

I. PRINCIPLES OF DESIGN (CREDITS: 4)

Section - A

Unit I: Graphic Design: Introduction, Brief History of Graphic Design, Graphics Around You, Communication Design, Elements of Graphic Design, Formal Elements of Design, Basic Design Elements, Lines: Types of Lines, Functions of Lines, Shape: Functions of Shapes, Texture: Functions of Texture in Design: Form, Space, Design Principles

Unit II: Colour, Basic Colour Theory: Contrast and Harmony, Colour Association, Typography: Type Anatomy, Categories of Type, Using Types (in Design)- Readability and Legibility, Laws of Gestalt and Type, Composition and Type-Visual Hierarchy Using Emphasis

Unit III: Layout: Types of Graphics Layout, The Web Layout Designs, The Goals of Layout Designs, Arranging Visual Elements, Layout Grids, The Golden Ratio – The Compositional Tool in Layout Design, Design Guidelines For Web: Form and Space, Form and Space as Design Elements, The Gestalt Principles, Law of Pragnanz (Good Figure, Law of Simplicity), Closure, Proximity, Continuation, Similarity, Figure and Ground

Section - B

Unit IV: Web User Interface Design: Understanding the Web, What are Aesthetical Values?, What is Usability?, The Trade-off, Web Performance:Media Elements, Impact of Media Elements, Effect of Media Elements on Web Performance

Unit V: Different Types of Websites: Personal Website, Photo Sharing Website, Writer/Author's Website, Community Building Website, Mobile Device Website, Blog, Informational Website, Online Business Brochure/Catalogue, Directory Website, E-Commerce Website

Unit VI: Information Design: Web Usability, Understanding Users, Designing Techniques, Design Guidelines, Interactive Design, What is Excise, Examples of Excise in Web, Impact of Excise, Eliminating Excise through Interactivity, Significance of Eliminating Excise, Elements that Eliminate Excise