

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2023

Department : Fine Arts

Name/s of the Faculty : Dr. Margaret Thomas

Course Title : Communication Design I (Practical)

Course Code : 19FA/PC/G234

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 Communication process	Lecture with PPT Mentoring and class work	Charlotte and Peter Fiell <i>Graphic Design for the 21st century</i>	
June 27 – July 04, 2023 (Day Order 1 to 6)	Unit 2 Corporate & Brand Identity Designing symbols and logotypes	Lecture with PPT Practical work / mentoring	Alina Wheeler <i>Designing Brand Identity: A Complete Guide to Creating, Building and Maintaining Strong Brands</i>	Class review
July 05– July 12, 2023 (Day Order 1 to 6)	Unit 2 Corporate & Brand Identity Designing symbols and logotypes	Practical work / Mentoring and review of class work	Matthew Healey <i>Deconstructing Logo Design</i>	Class review
July 13 – July 20, 2023 (Day Order 1 to 6)	Unit 2 Corporate & Brand Identity Designing symbols and logotypes	Practical work / Mentoring and review of class work		Class review
July 21 – July 28, 2023 (Day Order 1 to 6)	Unit 2 Corporate & Brand Identity Designing symbols and logotypes	Practical work / Mentoring and review of class work		Critique
July 31 – Aug 03, 2023 (Day Order 1 to 4)	Unit 3 Designing Brand Identity Building Brand Identity	Lecture with PPT Practical work / Mentoring and review of class work	Cheryl Dangel Cullen <i>The Best of Business Card Design</i>	Class review

Aug 04 – Aug 09, 2023	CONTINUOUS ASSESSMENT TEST - I			
Aug 10 – Aug 11, 2023 (Day Order 5 to 6)	Unit 3 Designing Brand Identity Building Brand Identity	Practical work / mentoring	Alina Wheeler <i>Designing Brand Identity: A Complete Guide to Creating, Building and Maintaining Strong Brands</i>	Class review
Aug 14 – Aug 22, 2023 (Day Order 1 to 6)	Unit 3 Designing Brand Identity Building Brand Identity	Practical work / mentoring		Critique
Aug 23 – Aug 31, 2023 (Day Order 1 to 6)	Unit 4 Packaging Design Material and design considerations	Lecture with PPT Practical work/ Mentoring and review of class work	Chuck Groth <i>Exploring Packaging Design</i>	Class review
Sept 01 – Sept 11, 2023 (Day Order 1 to 6)	Unit 4 Packaging Design Material and design considerations	Mentoring and review of class work		Class review
Sept 12 – Sept 19, 2023 (Day Order 1 to 6)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Class review
Sept 20 - Sept 27, 2023 (Day Order 1 to 6)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Class review
Sept 29 – Oct 03, 2023 (Day Order 1 to 3)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Class review
Oct 04 – Oct 09, 2023	CONTINUOUS ASSESSMENT TEST - II			
Oct 10 – Oct 12, 2023 (Day Order 4 to 6)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Critique
Oct 13 – Oct 20, 2023 (Day Order 1 to 6)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Critique
Oct 25 – Oct 27, 2023 (Day Order 1 to 3)	Unit 5 Packaging Applications	Mentoring and review of class work	Matteo Cossu <i>1000 Ideas by 100 Graphic Designers</i>	Critique
Oct 28- Nov 04, 2023	FINAL PORTFOLIO SUBMISSION			