# Course Outline

<table>
<thead>
<tr>
<th>Department / Programme:</th>
<th>Communication Design</th>
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<tbody>
<tr>
<td>Course Title:</td>
<td>Graphic Design</td>
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<tr>
<td>Course Code:</td>
<td>DE309</td>
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<tr>
<td>Semester:</td>
<td>3</td>
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<tr>
<td>Credit Rating:</td>
<td>3.0</td>
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<tr>
<td>Duration of the Course:</td>
<td>6 Week Block (18 Sessions), 3 Days a week</td>
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<tr>
<td>Instructor:</td>
<td>Sohail Zuberi / Noor Hashmi (TA) <a href="mailto:zuberisohail@gmail.com">zuberisohail@gmail.com</a>, <a href="mailto:noorhashmi@hotmail.com">noorhashmi@hotmail.com</a></td>
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## Course Description

Graphic Design course offered in semester 3 introduces the students to the concepts of design and design thinking with practical application in the field. It builds upon, and furthers, the learning of the principles and elements of design learnt previously.

This studio course focuses on **formal principles and elements of design**, and theories that deal with the area of visual communication: **Semiotics and Gestalt**.

## Course Objectives

The objective of this course is to teach the students the essential tools required in communicating through the visual language.

The students:

- **Learn** the formal elements of graphic design
- **Understand** the principles of design
- **Examine** visual hierarchy
- **Learn** about scale
- **Comprehend** mathematical ratios and proportional systems
- **Grasp** illusion and the manipulation of graphic space

## Intended Learning Outcomes

At the end of the course, the student should have:

### Concept (Design Development)

- acquired tools to develop ideas into pieces of visual communication.
- understood the process of design.
- learned various methods of idea generation / concept development
- developed a suitable design vocabulary.

### Gestalt (Composition)

- understood the gestalt principles of: Similarity, Proximity, Closure, Figure-Ground Relationship, Figure-Ground Ambiguity
- learned how the primary design principles: unity and variety, hierarchy, proportion affect the design composition as a whole
- learned how the supporting principles: scale, balance, rhythm and repetition affect internal relationships within a design composition.
Semiotics (Visualisation)
• understood semiotics: signs, signifier, signified and also the difference between index, icon and symbol.
• denotative and connotative imagery.
• the knowledge to appreciate the difference between photographs and illustrations and understand their appropriate usage.
• understood how signs and symbols differ from other types of imagery and how they communicate visual information at a glance.
• understood how logos are designed.

Learning and Teaching Activities
The course is taught with the help of visual presentations and lectures. Handouts are also given with each assignment brief. The students are also shown topical documentaries and are taken on field visits to course related exhibitions. The students must complete their assignments and projects within the studio hours. However, some work is also assigned for off studio hours. Students must maintain a record of research, sketches and brainstorming carried out during the course.

Course Assessment Methods
Each exercise, assignment and project is assessed and evaluated during its entire duration. Class critiques and individual discussions are held regularly during the duration of the course.
There is a mid-course review and a final review at the end of the course where, a final, collated, result is given to each student.
The school's grading policy is followed in the course.
http://www.indusvalley.edu.pk/degreegradingpolicy.html

Resource / Reading List
Students are encouraged to use the vast pool of books available in the IVS Library. They are also given handouts, specific ebooks, and online resources regularly.

Academic Expectations:
Attend all classes, care about your work, make progress.
Help and cooperate with your classmates, take risks, make mistakes.

Students will represent all work as their own and not copied from the internet.

Each discipline within the arts has specific and appropriate means for students to cite or acknowledge sources and the ideas and material of others used in their own work. Students have the responsibility to become familiar with such processes and to carefully follow their use in developing original work. IVS will not tolerate plagiarism, which is defined as claiming authorship of, or using someone else's ideas or work without proper acknowledgment. Without proper attribution, a student may NOT replicate another's work, paraphrase another's ideas, or appropriate images in a manner that violates the specific rules against plagiarism at IVS. In addition, students may not submit the same work for credit in more than one course without the explicit approval of all of the instructors of the courses involved. When the instructor has evidence that a student has plagiarised work submitted for course credit, the instructor will confront the student and impose penalties that may include failing the course. In the case of a serious violation or repeated infractions from the same student, the instructor will report the infractions to the department chair. Depending on the circumstances of the case the department chair may then report the student to the administration, which may choose to impose further penalties, including suspension or expulsion.

In our studio:
Everyone is allowed to feel they can work and learn in a safe and caring environment;
Everyone learns to understand, appreciate, and respect each other.
Everyone matters.
All individuals are to be respected and treated with dignity and civility; and
Everyone shares the responsibility for making our class, and IVS, a positive and better place to work, and learn.

Assignment Briefs
A design brief is emailed and displayed on the board in the studio prior to the commencement of each project.
The objectives and learning outcomes for the particular assignment are clearly spelt out.
The evaluation and grade break-up is also mentioned in each brief along with the deadlines.
Your final portfolio will include all the exercises, assignments, and projects completed during this block.
Graphic Design
Semester III - Spring 2015
Monday, January 12, 2015

Class Schedule

Week 1  
January 12 - 14
Visual Communication

- **Presentation:** Formal Elements and Principles of Graphic Design

- **Studio Assignment:** Layout and Composition
  
  **Emphasis** through Dominance, Sub-Ordination, Contrast, Size, Shape, Placement, Isolation (6)
  
  **Depth** Creating an illusion of depth on a two dimensional surface (2)
  
  **Multiple Planes** Use of layers on a flat surface (2)
  
  **Transparency** Visualising transparency of varying degrees (2)
  
  **Harmony and Discord** Exploring the principle of harmony and it's opposite discord (2+2)
  
  **Gradation** Transformation of one object into a contrasting other in natural steps. (2)
  
  **Balance** Pure/Formal Symmetry, Inverted Symmetry, Radial Symmetry (6)
  
  **Contrast** Exploring the principle of contrast (2)

  **Size:** 6” x 6” each exercise + one selected exercise on A4
  
  **Medium:** Poster Colour (preferred)
  
  **Colour:** Black and White including tones

  **Project:** One word, non objective poster
  
  **Size:** 18” x 24”
  
  **Medium:** Open
  
  **Colour:** Open

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Week 2  
January 19 - 21
**Semiotics**

- icon
- index
- symbol

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Week 3  
January 26 - 28
**Gestalt**

Exploring the Gestalt Principles of:
  
  **Similarity**
  
  **Proximity**
  
  **Closure**
<table>
<thead>
<tr>
<th>Week 4</th>
<th>15%</th>
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<tbody>
<tr>
<td>February 2 - 4</td>
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<tr>
<td><strong>Scale and Proportion</strong></td>
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<tr>
<td>proportional systems</td>
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<tr>
<td>rectangles</td>
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<tr>
<td>scale up, scale down</td>
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</tr>
<tr>
<td>distortion</td>
<td></td>
</tr>
<tr>
<td>exaggeration</td>
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<table>
<thead>
<tr>
<th>Week 5 and 6</th>
<th>25%</th>
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<tr>
<td>February 9 - 11 and 16-18</td>
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<tr>
<td><strong>Colour Theory</strong>colour theory</td>
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<tr>
<td>colour nomenclature</td>
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<tr>
<td>colour and graphic design</td>
<td></td>
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<tr>
<td>colour schemes</td>
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