

AMPT07 GRAPHIC DESIGN

UNIT-1 INTRODUCTION TO “GRAPHIC DESIGN”

What is design, Graphic design, printer’s design?

UNIT-2 FUNDAMENTALS OF DESIGN

Line, tone, value, weight, texture, shape, size, space, etc.

Principles of design- balances, proportion, rhythm, unity, contrast, simplicity, fitness.

UNIT-3 COLOUR THEORY

Dimension of colour, colour schemes, colour symbolism, emotional effects of colour.

UNIT-4 DIVISION OF DESIGN

Natural, conventional, decorative, geometrical and abstract.

UNIT-5 TYPE

Methods of type arrangement, classification of typeface of font designing.

UNIT-6 PRINTING PLANNING

Rough layout, comprehensive, artwork, type of originals, sizing, mashing and cropping.

UNIT-7 DESIGN MANAGEMENT

Definitions in advertising art, modern art abstract art, applied art, advertising, publicity, public relations, sale promotion, sales manager

UNIT-8 DESIGN WITH D.T.P.

Various software’s used for designing.

UNIT-9 SELECTION OF AN APPROPRIATE PRINTING PROCESS FOR PRINTING OF A JOB

UNIT-10 WHAT IS 3D? VISUALIZING THREE DIMENSIONAL EFFECTS, FROM 2D DRAWINGS

UNIT-12 PERSPECTIVE-SENSE OF PERSPECTIVE DRAWING

UNIT-13 UNDERSTANDING OF SCALE AND SENSE OF PROPORTION.

References Books:

1. The Designer’s Handbook by Alistair Campbell
2. Design & Technology by Van No strand
3. Handbook of Advertising Art Production by schelmmmer.
4. Art & Production by Sarkar.