

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

Course Schedule: November 2024 – April 2025

Department : Fine Arts
Name of the Faculty : M. Meenakshi
Course Title : Graphic Design I - Practical
Course Code : 19FA/ME/D365
Shift : I

Week & No. of	Units & Topics	Teaching Methodology	Text & References	Method of Evaluation
Nov 18 – 25, 2024 (Day Order 1-6)	Unit 1 Design Development 1.1 Defining, gathering, ideating, synthesizing, realizing 1.2 Graphic form – representational and abstract	Introductory lectures Demonstration	Carter, Rob, Ben Day, and Philip Meggs. <i>Typographic Design: Form and Communication.</i> 4th ed.	Practice sheets and journals to be evaluated once in two weeks
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	Unit 2 Basics of Typography 2.1 Type anatomy	Power point presentation	Cliff, Stafford. <i>The Best in Cutting Edge Typography.</i>	Class works to be evaluated by peers and faculty
Dec 4-11, 2024 (Day Order 1 to 6)	Unit 2 Basics of Typography 2.2 Type styles and families	Power point presentation on History of typography and Type anatomy Training to observe the basic elements of visual language and forms	Jeavons, Terry, and Michael Beaumont. <i>An Introduction to Typography.</i> New Jersey	Classwork
Dec 12-19, 2024 (Day Order 1 to 6)	Unit 2 Basics of Typography 2.3 Type usage	Group presentation on various type families Exercises on expressive typography	Pao, Imin, and Joshua Berger. <i>30 Essential Typefaces for a Lifetime</i>	Assignment 1

Dec 20, 2024 (Day Order 1)	Unit 3 Grid Application 3.1 Modular design and grid systems 3.2 Page layout	Power point presentation and demo classes.	Jute, Andre. Grids: <i>The Structure of Graphic Design</i>	Class works to be evaluated
Jan 3 – 7, 2025 (Day Order 3 to 6)	Unit 3 Grid Application 3.1 Modular design and grid systems 3.2 Page layout	Analysing grids and page layout of existing books, magazines and newspapers Workshop	Walton, Roger, ed. <i>Page Layout: Inspiration Innovation Information</i>	Assignment 2
Jan 8 – 17, 2024 (Day Order 1 to 6)	Unit 3 Grid Application 3.3 Book wrapper design	Field visit to a printing unit Composing own briefs to explore grids and page	Rabinowitz, Tova. <i>Typography: In- Depth Guide to the Art and Techniques of Designing with</i>	Class works to be evaluated by faculty
Jan 18 - 23, 2025	C.A. Test – I			

Jan 24 - 30, 2025 (Day Order 1 to 6)	Unit 3 Grid Application 3.4 Invitation and poster design	Interactive sessions with expert designers Discussion on design process	Foster, John. <i>Masters Poster Design: Poster Design for the Next Century</i>	Assignment 3
Feb 3-8, 2025 (Day Order 1 to 6)	Unit 4 Idea and Image 4.1 Pictorial symbols and meaning 4.2 Symbols and icons	Audio-visual presentations Demonstration of various traditional and digital image-making techniques	Alan and Livingston, Isabella. <i>Dictionary of Graphic Design and Designers: Third Edition</i>	Evaluation of class works and peer review
Feb 10– 18, 2025 (Day Order 1 to 4)	Unit 5 Identity 5.1 Logotypes and logos	Lecture, Power point presentation Hands-on training	Jute, Andre. Grids: <i>The Structure of Graphic Design.</i> Switzerland: Roto Vision, 1996. Healey, Matthew. <i>Deconstructing Logo Design</i>	Self-critique and analysis
Feb 19- 26, 2025 (Day Order 1-6)	Unit 5 Identity 5.1 Logotypes and logos	Discussion of case studies and power point presentation Brainstorming exercises and Design ideation	Wheeler, Alina. <i>Designing Brand Identity: A Complete Guide to Creating Building and Maintaining Strong Brands.</i> Rivers, Charlotte. <i>Logo-Art: Innovation in Logo Design</i>	Assignment 4
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	Unit 5 Identity 5.2 Stationery	Lecture, Power point presentation Workshop based on Design thinking and rapid prototyping	Wheeler, Alina. <i>Designing Brand Identity: A Complete Guide to Creating Building and Maintaining Strong Brands</i>	Class activity
Mar 7 – 11, 2025 (Day Order 1 to 3)	Unit 5 Identity 5.2 Stationery	Audio-visual presentations	Sibley/Peteet Design, Austin. <i>The Best of Business Card Design 8</i>	Class works to be evaluated

Mar 12 –17, 2025	C.A. Test – II			
Mar 18 – 20, 2025 (Day 4 to 6)	Unit 5 Identity 5.3 Ephemera	Exercises based on critical thinking and concept development	Gordon, Bob and Maggie Gordon, eds. <i>A Complete Guide to Graphic Design</i>	Class works and journal to be evaluated by the faculty
Mar 21 - 28, 2025 (Day Order 1 to 6)	Unit 5 Identity 5.3 Ephemera	Group discussion using presentation boards	Wheeler, Alina. <i>Designing Brand Identity: A Complete Guide to Creating Building and Maintaining Strong Brands</i>	Class works and journal to be evaluated by the faculty
Mar 29- April 3, 2025 (Day Order 1 to 3)	Unit 5 Identity 5.3 Ephemera	Presentation boards and portfolio development	Jute, Andre. <i>Grids: The Structure of Graphic Design</i>	Self-critique and peer review
	REVISION			