STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: June - November 2024

Department : Fine Arts

Name/s of the Faculty : M. Meenakshi, Manasi

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 – 26, 2024 (Day Order 1 - 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.	Practice sheets and journals to be evaluated
June 27 – July 04, 2024 (Day Order 1 - 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.	**Assignment 1** Class works to be evaluated by peers and faculty
July 05 –12, 2024 (Day Order 1 - 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. Rodgers, Paul and Alex Milton. *Product Design.* London: Laurence King.	Discussion

July 15 – 23, 2024 (Day Order 1 - 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.	**Assignment 2**
July 24 – 31, 2024 (Day Order 1 - 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.	Class works to be evaluated
Aug 01 – 05, 2024 (Day Order 1 - 3)	**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.	Class works to be evaluated by faculty
Aug 06 – 10, 2024	**C.A. Test – I**			
Aug 12 – 14, 2024 (Day Order 4 - 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.	**Assignment 3**
Aug 16 – 23, 2024 (Day Order 1 - 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.	Evaluation of class works

Aug 27 – Sep 3, 2024 (Day Order 1 - 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.	Self-critique and analysis
Sept 04 – Sept 11, 2024 (Day Order 1 - 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.	**Assignment 4**
Sept 12 – Sept 20, 2024 (Day Order 1 - 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.	Class works to be evaluated
Sept 23 - Sept 26, 2024 (Day Order 1 - 4)	**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.	Class activity
Sept 27 – Oct 03, 2024	**C.A. Test – II**			
Oct 04 – 05, 2024 (Day Order 5 & 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.	Class works to be evaluated

Oct 07 – Oct 15, 2024 (Day Order 1 - 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.	**Assignment 5**
Oct 16 – Oct 22, 2024 (Day Order 1 - 6)	**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.	Class works and journal to be evaluated by the faculty
Oct 23 – 24, 2024 (Day Order 1 & 2)	**REVISION**			