Communication design (Visual Communication) Course Content

1st Semester

DE  613  Visual Language Syntactics

Course Content  (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.
- Study of Visual Language – critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns.
- Analysis of Aesthetics- the structure of Appearance. Form in nature, Exploration of visual images with analogies from nature.

Texts / References

- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 1 July 2002
- Wong, Wucius; Principles of Form and Design, Wiley Publications, (1 September 1993)
- Kepes, Gyorgy; Language of Vision, Dover Publications Inc. (1 December 1995)
- Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press (1 August 2001)
- Hall, Edward Twitchell; The Hidden Dimension, Publisher: Anchor; Reissue edition (1 September 1990)
- Bachelard, Gaston; Jolas, Maria (Translator); The Poetics of Space, Publisher: Beacon Press; Reprint edition (April 1, 1994)
- Livio, Mario; The Golden Ratio: The Story of PHI, the World’s Most Astonishing Number, Publisher: Broadway Books; Reprint edition (September 23, 2003)
DE 615 Studies in Typography

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- Study of Typography. Study of Indian Language scripts. History, Classification, Anatomy and usage of various letterforms. Theoretical and applicable principles of communicating with letterforms. Multi lingual Typography.
- Expressive Typography. Compositions with type. Calligraphic Experiments in Indian Language scripts. Exploration of three dimensional features of letter forms. Typography in different contexts like Books, Mailers, New media, Posters, Signages, Motion graphics etc. Study of grids and layouts.

Texts / References

- Ruder, Emil; Typography, a manual of Design, Verlag Niggli AG; 7th Revised edition (March 1, 2001)
- Hekmut Schmid, Shinkosha, Seibundo; Typography Today. IDEA special issue, 1980.
- Elam, Kimberly; Expressive Typography. The word as image, John Wiley & Sons Inc (1 December 1989).
- McLean, Ruari; Manual of typography. Thames and Hudson, (November 1, 1980).
- Ruegg, Ruedi & Frohlich, Godi: Basic Typography, Academy Editions Ltd (a division of John Wiley & Sons Ltd.) (April 1974)
- Schmid, Helmut; Typography Today, Seibundo Shinkosha (1 July 2016)
### DE 617 Introduction to Advanced Photography

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*


**Texts / References**

- Frye, Michael, Digital Landscape Photography: In the Footsteps of Ansel Adams, Focal Press (January 20, 2010)

### DE 619 The Speaking Image

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This course is intended to nurture an interest in the world of illustrated books and illuminated manuscripts.

- Keyframes from the history of visual art
- Keyframes from the history of literature
- The past, the present and the future of the image
- The illustrated text
Texts / References

- Sinha Gayatri, Indian Art: An Overview, Rupa (1 July 2003)
- Barnet Sylvan, Cain William, A Short Guide to Writing about Literature, Longman; 12 edition (July 8, 2011)
- Bowles John, Painted Songs and Stories, Indian National Trust (January 28, 2011)

DE 621 Media Technology

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

Digital Technology influences the process of design including several stages in conception and realization. Media Technology is an interdisciplinary subject which links to technology used in interaction design, informatics, communication design, print and similar areas. The course has an emphasis on practical applications of technology in design process, which can enhance the designer’s theoretical understanding and vice versa.

Topics to cover:
- Introduction to various digital technologies used in communication design
- Designing for internet and communication devices, its limitations and possibilities
- Pixel perfect design, use and importance of digital artifacts
- Designing for print media
- Constraints and possibilities in modern printing process
- Study of production methods of books, new papers, magazines etc.
- Study of packaging using different materials.
- Handling print projects through digital media.
- Digital format image manipulation, Colour correction, font management, colour proofing etc.
DE 623 Visual Design

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- The focus of this course will be acquire an ability to identify a visual design problem.
- Understand the factors that directly or indirectly influence the visual design problem.
- Design methodology –Study in the phases of process from analysis through synthesis an evaluation. To be able to develop a program for investigation of problem.
- To be able to think from the audience point of view and to construct communicable messages for the audience through various media.

Texts / References

- Ian Noble Russell Bestley; Visual Research, AVA Publishing; 2nd edition (November 1, 2011)
- H Kumar Vyas; Design - The Indian context, National Institute of Design (2000)
- Helen Armsstrong; Graphic Design Theory - Reading from the field, Princeton Architectural Press; 1 edition (March 11, 2009)
- Ellen Lupton; Graphic design thinking : Beyond Brainstorming, Princeton Architectural Press, (27 July 2011)
- Karl Gerstner; Designing Programmes; Lars Müller Publishers; 3rd, rev. and enlarged ed. edition (November 14, 2007)
- Ken Garland; A word in your eye, University of Reading,Department of Typography & Graphic Communication (1 November 1996)
DE 625 Introduction to Filmmaking

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

Pre-production, Developing Story, Script Writing, Story Board, Production, Camera, Shooting Strategies, Camera Movements, Steadicam, Sound Recording, Post Production, Editing, Sound Design, Color Correction, Transcoding, Film Theory, History, Regional Movies.

Texts / References

- Rodriguez, Robert, Rebel without a Crew, Plume Books Sep - 1996 (1709)
- Katz, Steve, Film Directing Shot by Shot: Visualizing from Concept to Screen, Michael Wiese Productions; 1 edition (6 April 2011)
- Kolker, Robert, Film, Form, and Culture, McGraw-Hill Inc.,US (1 September 2001)
DE 627 Indian thoughts and tradition

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This is an exposure course to Indian thought and traditions which will cover various domains like Indian visual art, oral traditions, music, dance, theatre, science, health and architecture and society that make India stand out uniquely as a nation because of its diversity of cultures, languages, religions and customs.

**Visual Art** – Traditional and contemporary schools of Indian Art, folk art

**Oral Traditions** from the ancient to the present

**Music** – Classical (Hindustani & Carnatic), Semi-classical, Folk, Fusion

**Dance** – Classical, Folk, Contemporary

**Theatre** – Traditional (Natashastra), Contemporary, Puppet Theatre

**Science** – An understanding of the scientific approach to everything and the holistic approach to it and how it influenced all aspects like health, architecture, management and even the arts.

Post independence understanding of India as a nation and bridging the wealth of the past with the potential of the future.

Reflection of this exposure to the question – What is or what can be called “Indian” Design?

**Texts / References**

- Iyer Bharatha K., Indian Art-a Short Introduction, Stosius Inc/Advent Books Division; Reprint edition (1 December 1983)
- Gandhi Indira, Eternal India, Allen & Unwin (1 August 1980)

DE 651 Sketching and Anatomy 1

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- To become fluent with capturing the human and animal form
- Proportions, structure, volume and shading techniques
Texts / References

- John.V.Vanderpoel, The Human Figure, Dover Publications; 2nd edition (24 April 2012)

2nd Semester

DE 612 Design Issues

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

This course will contain two predominant approaches. The first is reflective which will help students to ponder on the very basic yet subjective questions like what makes a good designer.
- It will address understanding perceptions & Paradigms which enable students to “think outside the box” by identifying the boxes one creates inadvertently while designing.
- It will deal with the tangible and intangible relevance of broadening one’s perspectives in Arts Aesthetics, Science and Technology to design.

The second is an exposure to different thoughts and perspectives, concerns and issues in the context of design.
- The challenges in design, layers or user experience, design process
- Design for the real world
- It will also expose the students to emerging areas of design,
- Relevance of design in the context of India,
- Importance of sustainable design practices, preserving traditional practices & designing for the underserved communities.
- Lastly it will provide an exposure to the design process.
DE 614 Design Workshop

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- An independent one week workshop which involves working on actually design problems with practicing professionals. Study of various techniques used in Design execution like Calligraphy, Pottery and Ceramics, Printmaking, Theatre, Film and Video, Performing Art Sculpture, Painting, Story Telling and Narrative, Toy Design, Book Design, Sound Design, Exhibition Design, Information Graphics and Way finding Environment etc.

Texts / References

DE 616 Introduction to User studies

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- Observation
- Contextual inquiry
- Interpreting interviews with team members,
- Consolidating data across users with personas
- Using data in the design process

Texts / References

- Beyer, Hugh; Holtzblatt, Karen; Contextual Design: Defining Customer Centered Systems; Morgan Kaufmann Publishers In; 1st edition (8 December 1997)
- Mike Kuniavsky; Observing the User Experience, Morgan Kaufmann; 2 edition (September 21, 2012)

DE 618 Semantics and Communication Theory

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- The course explores relationship between human information processing and design of messages
- Introduction to the, working memory (STM & LTM), chunking theory and their implications on human information processing. Human information processing strategies with emphasis on processing of visual information. Introduction to visual perception and Gestalt laws of organization. Introduction to information theory and their application to spatial and spatio-temporal message design.
- Concept of attention in perception. Relationship between message design and attention, Exploring relationships between the semantics and the structure of messages.
- Course is supported by studio work which uses these theories in design of communication messages.
**Texts / References** (The total number to be restricted to 6 – 8. Web references may be given, if really required. Complete details of Texts/References should be provided. **Book**: Authors (Initials & Last name), Title, Edition (Optional), Publisher, Year. **Journal Articles**: Authors (Initials & Last name), Title, Journal name, Volume, Page nos., Year. **Web References**: Authors/Organization, Title, Year (if available), URL.)

- Mole, A; Information theory and aesthetic perception, University of Illinois (1969)
- Lee Lefever; The art of explanation, Wiley; 1 edition (October 12, 2012)
- William Lidwell, Kritina Holden, Jill Butler; Universal principles of Design, Rockport

**DEP 602 Communication Design Project**

**Course Content** (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books design, animation and interaction design.

**Texts / References**

As per project choices.
### Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

- Investigation of human physical characteristics and limitations with respect to the environment as related to visual communications of text and graphics.
- Ergonomics as applied to visual-legibility studies. Use of eye movement recorder in visual analysis.
- Environmental conditions of illumination - study of figure and ground relationships.
- Ergonomics of readability issues with respect to static and dynamic text at short and long viewing distance. Ergonomics related to readability issues on display devices.
- Research methods in ergonomic data generation.
- Human Perception related to Visual Design applications.

### Texts / References

- Nielsen, Jakob, Usability Engineering, Morgan Kaufmann; 1 edition (September 23, 1993)
- Marie, Anne; Barry Seward; Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, Publisher: State University of New York Press (July 1, 1997)
DE 703 Arts Design and Society 1

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Analysis of history of Design. Bauhaus, Ulm.
- Analysis of history of Design in India. Analysis of design in the context of India.
- Cultural studies. Discourse analysis.
- An Introduction to Theatre.
- An introduction to Documentary Films.
- Critical writing in Art, Design, Theatre and Film.
- An Introduction to Humanities and Social Sciences.
- Qualitative methods- ethnographic, historical, philosophical, case study, and interview.

**Texts / References**

- Mario, Bussagli; Sivaramamurti, C.; 5000 Years of Art in India, L.N.Abrams, NY, 1981.
- Ananda, Coomaraswamy; The Dance Of Siva, Kessinger Publishing, LLC (September 15, 2006)
- Eames, Charles and Ray; The India Report, NID, 1958
- Neil, Gershenfield; When Things Start to Think, Published by Hodder & Stoughton Ltd 07/01/1999
- Gropius, Walter (Author); Pick, Frank (Introduction); Shand, P. Morton; The New Architecture and The Bauhaus, The MIT Press; F First Edition Thus, Later Printing edition (March 15, 1965)
- Morris, William (Author); Kelvin, Norman (Editor); William Morris; on Art and Socialism, Dover Publications (August 9, 1999) ISBN-13: 978-0486409047
- Trivedi, Kirti (ed.); Indian Symbology, IDC, 1987
- Raizman, David; History of Modern Design, Publisher: Pearson Prentice Hall; 2nd edition (July 9, 2010)
- Spitz, Rene; The Ulm School of Design: A View Behind the Foreground, Publisher: Edition Axel Menges (March 20, 2002)
- Lupton, Ellen; Miller, J. Abbott (Editor); The ABC’s of Bauhaus, The Bauhaus and Design Theory, Publisher: Princeton Architectural Press (June 15, 2000)
### DE 707 Design Research Methodologies

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This course offers an introduction to research methods used in the design process for post-graduate students of all branches of design. Topics which will be covered include: Introduction to qualitative research methods used in design, Introduction to quantitative methods, exploratory, inferential and casual research, Research Design and Introduction to Reading research and Reporting research.

**Texts / References**

- Doing Research in Design by Christopher Crouch, Bloomsbury Academic (May 8, 2012)
- A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers (October 1, 2006)
- Practical Research: Planning and Design by Paul D. Leedy, 1980, January 3, 2015

### DEP 701 M.Des Project 1

**Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

The summer internship provides an opportunity for you to work in rural or urban scenarios, based on your preferences and it hopes let you explore the impact design can have on our society, given the backdrop of socio-economic and cultural context of our country.

The duration of the project is four weeks.

All the students will have to make a presentation after they have completed their internships.

**Texts / References**

As per project choices.
**DEP 703 M.Des Project 2**

**Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):**

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

- Duration: 4 months from July– Nov.
- This project will be an extension of the project III and should include development of the final design concept. The defence presentations will be held during the month of April and time given till the end of June to complete the jury feedback, final drawings and finer detailing of the project.
- The evaluation of the Stage 2 of Project III is done by a panel of examiners appointed by DPGC. The panel will consist of external jury member along with an internal examiner, the guide and the chairman (A Professor or an Associate Professor from another Department of IIT Bombay)

**Texts / References**

As per project choices.

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**4th Semester**

**DE 702 Arts Design and Society 2**

**Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):**

- Key issues in visual arts (painting and installation art, photography, films), performing Arts public art.
- Concepts and concerns, and discourse on contemporary arts practice.
- The course involves talks by visiting artists, writers, film-makers, theatre artists as well as site visits to organizations and institutions that support arts-based activities and education.
DEP 702 M.Des Project 3

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

• Duration: 5 months from December – May.
• This project could be an extension of the previous project (if the scope of the project justifies the extension) or it could be an independent project with one of the following focus:
  • Design project of student interest and / or faculty interest and / or industry project
  • Re-design project that relooks at an existing problem or situation
  • Research project, delving into methodological or pedagogic issues
  • Exploration project, exploring application possibilities in a new technology or medium or variations
  • The evaluation of the Stage 1 of Project III is done internally with a panel appointed by the DPGC in consultation with the guide. The panel will consist of the guide and two other faculty members.

Texts / References

As per project choices.