

**GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT
COURSE CURRICULUM**

Course Title: Basic Graphic Design
(Code: 3325802)

Diploma Programs in which this course is offered	Semester in which offered
Diploma in Printing Technology	Second Semester

1. RATIONALE

This course covers the study of design as a decision making discipline which controls all the aspects of print production techniques. It includes design methods of various Printed products, techniques of copy preparation, layout & dummy preparation of various jobs, computer application in designing field. The aim of teaching this course is to get the detailed study of various features of Graphic Design which will help students to apply the knowledge in his/her professional carrier.

2. COMPETENCIES

The theory and practical in this course are to be taught in such a way that after completion of this course student should be able to acquire following competencies:

- i. **Apply the concept of Fundamentals, Principles and Layout of Design.**
- ii. **Use the Corel Draw software for Graphic Design.**

3. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				Total Marks
				Theory Marks		Practical 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 Theory Practice; P - Practical; C – Credit ESE - End Semester Examination; PA - Progressive Assessment.

Note: It is the responsibility of the institute heads that marks for PA of theory & ESE and PA of practical for each student are entered online into the GTU Portal at the end of each semester within the dates specified by GTU.

DETAILED COURSE CONTENT

Unit	Major Learning Outcomes	Topics and Sub-topics
Unit – 1 Introduction	1a. Define Fundamentals of Design	Fundamentals of Design. 1.1 (i) Fundamentals like Point, Line, Space, Shape, Size and Proportion, Color, Tone, Texture, etc. 1.1 (ii) Identification of Design and Graphic Design.
	1 b. Select appropriate color scheme for intended use.	1.2Color 1.2(i) Color Theory (Hue, Shade, Tint) 1.2(ii) Color Wheel with Primary, Secondary Tertiary, Warm, Cool, Contrast. 1.2 (iii) Knowledge of various types of Color schemes (Color combination) – Complementary, Analogous, Split complementary, Triad, Soft, Dark, Monochromatic 1.2(iv) Selection of Color, Emotional Appeal of Color, Response of Color.
Unit– 2 Principles of Design	2a. Explain Basic Principles of Graphic Design	2.1 Principles of Design like Balance, Contrast, Proportion, Harmony, Unity, Rhythm etc.,
	2b. Appreciate composition in Design	2.2 Effective composition in Design.
Unit– 3 Originals, Layout, Type Face, and Art work	3a. Compare various types of Originals	3.1 Types of Originals 3.1(i) Line Original, Continuous Original, etc. 3.1(ii) Black & White Photographs, Color Photographs, Use of various lenses & Filters, High & Low Contrast, Brightness for improving quality of Photographic prints, Resizing, Cropping etc.
	3 b. Describe various Type Faces	3.2(i) Basics knowledge Type Faces, Styles & Four Family of Types, Legibility and Readability of Types 3.2(ii) Selection of Typefaces/fonts suitable to the subject and relation between type face and product, Printing process and Paper/substrate
	3c. Select proper Type Faces as per subject	3.3 (i) Creation of Symbol & Slogan 3.3(ii) Knowledge of Logo, Monogram, Trademark, Copy Writing etc.
	3d. Explain various types of Layout	3.4 (i) Purpose, Importance and Function of Layout. 3.4(ii) Types of Layout, Rough and Finished Layout 3.4 (iii) Composition methods (arrangements of Illustration, text matter, Logo (Symbol), Slogan, address etc.)
	3e. Select Paper sizes as per Layout	3.5 (i) Available Indian Paper Sizes.. 3.5(ii) Various Imposition schemes, Sheet work, Half Sheet work, Types of Folding 3.5(iii) Dummy Preparation and its importance.
	3f. Explain various techniques of Art Work	3.6 (i) Various techniques of Art work 3.6(ii) Knowledge of Art work for various printed

		products. Such as Publication, Books, Periodicals, Publicity and Display material, Hand Bills, Catalogue, (Brochures) Dangers etc., Packaging Materials, Stationary, Business forms, Continuous stationary etc., Specialty Printing – Lottery Tickets, Security stamps, Currency Printing, Bank cheque, Barcode, Hologram, Maps (Cartography)
Unit– 4 Computer Software for Graphic Design	4a. Identify various Computer Software for Graphic Design	4.1 Basic Introduction of various software used for Graphic Designing. (Corel draw, Page maker, Illustrator, In Design etc.)
	4 b. Use Corel Draw software in Simple Graphic Design	4.2(i) Introduction of Tools and their uses in Corel draw software. 4.2(ii) Introduction of Menu with their options of Corel draw software. 4.3(iii) Introductory use of Corel draw software in Graphic Design. 4.4(iv) Identify File formats used in Graphic Design

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

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I.	Introduction	08	04	06	04	14
II.	Principles of Design	06	02	02	06	10
III.	Originals, Layout, Type Face and Art work	16	06	08	12	26
IV.	Computer Software for Graphic Design	12	04	06	10	20
	Total	42	16	22	32	70

Legends: R = Remember; U = Understand; A = Apply and above levels (Bloom's revised taxonomy)

Note: This specification table shall be treated as only general guideline for students and teachers. The actual distribution of marks in the question paper may vary from above table.

6. SUGGESTED LIST OF EXERCISES/PRACTICAL

The exercises/practical should be properly designed and implemented with an attempt to develop different types of skills leading to the achievement of the above mentioned competencies. Following is the list of exercises/practical/experiments for guidance.

Sr. No.	Unit No.	Exercises/Practical	Approx. Hrs. Required
1	I.	Prepare Objects of various shapes, Color wheel with combination of colors.	08
2	II.	Composition of various Objects in given space using principles of Design.	08
3	III.	Identify various types of Originals Prepare Text paragraph using various Type Faces Create Logo (Symbol), Monogram of different companies Prepare Rough and Finished Layouts for Graphic Design Identify Various Paper sizes and its uses. Compose different objects in meaningful design Prepare Final Artwork of different jobs.	24
4	IV.	Identify Tools of Corel draw software. Identify Menus of Corel draw software. Prepare Design of various jobs using Coral draw software.	16
Total			56

7. SUGGESTED LIST OF STUDENT ACTIVITIES

7.1 Prepare File/Journal for the above mentioned Practical.

7.2 Collect of various samples Printed jobs which include use of various type of design, types of printing methods & types of design software.

7.3 Prepare different Logo/Monogram, Symbol of different companies using Coral draw software.

8. SUGGESTED LEARNING ACTIVITIES

A. List of Books

Sr. No.	Title of Book	Author	Publication
1	Art and Print Production	N.N.Sarkar	Oxford University Press,
2	MS Office Instant reference	Ravindra Davda	Computer World, Ahmedabad
3	Desk Top Publishing	Ashish Joshi, Jigisha Raval, Pragnesh Patel	Computer World, Ahmedabad
4	A guide to Graphic Print Production	Kaj Johansson, Peter Lundberg, Robert Ryberg	John Wiley & Sons, Inc. Hoboken, New Jersey

B. List of Major Equipment/ Instrument

Computer System with Internet, LCD Projector with Screen

C. List of Software/Learning Websites

- a. MS Office 2007 or Higher
- b. Adobe Page Maker 6.5 or Higher
- c. Corel Draw X3 or Higher

9. COURSE CURRICULUM DEVELOPMENT COMMITTEE**Faculty Members from Polytechnics**

- **Prof. B. A. Patel Ex. HOD Printing, R. C. Technical Institute, Sola, Ahmedabad.**
- **Prof. B. L. Patel, I/c. HOD, Lecturer in Printing, R. C. Technical Institute, Ahmedabad.**

Co-ordinator and Faculty Members from NITTTR Bhopal

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