



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Lesson Plan Version 1.0

Course: BAJMC -105 - Basics of Design and Graphics		
BAJMC - 1 st Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 04 (02 Labs of 02 Hours each)

Course Outcome (CO):

COs for Theory (BAJMC -105):	
CO1	Explain the basics of Design and Graphics (BTL-2)
CO2	Apply the different Desktop Publishing Layout & its design (BTL-3)
CO3	Analyze and apply the different visuals designs (BTL-4)
CO4	Appraise Post Processing Process and Printing. (BTL-5)
CO5	Design and Invent the Complete Graphical Design specification of a real-world case. (BTL-6)

Recommended Books:

Books	S.N.	Details of the Books
Text Books	1.	Art and Print Production. Oxford. University Press. Sarkar, N. N. (2012) [APP]
Reference Books	1.	Graphic Design Theory. London: Thames& Hudson Davis, M. (2012).
	2.	Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books. Joss, M., Nelson, L. (1977).

Lesson Plan for Theory:

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Introduction of Course, CO explanation	Chapter 1- [APP]
2.	Introduction to Design (Handmade v/s Computer Based)- Visual Aesthetics, Visual literacy	Chapter 1- [APP]
3.	Introduction to Graphics – Communication and Graphic Art	Chapter 1- [APP]
4.	Elements of the Designing and its different parts – Basic Approach	Chapter 5- [APP]
5.	Elements of the Designing and its different parts (Design Software's)	Chapter 5- [APP]
6.	Principles of Designing and its different parts (Vocabulary)	Chapter 5- [APP]
7.	Principles of Designing and its different parts (Syntax)	Chapter 5- [APP]
8.	Principles of Designing and its different parts	Chapter 5- [APP]
9.	Introduction to Typography – An overview	Chapter 2- [APP]
10.	Buffer class for Revision	
11.	Physical forms of Typography –Structure and Design	Chapter 2- [APP]
12.	Typography Size and Scales	Chapter 2- [APP]
13.	Letter forms of the Typography – Group of typefaces	Chapter 2- [APP]
14.	Letter forms of the Typography – Families of Typefaces	Chapter 2- [APP]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
15.	Letter forms of the Typography - Readability v/s Legibility	Chapter 2- [APP]
16.	Introduction to Colors - Color Vision, Functions	Chapter 6- [APP]
17.	Physical forms of Colors- Color combinations	Chapter 6- [APP]
18.	Physical forms of Colors - Types	Chapter 6- [APP]
19.	Psychological pattern and color - Guidelines	Chapter 6- [APP]
20.	Psychological pattern and color - Guidelines and usages	Chapter 6- [APP]
21.	Color Scheme - Responses	Chapter 6- [APP]
22.	Color Scheme and productions - Fake, Spot & Process	Chapter 6- [APP]
23.	Buffer Class for Revision	
UNIT II		
24.	Layout Components of Layout - Introduction	Chapter 4- [APP]
25.	Layout Components of Layout and its stages (Planning Phase)	Chapter 4- [APP]
26.	4 Stage theory of Layout Planning	Chapter 4- [APP]
27.	Publication Design - An Introduction	Chapter 10- [APP]

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
28.	Publication Design - Newspaper (Makeup and Mockup), Dummy Setup	Chapter 13- [APP]
29.	Publication Design- Tabloid and Magazine (Structure, Mockup and Layout)	Chapter 13- [APP] Chapter 16- [APP]
30.	Buffer Reserved for Revision	
31.	Publication Design -Book (BookAnatomy, Manuscripts)	Chapter 20- [APP]
32.	Publication Design - Print Ads	Chapter 14- [APP]
33.	Package Design - Packaging media and design brief	Chapter 18- [APP]
34.	Package Design - Design approach	Chapter 18- [APP]
35.	Layout Design for Web Banner	Chapter 10- [APP]
36.	Layout Design for Web Banner	Chapter 10- [APP]
37.	Buffer Reserved for Revision	
UNIT III		
38.	Visual and Introductions - Originals and Printed Page	Chapter 3- [APP]
39.	Physical forms of Visuals	Chapter 3- [APP]
40.	Functions of Visuals and Ethics along with editing	Chapter 3- [APP]
41.	Poster Design - Reach, Quality and Current Scenario	Chapter 17- [APP]

42.	Logo Design - Marks, Basics and Creating pattern	Chapter 15- [APP]
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Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
43.	Brochure Design - Direct Communications	Chapter 19- [APP]
44.	Buffer Reserved for Revision	
UNIT IV		
45.	History of Printing Process – Pre	Chapter 8- [APP] Chapter 9- [APP]
46.	History of Printing Process - Post	Chapter 8- [APP] Chapter 9- [APP]
47.	Basics of DTP - An Introduction	Chapter 10- [APP]
48.	What you get is what you see (WYGIWYSG), Hardware and Software compatibility	Chapter 10- [APP]
49.	Paper and Publishing –Paper Variety & Size	Chapter 11- [APP]
50.	Paper and Publishing –Weight & Quality	Chapter 11- [APP]
51.	Contemporary Printing Methods: Letterpress, Offset and Digital	Chapter 9- [APP] Chapter 10- [APP]
52.	Offset and digital	Chapter 9- [APP] Chapter 10- [APP]

Course: BAJMC-155 - Design & Graphic Lab - I	
BAJMC - 1st Semester	: No. of Practical Hours per Week: 04 (02 Labs of 02 Hours each)

Course Outcome (CO):

COs for Practical (BAJMC-155):	
CO1	Construct the basic poster design for a relevant case (BTL-3)
CO2	Make use of different layout on appropriate DTP software tools (BTL-3)
CO3	Influence and apply different design layout for newspaper and similar media through appropriate tools (BTL-5)
CO4	Designing appropriate Publicity material for a real-world case. (BTL-6)
CO5	Develop customized photo editing & morphing skills on suitable cases. (BTL-6)
CO6	Create the Complete Graphic Design specification of a real-world case. (BTL-6)

Lesson Plan for Practical:

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
1.	1.	Implementing the basic knowledge to Design and Develop a poster on any "Social Awareness"	Assignment A
	2.	Implementing the concept of Designing using DTP software - Photoshop to Design the Poster on any "Commercial Product Launch" using different tools	Assignment A
2.	3.	Implementing the concept of Designing using DTP software - To develop a set of flash cards using Photoshop for school Kids	Assignment B
	4.	Implementing the concept of Designing using DTP software - To develop a set of flash cards using Photoshop for Awareness campaigning	Assignment B
3.	5.	Implementing the concept of Graphic and Designing using Desktop Publishing software - To design and Develop "Web Banner - for Promotional Activity of Goods and Services"	Assignment C
	6.	Buffer Reserved for Revision	Assignment A - C

4.	7.	Implementing the concept of Graphic and Designing using Desktop Publishing software - To design and Develop "Web Banner - for Social Awareness Campaigning"	Assignment C
	8.	To Design and Develop the Visiting card of your choice.	Assignment D

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
5.	9.	Buffer Reserved for Revision	Assignment - D
	10.	Working and Understanding different tools of Photoshop	Assignment D
6.	11.	Understanding the Dimension and applying using Quark Xpress to design a Brochure	Assignment - E
	12.	Developing and building a Mockup & Makeup Blueprint for Brochure	Assignment - E
7.	13.	Applying the tools - for inserting Text, Typography changes, Inserting Colors in Brochure	Assignment - E
	14.	Inserting the Relevant Image to give the final shape and touch to Brochure	Assignment - E
8.	15.	Understanding the Design and layout to develop Tabloid / Broadsheet - Dimension, Size, Mockup	Assignment - F
	16.	Applying to develop the blueprint with accurate dimension.	Assignment - F
9.	17.	Applying the tools - for inserting Text, Typography changes, Inserting Colors in Newspaper Layout	Assignment - F
	18.	Inserting the relevant Images , Shape , Blurbs and graphic to design the tabloid	Assignment F
10.	19.	Proving the final touch to the design of Tabloid / Broadsheet (Newspaper)	Assignment F
	20.	Buffer Reserved for Revision	Assignment - F
11.	21.	Understanding the Photoshop and to insert using the DTP Software's	Assignment G
	22.	Applying Different kind of effects to the Images	Assignment G
12.	23.	Buffer Reserved for Revision	Assignment G

Week No.	Lab No.	Topics / Concepts to be Covered	Reference of Lab Manual
	24.	Applying effects to the images – also to understand the crop , putting shapes , insertions etc.	Assignment G
13.	25.	Buffer Reserved for Revision	Assignment F-G
	26.	Buffer Reserved for Revision	Assignment F-G

Testing Schedule:

Nature of Test	August	September	October	November
Surprise Test (ST)	-	-	ST in any of the Weeks	-
Mid Term Test (MT)	-	MT in 2 nd / 3 rd Week	-	-
Class Test (CT)	CT1 in any of the Weeks	-	-	CT2 in any of the Weeks
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 st week
Assignment Submission Schedule	Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			

Suggested Topics for Presentation:

S. No.	Suggested Topics for Presentation
1.	Color Schemes and Combinations
2.	Working with Layers
3.	Cutting, Copying and Cropping
4.	Applying the Design rules
5.	Types created in on Object oriented program

Suggested Topics for Group Discussion:

S. No.	Suggested Topics for Group Discussion
1.	Layout and Mockup
2.	Standardization of letter forms
3.	Copy to plate – Computer to Technology

4.	Equipment required for Desktop
5.	Design as a tool of effective communication