

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

Course Title: Basic Design and Colour
(Code: 3315903)

Diploma Programmes in which this course is offered	Semester in which offered
Textile Designing	First Semester

1. RATIONALE

This subject provides knowledge regarding Elements of Art, Principles of Design, Principles of organization, Compositional techniques, Design - 2D & 3D, Rendering techniques, creating textures and pattern, Basic forms to be made by carving and modeling, color theory, Color mixing, application of color.

2. LIST OF COMPETENCIES

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.....

- i. Prepare suitable designs and motifs for the textile according to its use and type of fiber.

3. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				Total Marks
L	T	P		Theory Marks		Practical Marks		
L	T	P	C	ESE	PA	ESE	PA	200
0	0	10	10	0	0	80	120	

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

4. DETAILED COURSE CONTENTS

Unit	Major Learning Outcomes	Topics
1. Elements of Art	<p>1.1 Explain different elements of art</p> <p>1.2 Explain use of different elements of art</p>	<p>Elements of Art</p> <ol style="list-style-type: none"> 1. Line 2. Color 3. Shape 4. Texture 5. Space 6. Form 7. Tone (Value)
2.Principles of Design	<p>2.1 which are the principles of design</p> <p>2.2 draw sketches applying different principles used for designing</p>	<p>Principles of Design</p> <ol style="list-style-type: none"> 1. Movement 2. Unity 3. Harmony 4. Variety 5. Balance 6. Similarity and Contrast 7. Proportion 8. Dominance 9. Rhythm/Pattern
3.Principles of organization	<p>3.1 Which are the principles of organization</p> <p>3.2 draw sketches showing significance of different principles</p>	<p>Principles of organization</p> <ol style="list-style-type: none"> 1. Shape and proportion 2. Positioning/Orientation/Balance/Harmony among the elements 3. The area within the field of view used for the picture ("cropping") 4. The path or direction followed by the viewer's eye when they observe the image. 5. Negative space 6. Color 7. Contrast: the value, or degree of lightness and darkness, used within the picture. 8. Geometry: for example, use of the golden mean 9. Lines 10. Rhythm 11. Illumination or lighting 12. Repetition
4.Compositional techniques	<p>4.1 which are the techniques for composition of a design</p> <p>4.2 draw sketches applying different techniques</p>	<p>Compositional techniques</p> <ol style="list-style-type: none"> 1.Rule of thirds 2.Rule of odds 3.Rule of space 4.Simplification 5.Limiting focus 6.Geometry and symmetry 7. Other techniques
5.Design - 2D & 3D	<p>5.1 Sketch still life objects</p> <p>5.2 Sketch Natural life objects</p> <p>5.3 prepare sketch using different objects to create theme for textile design</p>	<p>Design - 2D & 3D</p> <ul style="list-style-type: none"> •Basic forms, still life objects, Natural objects, Sketches of Birds, animals, buildings, monuments, leaves, Foliage, plants and trees, fountains, boats, trees scenes and market scenes etc. •Basic forms to be made by carving and modeling in round and relief in materials like soft clay, soap plaster- block and plasticine

6. Rendering techniques, creating textures and pattern	6.1 use different rendering techniques and create different textures 6.2 create different patterns for textile design using different rendering and textures	Rendering techniques, creating textures and pattern
7. Introduction to color theory, tools and materials for drawing	7.1 what is color abstraction 7.2 what is meaning and use of different colors 7.3 prepare color wheel using the tools and materials of drawing	Introduction to color theory, tools and materials for drawing 1. Color abstractions 2. Historical background 3. Traditional color theory <ul style="list-style-type: none"> • Complementary colors • Warm vs. cool colors • Achromatic colors • Tints and shades • Split primary colors • Color harmony and color meaning 4. Color mixing, color schemes and color combination on the color wheel
8. Types of Designs	8.1 which are different types of designs 8.2 prepare sketch using line, form, color and texture 8.3 create motifs using different types of designs and	<ul style="list-style-type: none"> • Floral, geometric, ethnic, conversational Designs • Understanding of the value of space through line, form, color and texture. • Placement of motifs, Exploration and experiments with different materials

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

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Leve l	U Leve l	A Leve l	Total
1.	Elements of art	16				
2.	Principles of Design	12				
3.	Principles of organization	12				
4.	Compositional techniques	20				
5.	Design - 2D & 3D	20				
6.	Rendering techniques, creating textures and pattern	20				
7.	Introduction to color theory, tools and materials for drawing	20				
8.	Types of design	20				
	Total	140				

6.SUGGESTED LIST OF PRACTICALS

To be decided by the concerned teacher.

7. SUGGESTED LIST OF PROPOSED STUDENT ACTIVITIES

At least 12 specimens to be submitted during the term.

8. SUGGESTED LEARNING RESOURCES

1. Quick sketching - by carl cheek
2. How to draw and paint - by stan smith
3. More-Trees-by walter T. Faster
4. A free-hand-painting drawing-by Adelaide sproul
5. Drawing Animals-by victor perard.
6. Perspective of Artists-by Edward Laning.
7. Sketches Abroad-by Mary & Hicks
8. Beautiful Tree of India-by charies Mccann
9. Starting to paint still life-by Bernard Dunstan.
10. Roman Lettering for students by James Bostock
11. Fundamentals of Drawing - by K.R.Gopalkrishna.
12. Painting with Markers by-Emile Troise & otis Porl.
13. Object/Drawing - by Rashikala Parikh & K. Shah
14. Geometry - by Rashikala Parikh & K. Shah

9. COURSE CURRICULUM DEVELOPMENT COMMITTEE

Faculty Members from Polytechnics

- **Shri A C Dalal**, Lecturer in Textile Designing Govt. Poly for Girls, Surat
- **Smt U U Kothari**, Lecturer in Textile Designing Govt. Poly for Girls, Surat

Coordinator and Faculty form NITTTR Bhopal

- **Dr. C. K. Chugh**, Professor and Head Department of Electronic Media, NITTTR