SEMESTER 1

MVC101: Visual Language and Perception
(100 Marks)   Lecture hours: 20   Practical hours 20

Brief Description of the Course:

Ways of seeing in the visual world and analyzing the visual experiences and the visual data. Course introduces novel methods to understand the meaning and interpretations of visual images. The course provides end number of examples and references to know the ways of seeing from the simple to complex world. Course also provides opportunity to learn from the interdisciplinary domains.

Learning Objectives:

- Develops the ability to observe, analyze and understand the visual information received from the world around.

- Helps in identifying the problems of visual representation and provides solutions through visual codes, symbols and narrative diagrams.

- Helps to cross the limitations laid by the textual reality and to develop the visual reality for art and design context.

Pedagogy:

Instruction consists of lectures demonstrations Practical assignments, studio projects, quizzes.

Course Outline:

- Principles of Visual Communication
- Historical Evaluation of Visual Communication
- Visual Language and Graphic representation
- Typography
- Structuring Two-Dimensional Space
- Color Theory
- Visual Design – Signs and Symbols | Corporate Identity| Conventional Mediums and new mediums in visual communication
- Composition – Grid system| Rule of Third | Golden Ratio

Recommended Text:

- *Visual Thinking for Design - Author(s): Colin Ware ISBN: 978-0-12-370896-0*
- *A Visual Language: Elements of Design by David Cohen, Scott Anderson*
- *Visual Thinking for design - Colin Ware , Visual language for designer - Connie Malamed, Elements of Typographic Style - Robert Bringhurst , Thinking with Type - Ellen Lupton, The Fundamentals of Typography*
- *by Gavin Ambrose and Paul Harris*

MVC102: Design Methodology and Process
(100 Marks)   Lecture hours: 20   Practical hours 20

Brief Description of the Course:

Introduction of the basic elements and principles of Art and Design topics required for a student at the entry level. Course allow student to look at the subject in a broader perspective and provide a solid theoretical base for the specialization program. Examples for relevant Design problems are given to understand and to find out the solutions. Both 2 dimensional and 3 dimensional design processes is addressed in this course.

Learning Objectives:

1.   After completing this course student will be able to understand the elements and define all the principles of Design

2.   Students will be capable of interpret different Design problems and explain the solutions.

3.   Students are capable to understand and explain the 2 dimensional design the concepts

4.   Students are capable to understand and interpret 3 dimensional design concepts.

Pedagogy:

 Lecture, Demonstrations, Presentations, Discussions and Seminars.

Course Outline:

- Introduction to visual elements and elements of Design, their characteristics, behavior and visual attributes

- To discuss the examples of Aesthetic representation of visual elements
- To discuss the problems of organization of an object and group of Objects of Art and Design
- Introduction to the concept of form, function and the beauty
- Theoretical introduction to the Gestalt Laws of perception, phenomenology, and fundamentals of design.
- To discuss the problems for Simplification of forms and the guiding principles and Layout – division of space, grids
- Colour theory. Introduction to colour fundamentals
- Colour – interpretation and meaning - connotation, symbolism
- Colour and composition using basic geometrical shape - Colour interaction.
- Composition using basic design elements.

Recommended Text:

1.   *Principles of Form and Design by Wucius Wong John Wiley & Sons, New York, ISBN-10: 0471285528*

   , ISBN-13: 978-0471285526.

2.   *Principles of Color Design by Wucius Wong, Publisher: Wiley, ISBN-10: 0471287083*
 ISBN-13: 978-0471287087.

3.   *Principles of Two-Dimensional Design, Wucius Wong, Publisher: Wiley, ISBN-10: 0471289604 ISBN-13: 978-0471289609.*

MVC 103: Design Research
(100 Marks)   Lecture hours: 20   Practical hours 20

Brief description of the Course:

Exploration and Understanding of various Indian Art forms and graphical representation of research outcome.

Learning Objectives:

a)   Experiencing various Indian Art forms
b)   Archiving and documentation
c)   Application of traditional art forms into commercial formats

Pedagogy:

   Instruction consists of field trip, Documentation, presentations, demonstrations, Practical assignments

Course Outline:

a)   Research work on Indian Art Forms (Gond, Madhubani, Warli, Mughal Miniature, Patachitra, Kalighat Painting etc.)
b)   Sample Collection
c)   Modernization and application of Indian Art form in commercial format.

Textbooks:

- *Indian Art and Culture - Nitin Singhania , History of Fine arts in India - Tomory Edith,The Art and Architecture of India: Buddhist, Hindu, Jain*
- *By Benjamin Rowland,The Art of Mughal India*
- *By Stuart C. Welch, Rajput Painting*
- *By Sherman E. Lee; George Montgomery, Garhwal Painting*
- *By W. G. Archer, A Survey of Indian Sculpture*
- *By S. K. Saraswati*

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for M. Sc. (Animation & Graphic Design)
(Effective for Academic Session 2021-2022)

MVC181: Design Project 1 (Conceptual Typography)
(100 Marks)   Tutorial hours: 20   Practical hours 60

Understanding the role of typography in Visual representation
Typographic play for visual communication across mediums

Suggested Reading
1. Typography, a manual of Design, by Ruder, Emil; Verlag Niggli AG
2. The elements of typographic Style by Bringhurst, Robert; Hartley and Marks
3. Typography. A Manual of Design by Ruder, Emil; Niggli Verlag
4. Manual of typography by McLean, Ruari; Thames and Hudson
5. Expressive Typography. The word as image, by Elam, Kimberly; John Wiley & Sons Inc
6. Graphics of communication - Typography, Layout, Design, by T Arthur. Russell N Turnbull,

MVC182: Design Project 2 (Technical drawing for Graphical Representation)

(100 Marks)   Tutorial hours: 20   Practical hours 60

Brief description of the Course:

Understanding the basic shapes, structure and geometrical forms with visual perspective.

Learning Objectives:

a)   Students should learn formation of drawing and shape based on basic geometry
b)   Should learn visual perspectives
c)   Should learn about the application of different colour medium.
d)   They should study about isometric drawing.

Pedagogy:

   Instruction consists of presentations, demonstrations, Practical assignments

Course Outline:

- Technical Understanding of Space and Form
- Use of Representational tools and techniques for different mediums
- Converting visual images in to 2D representation
- Graphic information creation- Infographics for visual representation
- Perspective - 1 point |2 Point | 3 Point
- Isometric Drawing

Textbooks:

· *Basic Perspective Drawing Book by John Montague*
· *Perspective drawing handbook Book by Joseph D'Amelio*
· *Perspective Drawing for Beginners Book by Len A. Doust*

· *Making Geometry: Exploring Three-dimensional Forms Book by Jon Allen*
· *Drawing Geometric: Tools and Inspirations to Create Amazing Geometric Drawings - Includes: Sketchbook, Geometric Stencils, and More by Tilman Zitzman*

MVC191: Conceptual Photography
(100 Marks)   Tutorial hours: 20   Practical hours 40

Module 1
Photography Communication:
Advanced Techniques and tools for image exploration. Aesthetics and communication in photographic medium
Analysing works of Great Masters

Module 2
Image making and image manipulation. Digital manipulation. Analyzing works of Great Masters

Module 3
Lighting for visual representation, techniques and tools

Suggested Reading
1. Langford's Starting Photography: The Guide to Creating Great Images, by Philip & Langford, Focal Press; 6 edition
2. Photographic Composition: A Visual Guide, by David A Page & Richard D Zakia. Focal Press
3. Perception and Imaging: Photography—A Way of Seeing, by Richard D Zakia, Focal Press
4. Studio Photography: Essential Skills, by John Child, Focal Press
5. Digital Photography: Expert Techniques by Ken Milburn

MVC 192: Digital Design I
(200 Marks)   Tutorial hours: 20   Practical hours 60

Brief description of the Course:

Knowledge of converting sketches, rough concepts, ideas and traditional medium works into digital medium.

Learning Objectives:

a)   Learning to work in a Digital environment
b)   Use of software to achieve target output.
c)   Transforming ideas into forms

Pedagogy:

Instructions consists of Sketching, coloring, light and shade study, form and texture creation using digital mediums / software.

Course Outline:

- Fundamentals of Vector and Raster Graphics
- Introduction to Illustration Techniques
- Optimization of Raster and Vector Graphics
- Digital Illustration and Painting Techniques

Software Usage:

- Adobe Photoshop CC
- Adobe Illustrator CC

Textbooks:

·   *Creative photoshop, Digital Illustration and art techniques - Derek Lea*
·   *Illustrator CC ,Visual Quickstart Guide - Elaine Wienmann*
·   *Graphic designer's Digital Toolkit - Allan Wood*
·   *Creative photoshop, Digital Illustration and art techniques - Derek Lea*