FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2022-23

Programme: **Bachelor of Technology (Automobile Engineering)**

Semester: **II**

Course Code: **900009904**

Course Title: **Media and Graphics**

Course Group: **Labral Arts**

900009904: MEDIA AND GRAPHICS

I.   **Number of Credits   :   Two (02)**

II.   **Teaching & Evaluation**

Contact Sessions / Hours per week			Examination Marks (Maximum / Passing)		
Theory	Practical	Contact Sessions	Internal (T/P)	External (T/P)	Total
	2		40	60	100

* T-Theory / P-Practical [**J**: Jury; **V**: Viva; **P**: Practical, O: Other, Pl. Specify]

III.   **Course Objectives**

The objectives of this course are:
- To encourage/ foster creativity among the students
- To introduce students to the fundamentals of graphic designs
- To cultivate / spawn awareness among students about the significance of art and designs, art criticism and aesthetics
- To help the students understand the meanings of concept, designs, shapes, colors, print and medium
- To give the students first-hand experience of working on Graphic Software
- To develop in students an understanding of major issues, techniques and aspects of designs and print

IV.   **Course Outline**

Module No.	Title/Topic	Contact Sessions
1	**An Introduction to Media and Graphic Design** • *Creating Art, Art in Context And Art As Inquiry* • *History of Graphic Design* • *Constructional, Representational, And Simplification Drawing*	03
2	**Layout and Design** • *Layout, Design And Aesthetics* • *Elements of Design* • *Principles of Design: Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition And Proportion* • *Impact/function of Design* • *Indigenous design practices* • *Role of design in the changing social scenario*	07

3	**Form and Space** • *Types of Forms : MAN-mADe, NATURe* • *Types of SPACe : NeGATive And Positive* • *Composition of Form AND SPACe to creATE LAYOUt* • *Exploring CreATIvity*	06
4	**Computer Graphics** • *An Introduction to GrAPHic SOFTWARe* • *FLASh, CoreldrAW, IllustrATOr ANd Photoshop* • *Pre-press Process*	04
5	**Fonts** • *Construction of Type* • *AnATOmy of Type* • *VisuAL LANguAGE* • *CreATIng Logo ANd Symbol*	04
6	**Basic Print Media** • *An Introduction to Press ANd its Development PHASEs* • *Types of Press* • *Types of Printing Technologies* • *Post-press Processes*	03
7	**Contemporary Issues in Graphic Design** • *Present DAY GrAPHic Designs* • *ContemporARy Designers ANd their Contribution* • *MAJOR ContemporARy Issues in GrAPHic Design*	03
	Total Hours	30

V. Pedagogy

Teaching will be practical based on the hands-on experiences, live and interactive sessions. It will run in the workshop mode. Four Workshops (each of a day) will be organized during the semester.

VI. Evaluation

The students will be evaluated continuously in the form of their consistent performance throughout the semester. There is no theoretical evaluation. There is just practical evaluation. The evaluation (practical) is schemed as 40 marks for internal evaluation and 60 marks for external evaluation.

VII. Internal Evaluation

Students' performance in the course will be evaluated on a continuous basis through the following components:

Sl. No.	Component	Number	Marks per incidence	Total Marks
1	Participation	-	05	05
2	Performance/ Activities	-	15	15
3	Project	-	15	15
4	Attendance	-	05	05
			Total	**40**

VIII.   **External Evaluation**
Practical Examination
University Practical examination will be for 60 marks and will test the performance, activities and creative presentations of the students with reference to the course selected.

Sr. No	Component	Number	Marks per incidence	Total Marks
1	Viva / Practical/ Demonstration	-	60	60
			Total	**60**

IX.   **Learning Outcomes**

At the end of the course, the students/participants should have developed:
- Cultivated a sense of creativity.
- Appreciation of art and designs, art criticism and aesthetics.
- How to recognize the elements of arts in graphic design.
- Better cognizance and association with the meaning of designs, shapes, colors, print and medium.
- Able to design graphics using computer softwares like Photoshop, CorelDraw, and Illustrator.