, Frame within a frame, Rule of odds, Golden ratio; Camera Angle, Shot sizes. Introduction to Storytelling through photographs			

#### References

- Grimm, Tom & Grimm, Michele (2003). *The Basic Book of Photography*, Plume.
- Harman, Doug (2014). *The Digital Photography Handbook*, Quercus, London.
- Kenneth, Kobre (2008). *Photojournalism – the Professional’s Approach*, Focal Press.
- Sontag, Susan (1977). *On Photography*, Dell publishing Company.

## BA Visual Communication

### Semester 1

Course Title: Fundamentals of Photography	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Pre-requisite(s): PUC**

#### Course Outcomes (COs)

By the end of the course every student must be able to

1. identify concepts related to photography, DSLR camera, lenses and its uses
2. appraise aesthetics in photography
3. compose original and creative photographs

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. identify concepts related to photography, DSLR camera, lenses and its uses	X		X		X		
2. appraise aesthetics in photography			X				
3. compose original and creative photographs	X	X			X	X	

## BA Visual Communication

### Semester 1

#### Fundamentals of Photography (Practical)

#### Content of Practical Course

#### List of Exercises to be done:

1. Operating Lens
2. Slow shutter speed, Fast shutter speed
3. Lighting Exercises
4. Subject-Background Exercises
5. Composition rules
6. Camera angles
7. Shot sizes
8. Basic photo editing

**Minor Project:** A student must produce an academic photography portfolio with (1) working photographs of at least of the 6 above exercises. (2) 3-5 photograph-worthy images captured by the student during the course, or a photo story consists of 3-5 images. This will be considered for the End Semester Practical Evaluation. Students shall submit the portfolio to the course in-charge before the end semester practical examination. The work should be submitted in the First semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Introduction to Photography (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 25	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 25

## BA Visual Communication

### BA Semester 1

**Title of the Course: Graphic Design**

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
<b>3</b>	<b>45</b>	<b>2</b>	<b>60</b>
<b>Content of Theory Course 2</b>			<b>45Hrs</b>
<b>Unit – 1</b>			15
<b>Introduction to Graphic Design-</b> Evolution of Graphic Design; Design- definition, design with a purpose, design as a communication tool, language and grammar of design, visual language and creativity; elements of design: line, shape, form and space, negative space, volume and mass, value, colour, texture.			
<b>Unit - 2</b>			15
<b>Design Principles and Process</b> – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Focal Point and Visual Hierarchy; movement; layout principles; rule of thirds, grids; proportion; golden mean and compositional strategies. Design process -problem definition, information gathering, ideation, design solution and implementation; message presentation from concept to visual: thumbnails to roughs to comprehensives and output.			
<b>Unit - 3</b>			15
<b>Colour Fundamentals and Typography:</b> Defining colour, identity of colour, chromatic interaction; colour systems; emotions and messages. Colour and unity, colour and variety, warm and cool colours, colour and design. Typography – classification groups and subgroups, families, fonts; serifs, san serifs, hand formed and specialised; craft of typography – point system, selection and use of fonts – type specification, copy fitting and spacing; calligraphy			

### References

- Baird, R. N., Turnbull, A.T. & McDonald Duncan. (1987). *The Graphic Communication*. Canada: Holt, Rinehart and Winston.
- Crow, W. C.(1986). *Communication Graphics*. New Jersey: Prentice-Hall
- Dodson, M. & Palmer, J. (1995). *Design and Aesthetics – A Reader*. London: Routledge.
- Hashimoto, A. & Clayton, M. (2009). *Visual Design Fundamentals: A Digital Approach*, 3<sup>rd</sup> Ed. Boston: Course Technology.
- Meggs, P. B. (1992). *Type and Image: The Language of Graphic Design*. New York: John Wiley and Sons Inc.
- Samara, T. (2014). *Design Elements: A Graphic Design Manual*. 2<sup>nd</sup> Ed. Massachusetts: Rockport Publishers.

## BA Visual Communication

### Semester 1

<b>Course Title:</b> Graphic Design	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

#### Course Pre-requisite(s): PUC

#### Course Outcomes (COs):

At the end of the course the student should be able to:

1. demonstrate the tools of professional design software
2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.
3. create designs that communicate and articulate their ideas.

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. demonstrate the tools of professional design software	X	X	X				
2. analyze and critique designs based on the visual qualities and technical skills relevant to graphic design.	X	X	X	X			
3. create designs that communicate and articulate their ideas	X	X	X	X	X		

## BA Visual Communication

### Semester 1

#### Graphic Design (Practical)

#### Content of Practical Course

#### List of Exercises to be done:

1. Exercises on graphic techniques
2. Exercises on creating perspective
3. Exercises on drawing faces
4. Exercises on drawing figures.
5. Produce designs on the topics assigned by the faculty.
6. Exercises on creating thumbnails
7. Exercises on using calligraphy
8. Submit a drawing and design portfolio at the end of the semester.

#### Minor Project:

A student should design a Graphic Novel (minimum 12 pages) by incorporating graphic techniques and design. This will be considered for the End Semester Practical Evaluation. Students shall submit the Graphic Novel to the course in-charge before the end semester examination. The work should be submitted in the First semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Introduction to Photography (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 25	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 25



## BA Visual Communication

### BA Semester 1

#### Title of the Course: Introduction to Visual Communication

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Content of Theory Course 3</b>			<b>45 Hrs</b>
<b>Unit – 1: Communication</b>			15
Communication- meaning, nature, scope, types; process of communication; functions of communication; uses of communication; Visual communication- meaning, nature, scope.			
<b>Unit – 2: Understanding Visual Communication</b>			15
Creative thinking; Critical thinking; Brainstorming; Visual Composition- Golden Ratio, Dynamic Symmetry, Rule of Thirds; Elements of Composition; Principles of Visual Composition			
<b>Unit – 3: Visual Perception and Applied Visual Communication</b>			15
Visual perception- sensory mechanism; illusions- types; Eye Gaze; Gestalt theory of visual perception- law of closure, law of continuity, law of similarity, law of proximity, law of alignment ; Difference between fine arts and visual communication			

#### References

- Palgrave Macmillan. (2016). *Visual Communication Theory and Research: a Mass Communication Perspective*. New York.
- Association of Art & Design (International). (2009). *Visual communication*. Hong Kong.
- Block, Brucea (2017). *Visual Story: creating the visual structure of film, tv and digital media*. London, CRC Press.
- Machin, D. (2014). *Visual communication*. Berlin: Water de Gruyter.
- Lester, P. M. (2020). *Visual communication: images with messages*. Dallas, TX: Lex Publishing.

## BA Visual Communication

### Semester 1

Course Title: <b>Introduction to Visual Communication</b>	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Pre-requisite(s): PUC**

**Course Outcomes (COs):**

At the end of the course the student should be able to:

1. identify the meaning nature and scope of visual communication
2. analyse critically the visual components of media texts
3. appraise the theories of visual perception in the field of visual communication

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes**

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. Identify the meaning nature and scope of visual communication	X	X					
2. Analyse critically the visual components of media texts		X	X	X			
3. Appraise the theories of visual perception in the field of visual communication	X	X	X	X			

**BA Visual Communication**  
**BA Semester 1 – Open Elective**

**Title of the Course: Graphic Design (OE 1 A)**

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Content of Theory OE 1 A</b>			<b>45Hrs</b>
<b>Unit – 1</b>			15
<b>Introduction to Graphic Design-</b> Evolution of Graphic Design; Design- definition, design with a purpose, design as a communication tool, language and grammar of design, visual language and creativity; elements of design: line, shape, form and space, negative space, volume and mass, value, colour, texture.			
<b>Unit - 2</b>			15
<b>Design Principles and Process</b> – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Focal Point and Visual Hierarchy; movement; layout principles; rule of thirds, grids; proportion; golden mean and compositional strategies. Design process -problem definition, information gathering, ideation, design solution and implementation; message presentation from concept to visual: thumbnails to roughs to comprehensives and output.			
<b>Unit - 3</b>			15
<b>Colour Fundamentals and Typography:</b> Defining colour, identity of colour, chromatic interaction; colour systems; emotions and messages. Colour and unity, colour and variety, warm and cool colours, colour and design. Typography – classification groups and subgroups, families, fonts; serifs, sans serifs, hand formed and specialised; craft of typography – point system, selection and use of fonts – type specification, copy fitting and spacing; calligraphy			

**References**

- Baird, R. N., Turnbull, A.T. & McDonald Duncan. (1987). *The Graphic Communication*. Canada: Holt, Rinehart and Winston.
- Crow, W. C.(1986). *Communication Graphics*. New Jersey: Prentice-Hall
- Dodson, M. & Palmer, J. (1995). *Design and Aesthetics – A Reader*. London: Routledge.
- Hashimoto, A. & Clayton, M. (2009). *Visual Design Fundamentals: A Digital Approach*, 3<sup>rd</sup> Ed. Boston: Course Technology.
- Meggs, P. B. (1992). *Type and Image: The Language of Graphic Design*. New York: John Wiley and Sons Inc.
- Samara, T. (2014). *Design Elements: A Graphic Design Manual*. 2<sup>nd</sup> Ed. Massachusetts: Rockport Publishers.

## BA Visual Communication

### Semester 1

Course Title: Graphic Design (OE I A )	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Pre-requisite(s): PUC**

**Course Outcomes (COs):**

At the end of the course the student should be able to:

1. identify the concepts in graphic design
2. appraise designs everyday life
3. demonstrate the tools of professional design software.

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)**

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. identify the concepts in graphic design	x						
2. appraise designs everyday life	x	x					
3. demonstrate the tools of professional design software.	x	x	x				

## BA Visual Communication

### BA Semester

#### Title of the Course: Scripting and Storyboarding (OE-I B)

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Content of OE Course I B</b>			<b>45 Hrs</b>
<b>Unit – 1: Basics of Developing Story and Characters</b>			15
Developing a story idea -conceiving, ideation, logline, synopsis, research; Plot; Genre; Screenplay structure -Three Act Structure, Five Act structure- Exposition, Complication, Crisis, Climax, Resolution; Characterization- Building character- Protagonist and Antagonist, Sub characters.			
<b>Unit – 2: Scripting Elements and Formatting</b>			15
Principles of Scriptwriting- 3 Cs in Scripting – character, conflict, change; Dialogues –Functions, Dialogue Continuity – Dialogue Realism, subtext, rhythm, tone, dialogue as action; Style Guide – Cues- camera, editing, audio, effect cues; Hollywood Script Layout– spacing, alignment, pagination, typeface, Writing for different media -film, television and documentary.			
<b>Unit – 3: Storyboarding and its Process</b>			15
Components and Principles of storyboard – Rule of Third, Foreground, Middle Ground & Background; Perspective; Triangle Principle; Types of storyboard- beat board, continuity board, live action board, feature animation board, Pitch board; Film Schema- shots, angles, camera position, camera lens; Animatics- Sequencing, montage, editing effects.			

#### References

- Arijon, D. (2019). *Grammar of the film language*. Silman-James Press.
- Batty, C. (Ed.). (2014). *Screenwriters and screenwriting: putting practice into context*. Springer.
- Field, S. (2005). *Screenplay*. New York: Delacorte.
- Hart, J. (2013). *The Art of the Storyboard: A filmmaker's introduction*. Taylor & Francis.
- Mascelli, J. V. (1998). *The five C's of cinematography: Motion picture filming techniques*. Los Angeles: Silman-James Press.
- Paez, S., & Jew, A. (2013). *Professional storyboarding: Rules of thumb*. Taylor & Francis.
- Trottier, D. (2014). *The Screenwriter's Bible: A Complete Guide to Writing. Formatting, and Selling Your Script*.

**BA Visual Communication**  
**Semester**

Course Title: <b>Scripting and Storyboarding (OE- I B)</b>	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2 hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Pre-requisite(s): PUC**

**Course Outcomes (COs):**

By the end of the course the student come to

1. describe the stages involved in developing a script and story board
2. analyse the structure and components of a screenplay
3. apply principles and techniques of scripting and storyboarding in film making

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)**

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. describe the stages involved in developing a script and story board	X	X		X			
2. analyse the structure and components of a screenplay	X	X	X	X			
3. apply principles and techniques of scripting and storyboarding in film making	X	X	X	X	X	X	

## **Semester II – Syllabus**

## BA Visual Communication

### BA Semester 2

**Title of the Course: Branding**

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
<b>3</b>	<b>45</b>	<b>2</b>	<b>60</b>
<b>Content of Theory Course 4</b>			<b>45 Hrs</b>
<b>Unit – 1: Branding &amp; Brand Elements</b>			15
Brand basics – types, brand personality, brand image, brand positioning, brand extension, brand pyramid, brand dynamics, brand loyalty and awareness; branding-purpose, types, process; rebranding – benefits and challenges. Brand names, logos, url, taglines and slogans, symbols, characters, spokespersons, jingles, packages, and signage; corporate communication tools- brochure, posters, business cards, annual reports.			
<b>Unit – 2: Visual Identity Design:</b>			15
Meaning and goal of identity; designing visual identity: conception, creating coherence in brand identity; designing for a target audience; developing new visual identity, changing an existing visual identity; advertising and design- advertising design process. Design for New Media: web site design principles, user interface design and user experience, optimizing web graphics, interactivity, page layouts, site navigation.			
<b>Unit – 3: Product Design and Packaging:</b>			15
Factors affecting product design, designing for production – economic factors; purpose of package design, design tools, materials, key knowledge, package design process. Design for exhibition: nature of exhibition design, exhibition graphic processes, design consideration, planning and production.			

### References

- Budelmann, K. & Kim, Y. (2019). *Brand Identity Essentials*. MA: Quarto Publishing Group.
- Gordon, B. (2005). *The Complete Guide to Digital Graphic Design*, NY: Watson-Guption Publication.
- Landa, R. (2019), *Graphic Design Solutions* (6<sup>th</sup> Ed.). Boston: Cengage.
- Sherin, A. (2013). *Design Elements: Using Images to Create Graphic Impact - A Graphic Style Manual for Effective Image Solutions in Graphic Design*. MA: Rockport



Sklar, J. (2011). *Principles of Web Design* (5<sup>th</sup> Ed.). Boston: Course Technology.  
 Wheeler, A. (2013). *Designing Brand Identity – an Essential Guide for the Whole Branding Team* (4<sup>th</sup> Ed.). NJ: John Wiley and Sons.

**BA Visual Communication**

**Semester 2**

Course Title: Branding	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Outcomes (COs):**

At the end of the course the student should be able to:

1. identify the brand building process
2. analyze and formulate effective brand strategies
3. develop a brand/rebrand for a product or service

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)**

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. identify the brand building process	x	x	x	x			
2. analyze and formulate effective brand strategies	x	x	x	x	x		
3. develop a brand/rebrand for a product or service	x	x	x	x	x	x	

## BA Visual Communication

### Semester 2

#### Branding (Practical)

#### Content of Practical Course

#### List of Exercises to be done:

1. Choose products /services for student project, do thorough research on these brands and sketch concepts.
2. Transfer these concepts then to digital form and improve on.
  - Present messages from concept to visual;
    - process of design
    - problem identification
    - preliminaries refinement
    - analysis, decision making and implementation of these chosen concepts
3. Design concepts to visuals as purposeful, informational visual language and creativity
4. Thumbnails-roughs-comprehensives-print designs;
5. Create effective design– one logo design, stationery design, package design.
6. Imagery & Colour: Create image types, styles and usages-Image as idea/ narrative-Colour fundamentals Colour meaning and associations

#### Minor Project:

A student should prepare a Brand Manual for an imaginative Company by incorporating the concepts they have learnt from the practical course. This Brand Manual should incorporate company logo, colour scheme, typefaces, corporate stationery, print ad and social media ad campaign. This will be considered for the End Semester Practical Evaluation. Students shall submit the prepared Brand Manual to the course in-charge before the end semester examination. The work should be submitted in the second semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Branding (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 25	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 25

## BA Visual Communication

### BA Semester 2

#### Title of the Course: Print Design and Production

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	2	60
<b>Content of Theory Course 5</b>			<b>45 hrs</b>
<b>Unit – 1: Introduction to Print Design</b>			15
History of printing and design; Graphic design -meaning, nature, scope and functions of graphic design; Elements of design; Principles of design; Kinds of designing.			
<b>Unit – 2: Typography</b>			15
Typography – meaning, function, categories; Anatomy of a typeface; Typesetting factors – spacing, alignment, aesthetic tailoring			
<b>Unit – 3: Layout and Production</b>			15
Meaning; Imposition; Paper sizes; grids- symmetrical and assymetrical; Elements of layout- columns and gathering images; Alignment; Creating hierarchy in design Creating graphics; Backgrounds; Logo designing; Brochure; Newsletters; Magazine and book covers.			

#### References

John DiMarco. Wiley (2010). *Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques*. Canada.

Denise Bosler. HOW (2012). *Mastering Type: The Essential Guide to Typography for Print and Web Design*.

Cohen, Sandee. Peachpit (201). *From design into print: preparing graphics and text for professional printing*.

Wang Shaoqiang. Promopress. (2019). *Page Design: Printed Matter and Editorial Design*. Spain.

## BA Visual Communication

### Semester 2

Course Title: Print Design and Production (Theory)	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2 hrs.
Model Syllabus Authors:	Summative Assessment Marks: 60

#### Course Outcomes (COs):

At the end of the course the student should be able to:

1. create masthead and logos for print designs
2. design brochures, newsletters and magazines
3. perform sketching and image tracing.

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
1. create masthead and logos for print designs	X	X	X	X	X	X	
2. design brochures, newsletters and magazines	X	X	X	X	X	X	
3. perform sketching and image tracing.	X	X	X	X	X		

## BA Visual Communication

### Semester 2

#### Print Design and Production (Practical)

##### List of Exercises to be conducted:

1. Layout and composition – single page newsletter
2. Layout and composition – bi-fold product/event brochure
3. Creating templates/master page (setting grid, margin and columns)
4. Designing logos
5. Design a single page leaflet.
6. Create masthead design for different page sizes (Broadsheet and Tabloid)
7. Create magazine cover page design
8. Image tracing and sketching exercises

**Minor Project:** A student should design eight-page coffee table magazine (minimum 16 pages) by incorporating effective grid design, typography, margins, layout, text and images. This will be considered for the End Semester Practical Evaluation. Students shall submit the coffee table magazine to the course in-charge before the end semester examination. The work should be submitted in the second semester before the end semester examinations and shall forward the production to the HoD for approval before the End Semester Examination.

Course Title: Print Design and Production (Practical)	
Total Contact Hours: 60	Course Credits: 2
Formative Assessment Marks: 25	Duration of ESA/Exam: NA
Model Syllabus Authors:	Summative Assessment Marks: 25

## BA Visual Communication

### BA Semester 2

#### Title of the Course: History of Visual Art

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Content of Theory Course 6</b>			<b>45 Hrs</b>
<b>Unit – 1: Introduction to Art</b>			15
Understanding art, fine arts, craft, applied art. Indian aesthetics – the concept of <i>Rasa</i> , Bharata’s <i>Natya Shastra</i> , Abhinavagupta’s <i>Rasa Siddhanta</i> . Indian Renaissance.			
<b>Unit – 2: Theories of Art</b>			15
Art as Representation, Expression, Form, Aesthetic Experience. Contemporary Discourses in visual art: <i>L’art pour l’art</i> (Art for art’s sake); The Origin of the Work of Art -Martin Heidegger; Art as an open and expansive Concept -Morris Weitz, Neo-Wittgenstein; Art identification.			
<b>Unit – 3: Brief History of Art Movements</b>			15
Renaissance to Realism: Renaissance, Mannerism, Baroque, Romanticism, Realism. Modern Art Movements: Impressionism, Expressionism, Cubism, Dadaism, Surrealism, Abstract Expressionism. Contemporary Art: Digital art, Installation art, Street art, Performance art.			

#### References

- Carroll, Noel (1999). *Philosophy of Art: A Contemporary Introduction*, Routledge, London.
- Heidegger, Martin (2002). *Off the Beaten Track*, Cambridge University Press, Cambridge.
- Ormiston, Rosalind (2014). *50 Art Movements: From Impressionism to Performance Art*, Prestel.
- Pollock, Sheldon (1893). *A Rasa Reader Classical Indian Aesthetics*, Columbia University Press, New York.
- Rangacharya Adya (1996). *The Natyasastra: English Translation with Critical Notes*, Munshiram Manoharlal Publishers Pvt. Ltd, New Delhi.

## BA Visual Communication

### Semester 2

Course Title: <b>History of Visual Art</b>	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2 hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

#### Course Outcomes (COs):

At the end of the course the student should be able to:

1. examine the evolution of art and art movements
2. categorize and compare major artists, art, and art movements
3. appraise visual art critically.

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. examine the evolution of art and art movements	X						
2. categorize and compare major artists, art, and art movements	X		X	X			
3. appraise visual art critically			X	X			

## BA Visual Communication

### BA Semester 2

**Title of the Course: Visual Analysis (OE2 A)**

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Course Content of OE2A</b>			<b>45 Hrs</b>
<b>Unit – 1: Introduction to Visuals</b>			15
Visual Media: Art, design, photography, film. Visual design theory: Elements and principles of visual design, Colour psychology and theory.			
<b>Unit – 2: Visual Analysis and Modern Theories</b>			15
Semiotic and structuralist approach to visuals; Psychoanalysis and visuality; Feminist approach to visual media; Marxist approach to visual texts.			
<b>Unit – 3: Visual Analysis: Art, Design, Photography, Film</b>			15
Observation/Watching; Analysis: subject, style, line, shape, colour, composition, scale, historical and cultural context, mise-en-scene; Interpretation.			

### References

- Berger, John (2008). *Ways of Seeing*, Penguin.
- Hudson, Suzanne and Noonan-Morrisey, Nancy (2014). *The Art of Writing About Art*
- Mirzoeff, Nicholas (ed) (2013). *The Visual Culture Reader*, 3rd ed. Routledge.
- Mulvey, Laura (1973). *Visual Pleasure and Narrative Cinema*.V
- Sturken, Marita and Cartwright, Lisa (2009). *Practices of Looking: An Introduction to Visual Culture*, Oxford.
- Visual Analysis 101*, Johnson Museum of Art, Cornell University.  
<https://museum.cornell.edu/sites/default/files/Johnson%20Museum%20Visual%20Analysis%20101.pdf> (17 September 2021).



## BA Visual Communication

### Semester 2

Course Title: <b>Visual Analysis</b>	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2 hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

#### Course Outcomes (COs):

By the end of the course the student come to

1. examine the theories and concepts of visual images
2. analyze the political, cultural and historical contexts of visuals
3. evaluation of visual images with critical vocabulary and visual media processes

#### Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)

Course Outcomes (COs) / Program Outcomes (POs)	Program Outcomes (POs)						
	1	2	3	4	5	6	7
Course Outcomes (COs)							
1. examine the theories and concepts of visual images	X		X				
2. analyze the political, cultural and historical contexts of visuals			X				
3. evaluation of visual images with critical vocabulary and visual media processes		X	X	X			

## BA Visual Communication

### BA Semester 2

**Title of the Course: Creativity and Problem Solving (OE- 2B)**

Number of Theory Credits	Number of lecture hours/ semester	Number of practical Credits	Number of practical hours/ semester
3	45	NA	NA
<b>Course Content of OE 2B</b>			<b>45 Hrs</b>
<b>Unit 1: Imagination &amp; Thinking:</b>			15
Introduction to image and imagination, form, and content, context, code, colour; images in sequence and sound. Making a case for creativity, creative thinking as a skill. Types and stereotypes. Valuing diversity in thinking, thinking preferences, creativity styles			
<b>Unit 2: Creativity in Problem Solving</b>			15
Linear and lateral thinking; holistic visual thinking.  Problem definition – understanding – representing  Pattern breaking, thinking differently, changing your point of view, watching for paradigm shift, challenging conventional wisdom, lateral thinking, provocation (escape, random word)  Mind stimulation: games, brain-twisters and puzzles  General strategies, idea-collection processes, brainstorming/ brain-writing, mapping thoughts			
<b>Unit 3: Creativity and Creative Process</b>			15
Decision and evaluation; focused thinking framework, six thinking hats, PMI, Ethical considerations. Techniques of imagination: design for interaction, introduction to design for interaction.			

### References

de Bono, E. (1990). The use of Lateral Thinking. Penguin Books

de Bono, E. (1992). Serious Creativity. HarperCollins

de Bono, E. (1999). Six Thinking Hats: An Essential Approach to Business Management. Boston: Back Bay Books.

de Bono, E. (2006). De Bono’s Thinking course (new edition): Powerful Tools to Transform Your Thinking.

de Bono, E. (2009). CoRT Thinking Lessons: CoRT1 Breadth Thinking Advanced Practical Thinking Training Inc.

**BA Visual Communication  
Semester 2**

Course Title: <b>Creativity and Problem Solving (OE- 2B )</b>	
Total Contact Hours: 45	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 2 hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

**Course Outcomes (COs):**

At the end of the course the student should be able to:

4. describe creativity and problem solving
5. explain the process of lateral thinking
6. apply creativity and lateral thinking

**Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-7)**

Course Outcomes (COs) / Program Outcomes (POs)	1	2	3	4	5	6	7
1.describe creativity and problem solving	x						
2.explain the process of lateral thinking		x	x				
3.apply creativity and lateral thinking				x	x		