STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2023

Department : Fine Arts

Name/s of the Faculty : M. Meenakshi

Course Title : GRAPHIC DESIGN II - PRACTICAL

Course Code : 19FA/ME/D575

Shift : I

Week & No. of hours	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
June 19 – June 26, 2023 (Day Order 1 to 6)	**Unit 1** **Packaging Design** 1.1 Materials and design considerations 1.2 Packaging templates, finishes and effects	Introductory lectures Packaging material exploration Market survey	Alan and Livingston, Isabella. *Dictionary of Graphic Design and Designers* Third Edition. London: Thames and Hudson World of Art, 2012.	Practice sheets and journals to be evaluated
June 27 – July 04, 2023 (Day Order 1 to 6)	**Unit 1** **Packaging Design** 1.2 Packaging templates, finishes and effects 1.3 Packaging applications	Power point presentation Workshop	Cossu, Matteo. *1000 Ideas by 100 Graphic Designers.* Massachusetts: Rockport, 2009.	**Assignment 1** Class works to be evaluated by peers and faculty
July 05– July 12, 2023 (Day Order 1 to 6)	**Unit 1** **Packaging Design** 1.2 Packaging templates, finishes and effects 1.3 Packaging applications	Power point presentation Training to observe the basic elements of packaging templates and design	Groth, Chuck. *Exploring Packaging Design*. New York: Thomson, 2006. Rodgers, Paul and Alex Milton. *Product Design.* London: Laurence King, 2011.	Discussion

July 13 – July 20, 2023 (Day Order 1 to 6)	**Unit 2** **Print Advertising** 2.1 Copy and Visual	Group presentation on various print advertisements	Grant Design Collaborative. *1000 More Graphic Elements.* Massachusetts: Rockport, 2009.	**Assignment 2**
July 21 – July 28, 2023 (Day Order 1 to 6)	**Unit 2** **Print Advertising** 2.2 Print communication/advertising	Power point presentation and workshop Analysing grids and layout for print communication	Roman, Kenneth and Jane Maas. *How to Advertise: What Works, What Doesn't, and Why,* 3rd edition, London: Kogan Page, 2003.	Class works to be evaluated
July 31 – Aug 03, 2023 (Day Order 1 to 4)	**Unit 2** **Print Advertising** 2.2 Print communication/advertising	Field visit to a printing unit	Jones, John Philip, ed. *The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications.* California: Sage, 1999.	Class works to be evaluated by faculty
Aug 04 – Aug 09, 2023	**C.A. Test – I**			
Aug 10 – Aug 11, 2023 (Day Order 5 to 6)	**Unit 3** **Online Advertising** 3.1 Social media	Interactive sessions with designers Discussion on design process	Roman, Kenneth and Jane Maas. *How to Advertise: What Works, What Doesn't, and Why,* 3rd edition, London: Kogan Page, 2003.	**Assignment 3**

Aug 14 – Aug 22, 2023 (Day Order 1 to 6)	**Unit 3 Online Advertising** 3.2 Web Banners	Audio-visual presentations Demonstration of various traditional and digital image-making techniques	Alan and Livingston, Isabella. *Dictionary of Graphic Design and Designers*: Third Edition. London: Thames and Hudson World of Art, 2012.	Evaluation of class works
Aug 23 – Aug 31, 2023 (Day Order 1 to 6)	**Unit 3 Online Advertising** 3.2 Web Banners	Lecture, Power point presentation Hands-on training	Roman, Kenneth and Jane Maas. *How to Advertise: What Works, What Doesn't, and Why,* 3rd edition, London: Kogan Page, 2003.	Self-critique and analysis
Sept 01 – Sept 11, 2023 (Day Order 1 to 6)	**Unit 4 Webpage Planning** 4.1 Composition 4.2 Layout	Discussion of case studies and power point presentation Brainstorming exercises and webpage design ideation	Beaird, Jason. *The Principles of Beautiful Web Design*. 2nd edition, Sitepoint, 2010.	**Assignment 4**
Sept 12 – Sept 19, 2023 (Day Order 1 to 6)	**Unit 4 Webpage Planning** 4.3 Web page production	Lecture, Power point presentation	Beaird, Jason. *The Principles of Beautiful Web Design*. 2nd edition, Sitepoint, 2010.	Class works to be evaluated
Sept 20 - Sept 27, 2023 (Day Order 1 to 6)	**Unit 4 Webpage Planning** 4.3 Web page production	Lecture, Power point presentation Workshop based on Design thinking and rapid prototyping	Beaird, Jason. *The Principles of Beautiful Web Design*. 2nd edition, Sitepoint, 2010.	Class activity

Sept 29 – Oct 03, 2023 (Day Order 1 to 3)	**Unit 4** **Webpage Planning** 4.3 Web page production	Group discussion	Beaird, Jason. *The Principles of Beautiful Web Design*. 2nd edition, Sitepoint, 2010.	Class works to be evaluated
Oct 04 – Oct 09, 2023	**C.A. Test – II**			
Oct 10 – Oct 12, 2023 (Day Order 4 to 6)	**Unit 5** **Mobile Applications** 5.1 Flat design techniques 5.2 Screen layouts	Audio-visual presentations	Grant Design Collaborative. *1000 More Graphic Elements.* Massachusetts: Rockport, 2009.	Class works to be evaluated
Oct 13 – Oct 20, 2023 (Day Order 1 to 6)	**Unit 5** **Mobile Applications** 5.3 2D and 3D graphics 5.4 Userflow design, wireframes, mobile UI patterns	Exercises based on critical thinking and concept development Group discussion using presentation boards	Alan and Livingston, Isabella. *Dictionary of Graphic Design and Designers:* Third Edition. London: Thames and Hudson World of Art, 2012.	**Assignment 5**
Oct 25 – Oct 27, 2023 (Day Order 1 to 3)	**Unit 5** **Mobile Applications** 5.3 2D and 3D graphics 5.4 Userflow design, wireframes, mobile UI patterns	Workshop based on creating wireframes	Grant Design Collaborative. *1000 More Graphic Elements.* Massachusetts: Rockport, 2009.	Class works and journal to be evaluated by the faculty
Oct 28- Nov 04, 2023	**REVISION**			