

Visual Communication - Web course

COURSE OUTLINE

This course provides an overview of different aspects of Visual Communication and includes subjects such as drawing, photography, illustrations, typography, animation, video. The emphasis through the course is on developing outlooks underlying various communication tasks. This could include illustrated books for children, the design of textbooks and educational films, short animation films and interactive games and content.

COURSE DETAIL

Module	Topic	Lectures
1	On Communication (3)	1.1 An Introduction to Communication 1.2 On Languages and Grammar 1.3 Visual Communication
2	Drawing (3)	2.1 Introduction to Drawing 2.2 Drawing as a Tool for Observation 2.3 Communicating through Drawing
3	Photography (5)	3.1 The Increasing Popularity of the Camera 3.2 Going Beyond Pretty Pictures 3.3 Creative Imagery through Photomontage 3.4 Rumi Under the Palas 3.5 The Camera as an



NP-TEL

NPTEL

<http://nptel.iitm.ac.in>

Engineering Design

Additional Reading:

1. Klee, Paul; Notebooks, Wittenborn Art Books, 1978
2. Brook Peter, The Shifting Point, Theatre Communication Group, 1994
3. McLuhan Marshall, The Medium is the Massage, Gincko Press, 2005
4. Spiekermann Erik and Ginger E.M., Stop Stealing Sheep & Find Out How Type Works, Adobe Press, 2002
5. De Bono Edward, Lateral Thinking, Penguin (UK), 1972

Hyperlinks:

- www.arvindguptatoys.com

Coordinators:

		Extension of the Eye
4	Graphic s (3)	4.1 Graphic Imagery 4.2 Visual Representation of Info. & Data 4.3 Logos and Brand Identities
5	Paintings and Illustrations (3)	5.1 Introduction to Paintings and Illustrations 5.2 Paintings 5.3 Illustrations
6	Animation (3)	6.1 The Magical World of Animation 6.2 Basic Principles of Animation 6.3 How to Create a Short Animation Film
7	Film and Video (4)	7.1 The Moving Image 7.2 The Auteur School of Thought 7.3 The Rasa Theory 7.4 Film Appreciation
8	Typography (3)	8.1 Calligraphy 8.2 Basics of Typography 8.3 Typographic Applications (Grids and Layouts)
9	Interaction Design(3)	9.1 Interactive Media 9.2 Principles of Interaction Design 9.3 Some New Directions
10	Appendix 1_Basics of Drawing (5)	10.1 Tools and Surfaces 10.2 Line 10.3 Tonalities 10.4 Perspective 10.5 Freehand Drawing

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11	Appendix 2_Basics of Photography (6)	11.1 Cameras 11.2 Aperture 11.3 Shutter Speed 11.4 Light 11.5 Composition 11.6 Creative Exercises
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References:

1. Subhramanyan, K.G., The Magic of Making, Seagull, 2007
2. Jencks, Charles; Post-Modernism: A New Classicism in Art and Architecture, Academy Editions, London, 1987.
3. Berger John, Ways of Seeing, Penguin, 1990
4. Sontag Susan, On Photography, Picador, 2001
5. Marie ,Anne; Barry Seward; Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, Publisher: State University of New York Press, 1997
6. Tufte Edward R., The Visual Display of Quantitative Information, Graphics Press, 2001
7. Harm J. G. Zwaga, Theo Boersema, Henriette C.M. Hoonhout; Visual information for everyday use - Design and research perspectives. Taylor & Francis. 1999.
8. Kit Laybourne, The Animation Book, Crown Trade Paperbacks, NY, 1998
9. Bringhurst Robert, The Elements of Typographic Style, Hartley and Marks, 2004
10. Dix, Alan J.; Finlay, Janet E.; Abowd, Gregory D.; Beale, Russell; Human-Computer Interaction, Pearson Education; 2 edition (1998)