NPTEL Syllabus Template

Course Title	Introduction to Graphic Design
Discipline	Design
Duration of course 4/8/12 weeks (10/20/30 hours @2.5 hrs/week)	8 Weeks
Number of times you have taught this course totally and in the last 5 years (2-3 times is preferable, if not more)	Three times
Is this course syllabus approved by AICTE or by Senate in your/any institute? If yes, please give the course name and institute under which this is approved.	**DS5103: Graphics and Information Design** at Department of Design, IIT Hyderabad
The time frame of when you would want to offer the course: (Jan 2024/July 2024)	July 2024
Will it map to any course in the AICTE model curriculum? LINK to AICTE Curriculum LINK 1 LINK 2 LINK 3 LINK 4	This course is suitable under Open electives.
Will it map onto any of the NPTEL domain? LINK to Domain page: https://nptel.ac.in/noc/Domain/	Marketing & Product Design in existing domains, however, this course is suitable for all disciplines to develop good visual communication skills.

Name of the Instructor(s)	Dr Mohammad Shahid	Dr Saurav Khuttiya Deori
Department	Design	Design
Institute	IIT Hyderabad	IIT Hyderabad
Email ID	mohammad.shahid@des.iith.ac.in	skhuttiyadeori@des.iith.ac.in
Mobile Phone Number	8011204720	8011033932
Website of Instructor	NA	NA

Intended audience	Bachelor and Masters level students, Working professionals in the Industry, freelancers, entrepreneurs
Is it a core/elective course?	Open Elective
Is it a UG/PG/PhD level course?	Any level
Is this course relevant for GATE exam preparation?	Not relevant to the GATE exam. However, it is relevant to the CEED and UCEED exam.
Which degrees would it apply to? (BE/ME/MS/BSc/MSc/PhD etc)	BE/ME/ BDes/MDes/M.Arch/B.Arch
What are the next set of courses that can be taken by students who complete this?	This is an open elective and interested students from any program can take this course especially students interested in visual communication and User Interface Design.
Pre-requisites in terms of educational qualification of participants, or if any other courses should be done before this course can be taken	No Prerequisite
Industry recognition of this course – List of companies/industry that will recognize/value this online course	Companies working in the field of IT (UI/UX design) such as TCS, Microsoft, Adobe, Google, Mindtickle ect. Also suitable for graphic design jobs such as branding, Marketing and Advertising, packaging and publication design.
Will the final certification exam be– paper/pen type or computer based - both are proctored	Digital and Paper based assignments. Evaluation is done based on Online submissions.
Will the course require use of any software such as MATLAB or any programming language, etc. or any other tool? If yes, does it have a Linux based compiler available or if licensed, can we get the educational license for the same?	Following software are good but not limited to; Photoshop, Corel-Draw, Figma, Canva, Illustrator, Procreate, Indesign. There are online license free softwares available as well.
Names of 2 reviewers for the course (can be from other institutes – will be used if we need any additional inputs on the course) – Name, Dept, email id, Institute	Name : Dr Subir Dey Dept. : Design Institute : IIT Delhi Email : subir.dey@design.iitd.ac.in Name : Dr Prasad Onkar Dept. : Design Institute : IIT Hyderabad Email : psonkar@des.iith.ac.in
List of reference materials/books	1. Ambrose, G., & Harris, P. (2011). The Fundamentals of Typography. AVA Publishing SA. 2. Bringhurst, R. (2004). The Elements of Typographic Style. Point Roberts, WA: Hartley & Marks. 3. Wheeler, Alina. Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley & Sons, 2012 4. Lupton, E. (2014). *Thinking with type*. New York, NY: Princeton Architectural Press.

	5. Josef Mülller-Brockmann. *Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers*. Antique Collectors Club (1999).
	6. Tufte, Edward. Visual Explanations: Images and Quantities, Evidence and Narrative. Graphics Press, 1998
	7. Umana, F.: Experimental Typography, Blurb, Incorporated (2019).
	8. Hyndman, S.: Why Fonts Matter, Virgin books, Penguin Random House UK (2016).
	9. Carter, R., Meggs, P. B., Day, B., Maxa, S., Sanders, M.: Typographic Design: Form and Communication, 6th edn. John Wiley & Sons, New Jersey (2015).
	10. Fundamentals of Typography. Rockport Publishers, Beverly, Massachusetts (2011).
	11. Meggs, P. B.: Type & Image: The Language of Graphic Design. Van Nostrand Reinhold, New York (1992).
	12. Hannah, G. G. (2006). Elements of design: Rowena Reed Kostellow and the structure of visual relationships. New York, Princeton Architectural Press.
	13. Ways of Seeing, John Berger 1972, Published by BBC, Printed edition by Penguin Books.
	14. FEISNER, E. A., & REED, R. (2014). Color studies.
	15. CLELAND, T. M., BIRREN, F., & MUNSELL, A. H. (1977). A grammar of color. (A basic treatise on the color system of Albert H. Munsell.) Edited and with an introduction by Faber Birren. New York, etc, Van Nostrand Reinhold Co.
	16. Design Things, A.Telier, 2011. (Thomas Binder, Giorgio De Michelis, Pelle Ehn, Giulio Jacucci, Per Linde, and Ina Wagner) The MIT Press, Cambridge, Massachusetts, London, Eng.
	17. Wheeler, Alina. Designing Brand Identity: An Essential Guide for the Whole Branding Team. John Wiley & Sons, 2012
	18. Klein, Naomi. No Logo. Fourth Estate 2010
	19. Millman, Debbie. Brand Thinking and Other Noble Pursuits. Skyhorse Publishing Inc., 2011.

FOR GETTING THE INTRODUCTORY COURSE PAGE READY – TO OPEN FOR ENROLLMENTS

1. Introduce the course in about 4-5 lines

This course covers the foundational elements of Graphic Design and Information Design, including Typography, Publication Design and Branding & Identity. It introduces the concepts of abstracting visual information through pictograms, icons, symbols, and the integration of typography to craft compelling visual narratives. The course is aimed to inspire and stimulate innovative solutions that make information engaging, informative, entertaining, and thought-provoking, fostering critical thinking.

2. Photograph of instructor(s)

Dr. Mohammad Shahid

Dr. Saurav Khuttiya Deori

3. About the instructor(s)

Dr. Mohammad Shahid:

Mohammad Shahid has a diverse design background with a Bachelor of Design (B.Des) in Textile Design from National Institute of Fashion Technology (NIFT), Master of Design (M.Des), and Ph.D. in Design, both from Department of Design, IIT Guwahati with core specialization in Visual Communication/Graphic Design. His Ph.D. thesis is based on "Understanding the visual vocabulary of the title design and its role in Bollywood movie posters." His current research area is experimental typography where he is exploring different ways of making alphabets (especially Indic Script) learning more playful and engaging. His research interest also inclines towards *Design Research, Digital Heritage, Arts & Craft, Visual Culture and   Visual   Branding.*

Dr. Saurav Khuttiya Deori is presently working as an Assistant professor in the Department of Design, IIT Hyderabad. He completed both his master's and Ph.D. programs at the Indian Institute of Technology Guwahati, specializing in Visual Communication. His doctoral research focused on the architectural ornamentations of the early monuments of the Ahom dynasty in Assam. Recognizing the excellence of his Ph.D. work, Saurav received the Best Thesis Award for the year 2021-2022 from IIT Guwahati.

In addition to his academic achievements, Saurav actively contributed to a thematic project supported by the Design Innovation Centre (DIC) at IIT Guwahati, funded by the Ministry of Education, Government of India. This project aimed to create various promotional tools to boost the tourism industry in Assam. Saurav's professional experience includes involvement in branding, print, and publishing projects for entities such as IIT Guwahati, the Directorate of Cultural Affairs (Government of Assam), and the Government of Bodoland Territorial Council, India. His diverse interests lie in the realms of visual ethnography research, heritage preservation, branding and identity design, as well as print publications.

4. An introductory video about the course (2-5 minutes' duration)
[NPTEL Graphics & Infomation Design by Dept of Design.mp4](#)

Weekly Course Plan			
Weeks		Lecture Names	Assignments
Week 1	:	Introduction to design	Offline

Week 2	:	Introduction to Design Elements	Offline
Week 3	:	Introduction to Design Principles	Offline
Week 4	:	Exploring gestalt Principles	Offline
Week 5	:	Introduction to typography	Offline
Week 6	:	Introduction to Identity Design	Offline
Week 7	:	Introduction to Print and publication	Offline
Week 8	:	Case studies and application	Online/Offline

TA Details			
	:	Teaching Assistant 1	Teaching Assistant 2
Name	:	Aalla Chakradhar	
Department	:	Design	
Email ID	:	md20resch11002@iith.ac.in	
Mobile Number	:	8897630060	
Currently pursuing degree	:	Master of Design	