

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
Department of Visual Communication
Lesson Plan

Subject : Design Principles / UVC18104

Regulation: 2018

Class : I B.Sc., Visual Communication [First Semester]

S.No	Month	Week	Hour	Unit	Topics to be covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	July	01/07/2019 To 05/07/2019	5	I	Introduction to Design & Graphic Design				
					History of Design				
					Nature of Graphic Design				
2	July	08/07/2019 To 12/07/2019	5	I	Characteristics of Graphic Design				
					Graphic Design Process				
					Fundamentals of Graphic Design				
3	July	15/07/2019 To 19/07/2019	5	I	Responsibilities of Graphic Designer				
					Qualities of Graphic Designer				
					Qualification for Graphic Designer				
4	July	22/07/2019 To 26/07/2019	5	II	Introduction to Elements of Design				
					Introduction to Dot/ Point/ Line/ Shape				
					Introduction to Volume/ Mass (Depth)				
5	July & August	29/07/2019 To 02/08/2019	5	II	Introduction to Texture, Pattern & Colour				
					Introduction to Principles of Design				
					Balance/ Movement & Proportion				
6	August	05/08/2019 To 09/08/2019	5	II	Basics of Repetition / Rhythm/ Emphasis				
					Basics of Simplicity/ Contrast & Unity				
					Cycle Test- I				
7	August	13/08/2019 To 16/08/2019	3	III	Introduction to Colour				
					Nature of Colour				
					Characteristics of Colour				
8	August	19/08/2019 To 23/08/2019	5	III	Types & Description of Colour				
					Colour Theory- Additive theory				
					Colour Theory- Subtractive theory				
9	August	26/08/2019 To 30/08/2019	5	III	Colour Wheels & Colour combination				
					Introduction to Colour Meaning				
					Psychology of Colour				

10	Sep	03/09/2019 To 06/09/2019	4	IV	Introduction to Layout Design & Process				
					Elements of Newspaper Layout				
					Elements of Magazine Layout				
11	Sep	09/09/2019 To 13/09/2019	4	IV	Elements of Advertising Layout				
					Elements of Web Layout				
					Grid, Anatomy of Grids & Margin				
12	Sep	16/09/2019 To 20/09/2019	5	IV	Typography- Characters & components				
					Typography- Type Face				
					Typography- Type size				
					Cycle Test- II				
13	Sep	23/09/2019 To 27/09/2019	5	V	Introduction to Perspective				
					Types of Perspective- Linear				
					Types of Perspective- Nonlinear				
					Introduction to Proportion				
14	Sep & Oct	30/09/2019 To 04/10/2019	4	V	Introduction to Golden Mean (Phi)				
					Introduction to Rule of Thirds				
					Introduction to Structures				
15	Oct	09/10/2019 To 11/10/2019	3	V	Introduction to Whitespace				
					Why to use Whitespace				
					How to use Whitespace				

Prepared by:

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