

Name of the Course:
Environmental Graphic Design (for Department Elective)

Name of the Discipline: Graphic Design – M.Des
Usual Time of Occurrence: **Semester II**
Course Category: SK
Duration: **2 weeks [04-15 Feb 2019]**
Credits: 4.0

Total student: 05

Course Faculty:
Dr. Nanki Nath

Course Relevance

Spaces around us are in a constant flux with rapid transitions in landscape, architecture or the requirements of the people residing in / visiting these spaces. Hence, environments and spaces get redefined in couple of months in alignment with rapidly transforming technology and design. In this context, spatial graphic design offering unique and evolving experiences of spaces (with a focus on built spaces), the proposed course **Environmental Graphic Design [EGD]** becomes a significant skill development learning for students.

Objective

- To develop understanding of the workings of elements (material, image, color, pattern, illustration, and typography) and principles (wayfinding and navigation, identity and placemaking, branding) of EGD.
- To inculcate in students skill of designing with these elements and principles – experiential narratives aligned with architectural features to convey a specific messages for an involved user interactivity.
- Students will get an opportunity of integrating stories with potential built spaces to create memorable experiences (historical, cultural, commercial, social (recreational/interactive), etc.

Course Contents (*and mode of delivery*)

- **Elements of EGD** (*presentation based*)
 - Meaning of 'Image'
 - Kinds of Materials and Material Trends
 - Patternmaking
 - Colour Psychology in Spaces
 - Typography and Spaces
 - Illustration Techniques for Spaces
- **Principles of EGD** (*presentation or demonstrative broadcast based*)
 - Wayfinding Design and Navigation strategies in built space (case study)
 - Identity and Placemaking in built space (case study)
 - Branding built space (case study)
- **Experiencing trends of EGD** [*through experiential field visit(s)*], including: Modern Art & Culture Museums or a Multimedia Installations as part of branded environments

Deliverable(s) in the course:

Theme-based built spaces [historical/cultural, commercial and social (recreational/interactive)] would be allotted to student groups. As a group activity, it would be required from the group of students to identify the problems

with the allotted spaces. The final designs would vary from designing entire wayfinding, or focusing on identity and placemaking, etc. by applying the elements of EGD. The 2D and 3D explorations / prototype developments at PrintLabs, DVC, metal workshop, etc. would be open to students for harnessing their final deliverables.

ASSIGNMENT I

Dept. Elective: Environmental Graphic Design (04-15 Feb 2019)

Typology of Spaces

Duration: 4-6th Feb 2019

Each student will have to create a Typology of following attributes (along with spaces being the most imp. Category that will guide selections coming under other categories). You can further identify categories within each attribute and detail out the typology. These attributes are as follows:

- Purpose
- Context
- Medium of Expression(s)
- Technology/[ies]
- Spaces

The final representation of Typology should be in cartridge sheet of half imperial size (18" X 24") in the finalized form of the typology for submission.

Submission Date: 7th February 2019

Note:

Attached below are two simpler formats of Typologies, though recommend to map your ideas and information by applying your own forms of representation [refer to 'Information is Beautiful' – visual referencing for devising your own forms)

