GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT

COURSE CURRICULUM
COURSE TITLE: COMPUTER AIDED GRAPHIC DESIGN
(COURSE CODE: 3355801)

Diploma Programs in which this course is offered	Semester in which offered
Printing Technology	5th Semester

1.   RATIONALE

Every printed product is designed before it is printed. The print technician should have a clear perspective of a design principles involves in designing a printed product the thrust or impact of computers in the field of printing technology is made more than in other fields. The computers find a wide range of application in word processing, graphics and reproduction systems. The objectives of this subject is to introduce the study of design as a decision making discipline which may control all the aspects of printing production.

2.   LIST OF COMPETENCY:

The course content should be taught and implemented with the aim to develop different types of skills leading to the achievement of the following competencies………….

- Understand need of use of new graphic software.
- To get acquainted with today's change in graphic software industry.
- To study latest version of various Graphic design software.

3.   COURSE OUTCOMES:

The theory should be taught and practical should be performed in such a manner that students are able to acquire different learning outcomes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

      i. Understand need and importance of various Graphic design software.
      ii. Study various parameter of graphic design.
      iii. Understand various tools and menus of graphic design software.
      iv. Understand various important function of graphic design software.

4.   TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	ESE	PA	ESE	PA	200
3	0	4	7	70	30	40	60	

Legends: L-Lecture; **T** – Tutorial/Teacher Guided Student Activity; **P** –Practical; **C** – Credit;; **ESE** –End Semester Examination; **PA** – Progressive Assessment.

5.   DETAILED COURSE CONTENTS

Unit	Major Learning Outcomes (in cognitive domain)	Topics and Sub-topics
Unit –I Introductio n of graphic design software	1a. Understand need and importance features of different (Photoshop, Adobe Illustrator, In Design software, Quark Xpress) graphic design software. 1b. State importance features of different (Photoshop, Adobe Illustrator, In Design software, Quark Xpress) graphic design software.	1.1 Introduction of different graphic design software- (Photoshop, Adobe Illustrator, In Design software, Quark Xpress). 1.2 Important features graphic design software 1.3 Important function of graphic design software 1.4 Use of different graphic design software
Unit– II Photoshop software	2a. List the menus of Photoshop 2b. State the steps of application of menus of Photoshop 2c. List the tools of Photoshop 2d. State the steps of application of tools of Photoshop 2e. Describe the steps to edit Photograph in Photoshop 2f. Describe the steps to correct the Color in Photoshop 2g. Describe the steps to edit Layer and text in Photoshop	2.1 Menus of Photoshop. 2.2 Tools of Photoshop 2.3 Photograph editing in Photoshop. 2.4 Color correction in Photoshop 2.5 Layer and text editing in Photoshop
Unit– III InDesign software	3a. List the menus of Adobe InDesign 3b. State the steps of application of menus of Adobe InDesign 3c. List the tools of Adobe InDesign 3d. State the steps of application of tools of Adobe InDesign 3e. Describe the steps to edit Photograph in Adobe InDesign 3f. Describe the steps to correct the Color in Adobe InDesign 3g. Describe the steps to edit Layer and text in Adobe InDesign	3.1 Menus of Adobe InDesign. 3.2 Tools of Adobe InDesign. 3.3 Different important function of Adobe InDesign.
Unit– IV QuarkXPre ss software	4a. List the menus of Quark Xpress software. 4b. State the steps of application of menus of Quark Xpress software. 4c. List the tools of Quark Xpress software. 4d. State the steps of application of tools of Quark Xpress software. 4e. Describe the steps to edit Photograph	4.1 Tools of Quark Xpress software. 4.2 Menus of Quark Xpress software. 4.3 Different important function of Quark Xpress Software. 4.4 Text editing in Quark Xpress software.

Unit	Major Learning Outcomes (in cognitive domain)	Topics and Sub-topics
	in Quark Xpress software. 4f.Describe the steps to correct the Color in Quark Xpress software. 4g.Describe the steps to edit Layer and text in Quark Xpress software.	
Unit– V Adobe Illustrator Software	5a.List the menus of Adobe InDesign 5b. State the steps of application of menus of Adobe Illustrator 5c. List the tools of Adobe Illustrator 5d. State the steps of application of tools of Adobe Illustrator Describe the steps to edit Photograph in Adobe Illustrator 5e.Describe the steps to correct the Color in Adobe Illustrator Describe the steps to edit Layer and text in Adobe InDesign	5.1Introduction of Adobe Illustrator software. 5.2Tools and menus of Adobe Illustrator. 5.3Different important function of Adobe Illustrator Software. 5.4Use of Adobe Illustrator for package design.

5.   SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Duration – 2.5 Hours)			
			R Level	U Level	A Level	Total
I	Introduction of graphic design software	02	2	3	3	08
II	Photoshop software	10	5	6	4	15
III	InDesign software	10	5	6	6	17
IV	QuarkXPress software	10	5	6	4	15
V	Adobe Illustrator Software	10	5	6	4	15
	Total	**42**	**22**	**27**	**21**	**70**

Legends: R = Remember; U= Understand; A= Apply and above levels (Bloom's Revised taxonomy)
Note: This specification table shall be treated as general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

7.   SUGGESTED LIST OF PRACTICALS:

The practical/exercises should be properly designed and implemented with an attempt to develop different types of cognitive and practical skills **(Outcomes in cognitive, psychomotor and affective domain)** so that students are able to acquire the competencies.
Following is the list of practical exercises for guidance.

Note: Here only outcomes in psychomotor domain are listed as practical/exercises. However, if these practical/exercises are completed appropriately, they would also lead to development of
Programme Outcomes/Course Outcomes in affective domain *as given in a common list at the beginning of curriculum document for this programme. Faculty should refer to that common list*

and should ensure that students also acquire those Programme Outcomes/Course Outcomes related to affective domain

Sr. No.	Unit No.	Practical / exercises (Outcomes in psychomotor domain)	Hrs. Required
1	II	1.Introduction of different tools of Photoshop 2.Introduction of different menus of Photoshop 3.Picture editing in Photoshop 4.Color correction in photoshop	14
2	III	1.Introduction of different tools of InDesign 2.Introduction of different menus of InDesign 3.Prepare logo in InDesign.	14
3	IV	1.Introduction to different tools of Quark XPress. 2.Introduction of different menus of Quarl XPress. 3.Prepare magazine cover design in Quark Xpress.	14
4	V	1.Introduction to different tools of Adobe Illustrator. 2.Introduction of different menus of Adobe Illustrator. 3.Prepare Carton design in Adobe Illustrator.	14
Total Hours			56

8.   SUGGESTED LIST OF STUDENT ACTIVITIES

i.Students will prepare Assignments for the above mentioned Topics.

ii.Students will learn how to install different Graphic Design Software.

iii.Students will learn which basic system configuration need for such kind of Graphic Design Software.

9.   SPECIAL INSTRUCTIONAL STRATEGIES (if any)

i.   Find out new features given in each Graphic Design Software's latest version.

ii. Learn different new Graphic Design Software available in the market other than Syllabus.

iii. Give as much creative exercises to students as possible for them to do on different software and allow them to use their creativity to full extent. Help them only when it is asked for.

10.   SUGGESTED LEARNING RESOURCES

A.   List of Books:

S. No.	Title of Books	Author	Publication
1	Magazine Design	Walker	Atul Prakashan
2	Book Design	Martin Duglus	
3	Design for Print Production	Warford	
4	Graphic Layout and design	Silver G.	
5	A publication Design	Hart Burt	

B. List of Major Equipment/ Instrument.

    i. Computer
    ii. Printer
    iii. Scanner

C.   List of Software/Learning Websites.

    i. Corel Draw
    ii. Adobe Photoshop
    iii. Adobe Pagemaker
    iv. Shree lipi etc.
*other software available in trial version.

11.   COURSE CURRICULUM DEVELOPMENT COMMITTEE.

Faculty Members from Polytechnics
- **Prof. B. l. Patel,** I/C Head of Department of Printing Technology, RCTI, Ahmedbad.
- **Prof. S. D. Gohel,** Lecturer in Printing Technology, RCTI, Ahmedbad.

Coordinator and Faculty Members from NITTTR Bhopal

- **Dr. Nishith Dubey,** Professor, Department of Vocational Education and Entrepreneurship Development.

- **Prof. Joshua Earnest,** Professor, Department of Electrical and Electronics Engineering

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