

Course Abstract

Name of the Course: **GRAPHIC DESIGN HISTORY**

Name of the Discipline: Graphic Design

Usual time of occurrence: Graphic Design – B.Des – Semester - III

Course Category: **TH**

Duration: **1.0 Week**

Credits: **2.0**

Relevance

This course is an overview of the history of visual communication design with an emphasis on graphic design. This course is an extremely crucial foundation of genesis of the need to communicate visually that was thought years ago and the legacy continues today and still provides wider scope of deconstruction, post modernistic ideations on form and content forming the futures of Graphic Design. We will explore the history of images and writing systems and develop a better understanding of human communication systems. What is the graphic design historical narrative telling us about different cultures through the letterforms and symbols? How has visual communication contributed to the formation of the knowledge about/and existence of varied global as well as indigenous cultural groups? How are the formal qualities of these communications depicting the values that became a strong design language of modern times?

Objective

- To make students gain knowledge about the theoretical and practical significance of visual design principles and larger science.
- The course will achieve sensitizing students perceptual abilities about form, image and meanings by developing their mind's eye. This will aid them to effectively perceive visual objects and their arrangements; you'll be able to create a more coherent design that will better connect with your audience.

Course Contents

- Historical narrative of visual communication design journey (understanding through Historiographies: methods of understanding how a certain history gets formed?)
- Technological, cultural and aesthetic influences on forms, styles and functions of varied kinds of graphic communication
- Students will gain detailed knowledge about communication signs and symbol systems. They will work with basic research methods common to both graphic design and history of visual communication.
- Students will get opportunity to hone their written and verbal communication skills through planned assignment(s) of analysis and written articulation about certain landmark points in Graphic Design History.
- Conscious delving into varied social context of interventions that evolved with time in Graphic Design universe
- How historical events have been communicated/perceived through graphic presentation/imagery?
- How to identify and read/express meanings of canonical pieces of Graphic Design to novice audience?

Methodology

- Introductory lectures on session themes, supported by films/video screenings [focus: Graphic Design History and Evolutions].
- Required reading of texts and their discussion
- Visit to a national museum / cultural heritage site in India to explore resources available for graphic design students. Visits to this site of historical and cultural significance help examine Indian design in its original context.

Sr. No	Evaluation Criteria	Description
1	Reflective Thinking	Ability to reconsider concepts, ideas, design issues and evaluate them.
2	Communication	Ability to transmit ideas through different media
3	Attendance and Time Management	Regularity, punctuality of attendance and time management
4	Participation	Quality of class participation and interaction with fellow students and faculty
5	Conceptual Clarity and Comprehension	Level of understanding and comprehension, linking new learning to the existing knowledge for better organization of information. Ability to understand concepts comprehensively, remember and articulate them