

Course Abstract

Name of the Course: **VISUAL THEORY**

Name of the Discipline: Graphic Design

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

Course Category: **TH**

Duration: **1.0 week unit**

Credits: **2.0**

Relevance

Visual Theories with respect to Visual Communication Design form the intellectual foundation of thinking, research and design in designers/practitioners. The tools, techniques, materials, apparatuses, visual sense data sets, etc. in a graphic designer's kit involve strong understanding and underpinning of theories that inform how to meaningfully handle visual imagery. In the current times, with single image carrying the power of expressing multiple meanings in varied graphic design context, this course is of prime significance for a conscious, thorough knowledge construction and application of these significant visual theories by graphic design students. This will help them in polishing their visual power and mind's eye for actively participating in intellectual as well as practice-based design endeavors in academia and industry alike.

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

- History of Visual Media and introduction to basic visual research methods would be briefly included as part of the course.
- To make students understand the two basic visual theories of Visual Communication Design:
 - a) SENSUAL THEORIES (Gestalt Theory, Constructivism Theory, Ecological Theory)
 - b) PERCEPTUAL THEORIES (Semiotic Theory, Cognitive Theory)
- To make students understand the logic and applications of certain COMPOSITION THEORIES: The Golden Ratio, The Grid theory, Colour Theory, The Rule of Thirds, etc.
- Students will gain knowledge about the basis of having a visual language and what configures as its conceptual vocabulary.
- They will develop the skills of critical investigation of visual imagery, integration of the visual research methods and compositional theories in a sound way in their graphic design intervention.

Methodology

The course will be conducted in the graphic design lab / Presentation Room, PrintLabs / GD Classroom. Computer based assignments shall be conducted in IT lab / graphic design lab. The methodology/delivery mechanism will include individual visual imagery prominent projects – say, how to apply visual theories and research methods to create visual journals, archivals, graphic novels, visual epigraphs, tabloids, kiosks, posters, etc. Different mediums and graphic design context would be selected by students in loose consultation with course faculty.

Evaluation Criteria

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

If RW category, then to follow:

Sr. No	Evaluation Criteria	Description
1	Motivation and Self-management	Self-initiative, concern and motivation. Ability to organize and regulate one's own activities and time management
2	Research and Comprehension	Ability to research ideas, issues and problems in the chosen context. Linking new learning to the existing knowledge for better organization of information. Ability to understand concepts comprehensively and to articulate them
3	Reflective and Critical Thinking	Ability to judge merits and demerits of concepts, ideas and design issues and reconsider them for specific context. Ability to analyze/ synthesize problems and concepts and think logically
4	Perception, Observation and Sensitivity	Attention to the details and ability to apprehend them. Keenness of observation and sensitivity and responsiveness to distinctive/ subtle features
5	Attentiveness, Awareness and Empathy	Curiosity and inquisitiveness. Desire to be well informed and gain knowledge. Ability to identify the self with the context and reality
6	Quality of Outcome & Documentation	Ability to create tangible outcome that fulfills the objective/ purpose within the given constraints. Communicative/ experiential or expressive quality and substance reflected through the outcome