

INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

OBJECTIVE: *On completion of this course, the student should be able to:*

- describe basics of Design and Graphics
- utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media

PRE-REQUISITES

- Basic English language fluency and computer literacy.
- Basic understanding for the DTP Software's.

COURSE OUTCOMES

After the completion of the theory course, the students will be able to learn-

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)

UNIT - I

[Introduction to Design and Graphics]

1. Basics of Design and Graphics [No. of Hrs.: 12]
2. Elements and Principles of Design
3. Typography: Physical Form, Letter Form, Aesthetics and Classifications
4. Colour: Physical Forms, Psychology, Colour Scheme and Production

UNIT - II

[Layout]

1. Component of Layout and Layout Planning [No. of Hrs.: 12]
2. Publication Design: Newspaper, Tabloid, Magazine, Book and Print Ad
3. Package Design
4. Layout Design for Web Banner

UNIT - III

[Visual & Design]

1. Visuals: Physical Forms, Functions, Editing and Ethics
2. Logo Design
3. Poster Design
4. Brochure Design

[No. of Hrs: 12]

UNIT - IV

[DTP & Printing]

1. History of Printing Process
2. Basics of Desktop Publishing: WYSIWYG, Hardware and Software
3. Paper and Finishing
4. Contemporary Printing Methods: Letterpress, Offset and Digital

[No. of Hrs.: 12]

TEXT BOOKS:

1. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.

REFERENCES:

1. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
2. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.

OBJECTIVE: *On completion of this course, the student should be able to:*

- *demonstrate proficiency of effective Designing Skills*
- *utilize knowledge gained in planning, designing and presenting a Layout and Designing Projects*

COURSE OUTCOMES

After the completion of the practical course, the students will be able to learn-

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)

Exercises/Assignments

A. Photoshop

1. Design a Poster
2. Design a set of Flash Cards (8)
3. Design a Web Banner
4. Add Effects to Photographs (Minimum-5)

B. QuarkXpress

1. Design a Brochure
2. Design a Tabloid/Broadsheet (4 Pages)

Visit a printing press and write a report on the visit.

Internal Assessment: The student should maintain a file and soft copy of her/his assignments/jobs duly checked and signed by the concerned faculty. The marks assigned for internal evaluation are 40.