

## GRAPHIC COMMUNICATION & SIGNAGE [ELECTIVE]

Course Code	MAID215A	CIE Marks	100
Teaching Hours/Week (L:P:SDA)	2:0:1	SEE Marks	-
10	03	TOTAL	100

### Course Objectives

To enable understanding of the history of graphics and communication  
To understand the various visual communication systems  
To introduce the various types of signages and their use in design  
To understand graphics as a space transforming element

### Pedagogy (Method and Practice of Teaching, Self-Study)

1. The pedagogy will focus on both the 2D and 3D aspects of graphics.
  2. Learning graphics through various software
  3. Workshops on typography, graphical representation techniques etc
- Use of visuals, video and audio will be used to augment the teaching process

### Module-1

#### Graphic Communication

History of communication- graphics, communication, visual communication & communication design. Graphic design- typography, visual arts, page layout. Graphic representation, graphicacy.

### Module-2

#### Visual Communication Systems

Gestalt Theory, Aldous Huxley. Image analysis & its perspectives. Visual Aids & its types. Visual aids media- simple to advance.

### Module-3

#### Signages & Audio Visuals

History of signages. Functions of signs. Sign technologies- banner, bill boards, digital signs, street signs, neon signs, LED signs. Digital signs & its different applications.

### Module-4

Graphics & Image making – audio visuals and graphic systems.

### Module-5

#### Graphic As A Space

Graphic as a space – making element. Graphic as space transforming element.

### Course outcomes:

At the end of the course the student will be able to:  
Learn in detail about graphic communication & signage.ood graphics  
The software skills to create good graphics  
Create digital and physical signs

### Assessment Details (CIE Only)

**Continuous Internal Evaluation:** The CIE will be based on Internal Tests and Assignments.

Internal tests:

- One test of 50 marks will be conducted for Every CIA cycle..
- One Assignment for 20 marks or two assignments for 10 marks each will be considered for each CIA cycle.
- Assignments will consist of Sketches for 10 marks and design exercises for 10 marks. It can also be 10 marks for Quiz and 10 marks for seminar presentation.
- Any combination of the above will be considered for the 20 marks component.

The total of 50+20 =70 will marked up to 100

### Textbook/ Textbooks

Sl	Title of the Book	Name of the	Name of the	Edition and
(1)	Graphic Communications Today, 4E (Design Concepts)	William E Ryan, Theodore E.	Cengage Learning	2003

(2)	Signage Systems and Information Graphics	Andreas Uebele	Thames Hudson	1st edition, 2010
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**Reference Books**

(1)	Technical Graphics Communication	Gary Robert Bartolini, Eric N. Wiebe	McGraw-Hill Higher Education	2009
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(2)	Signage Design Manual	Edo Smitshuijzen	Prestel Publications	2007
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(3)	Digital Graphic Design	Bob Gordon and Maggie Gordon	Watson-Guptill Publications	2002
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(4)	Perspective Space & Design	Louise Bowen Ballinger	Van Nostrand Reinhold Company	1969
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(5)		Fred A Stitt	Mcgraw Hill Company	1983
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System Graphics:  
Breakthroughs In Drawing  
Production And Project  
Management For Architects.

## PSYCHOLOGY & HUMAN BEHAVIOR [ELECTIVE]

Course Code	<b>MAID215B</b>	CIE Marks	100
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	-
Credits	03	TOTAL	100

### Course Objectives

To introduce  
To understand the  
To introduce

### Pedagogy (Method and Practice of Teaching, Self Study)

1. The pedagogy will be project oriented
2. Live examples will be studied in the class
3. Guest lectures and expert talks will be arranged for the relevant topics

### Module-1

#### Human Behavioral Pattern

Analysis of human mind & his or her image world.  
Human being and social behavioural patterns in various public & private areas.

### Module-2

#### Territorial & Group Psychology

Human behavior in a group of two, three, and more. Activities and its relationship with grouping of people.  
Privacy, territoriality & defensible space.

### Module-3

#### Modernization & Impacts On Human Behaviour

Modernization, change in society, change in thought process and behavioral patterns.  
Behavior and its co relation to design elements

### Module-4

#### Behaviour Pattern & Space Planning

Relation of behavior patterns of human being in space planning for public areas like theatre lounge, waiting rooms, hotel foyer, café and other rooms.

### Module-5

Case study and Literature study of any one project that has inculcated the above aspects. Analysis and inference and compilation of a report based on the study.

### Course outcomes:

At the end of the course the student will be able to:

- Learn about how design can impact behaviour and the various ways of reinforcing positive behaviour through design

### Assessment Details (CIE only)

**Continuous Internal Evaluation:** The CIE will be based on Internal Tests and Assignments.

Internal tests:

- One test of 50 marks will be conducted for Every CIA cycle..
- One Assignment for 20 marks or two assignments for 10 marks each will be considered for each CIA cycle.
- Assignments will consist of Sketches for 10 marks and design exercises for 10 marks. It can also be 10 marks for Quiz and 10 marks for seminar presentation.
- Any combination of the above will be considered for the 20 marks component.
- The total of 50+20 =70 will marked up to 100

### Reference Books

S.No	Title of the Book	Name of the Author/s	Name of the Publisher	Edition and Year
1	An Introduction to Social Psychology,Chapter 8: Behavior Patterns: Their Nature and Development	Luther Lee Bernard	Henry Holt and Co	1926

2	The Psychology of the Interior	Agnieszka Mlicka	University of Oxford	2006
3	The System of Objects (Verso English Edition)	Baudrillard, J	Bookmarque .United Kingdom	1996
4	Social Attributions Based on Domestic Interiors	Mackenzie, N.E.; M.A. Wilson	Journal of Environmental Psychology, 20: 343-354	2000
5	The Emergence of the Interior	Rice, Charles	Oxon: Routledge	2007
6	"La Maison de Verre: Negotiating a Modern Domesticity".	Edwards, M.J.; W.G. Gjertson	Journal of Interior Design	2008

\*\*\* END OF II SEMESTER\*\*\*