# Faculty of Design
# Diploma in Design (D. Des.)
# (W. E. F.: 2023-24)

Document ID: SUTEFDAD-01

| | | |
|---|---|---|
| **Name of Faculty** | : | Faculty of Design |
| **Name of Program** | : | Diploma in Design (D. Des.) - Animation, VFX & Gaming |
| **Course Code** | : | 1DAG04 |
| **Course Title** | : | Visualizing Elements |
| **Type of Course** | : | Professional Core |
| **Year of Introduction** | : | 2023-24 |

| | | |
|---|---|---|
| **Prerequisite** | : | - |
| **Course Objective** | : | Visualizing Elements course is to enhance students' ability to visually communicate ideas, concepts, and information through effective visual representations. The course aims to develop students' skills in visualizing various elements such as data, information, processes, and abstract concepts in a clear, engaging, and impactful manner. |
| **Course Outcomes** | : | At the end of this course, students will be able to: |
| | CO1 | Understand the basic principles of visual design and how they apply to different mediums |
| | CO2 | Explore the psychological and emotional impact of different design elements |
| | CO3 | Create visual design principles to real-world design |
| | CO4 | Develop proficiency in using colour, shape, line, texture, and space to create visually engaging compositions |

**Teaching and Examination Scheme**

| Teaching Scheme (Contact Hours) | | | Credits | Examination Marks | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | Theory Marks | | Practical Marks | | Total Marks |
| **L** | **T** | **P** | **C** | **SEE** | **CIA** | **SEE** | **CIA** | |
| 2 | 0 | 4 | 4 | 70 | 30 | 30 | 20 | 150 |

*Legends:* ***L****-Lecture;* ***T****–Tutorial/Teacher Guided Theory Practice;* ***P****– Practical,****C*** *– Credit,* ***SEE*** *– Semester End Examination,* ***CIA*** *- Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))*

**Course Content**

| Module No. | Topics | Teaching Hours | Weightage | Mapping with COs |
|---|---|---|---|---|
| 1 | **Introduction to Visual Design,** Introduction to visual design principles, Understanding the role of elements in visual communication, Exploring the relationship between form and function<br>**Color Theory and Application,** Basic color theory: hue, saturation, and value, Color harmony and contrast, Psychological effects of color, Color symbolism in visual design | 7 | 17% | CO1<br>CO4 |
| 2 | **Shape and Form**, The role of shape in visual composition, Geometric and organic shapes, Negative space and figure-ground relationship<br>**Line and Texture,** Using line to create movement and emphasis, Understanding different types of lines, Incorporating texture for visual interest | 8 | 17% | CO2 |
| 3 | **Space and Depth,** Principles of spatial organization, Creating depth and perspective, Using space to convey meaning | 8 | 17% | CO1<br>CO3 |
| 4 | **Applying Visual Elements in Different Mediums,** Visualizing elements in graphic design, Visualizing elements in web design, Visualizing elements in photography and illustration | 8 | 17% | CO1<br>CO3 |
| 5 | **Designing for Emotional Impact,** Understanding the emotional response to visual design, Using elements to evoke specific emotions, Case studies and examples of emotionally impactful designs | 7 | 16% | CO2<br>CO4 |
| 6 | **Final Projects and Presentations,** Applying the principles learned throughout the course to a final design project, Presenting and critiquing final projects | 7 | 16% | CO2<br>CO4 |

| **Suggested Distribution of Theory Marks Using Bloom's Taxonomy** | | | | | | |
|---|---|---|---|---|---|---|
| **Level** | Remembrance | Understanding | Application | Analyse | Evaluate | Create |
| **Weightage** | **16** | **16** | **16** | **20** | **0** | **32** |

*NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Reference Books**

| Sr. No. | Name of Reference Books |
|---|---|
| 1 | The Visual Display of Quantitative Information" by Edward R. Tufte |
| 2 | Information Graphics: A Comprehensive Illustrated Reference" by Robert L. Harris |
| 3 | Visualizing Data: Exploring and Explaining Data with the Processing Environment" by Ben Fry |
| 4 | Presenting Data, Facts, and Figures" by Dona M. Wong |

**List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc**

| Sr. No. | Nameof Journals / Periodicals / Magazines / Newspapers / Web resources, etc |
|---|---|
| 1 | Visualizing Data |
| 2 | Visual Display |