Name of Faculty	:	Faculty of Design
Name of Program	:	Master of Design (M.Des.) – Animation, VFX & Gaming
Course Code	:	1MAG04
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	
3	0	4	5	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 **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 CO4
2	**Shape and Form**, The role of shape in visual composition, Geometric and organic shapes, Negative space and figure-ground relationship **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 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 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 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 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