

# GUJARAT TECHNOLOGICAL UNIVERSITY

B.E Semester:3

## DIPLOMA IN PRINTING TECHNOLOGY

Subject Code 335801

Subject Name GRAPHIC DESIGN

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Sr.No	Course content
1.	<p>DESIGN AND ORIGINALS.</p> <ul style="list-style-type: none"><li>1.1 Identification of design ( Graphic design).</li><li>1.2 Fundaments of design : Line, space, shape, maps, size and scale, colour, tone, texture, pattern.</li><li>1.3 Principle of design : Balance, Contrast, Harmony, Unity, Production, Rhythm, Geometrical &amp; optical centres, white space etc.</li><li>1.4 Types of Originals (illustrations)<ul style="list-style-type: none"><li>: Continuous tone illustrations ( Various types)</li><li>: Line illustrations ( Various types)</li></ul></li><li>1.5 Black &amp; white and colour photographs, high contrast and low contrast; improving quality of photographic prints; marking, scaling, cropping of illustration, reduction and enlargement; size of reproduction; Care and protection.</li><li>1.6 Fundamentals of type, main groups of type face designs, type series, type families.</li><li>1.7 Selection of type face suitable to the subject or product relation between type face and printing process and paper surface.</li><li>1.8 Legibility and readability of types.</li><li>1.9 Monograms, trade marks and logo types.</li></ul>
2.	<p>TOOLS FOR LAYOUTMAN</p> <ul style="list-style-type: none"><li>2.1 List of instruments and its identification.</li><li>2.2 Use of instruments</li><li>2.3 Air brush and its use.</li></ul>
3.	<p>COLOURS.</p> <ul style="list-style-type: none"><li>3.1 Colour theory (hue, shade, tint)</li><li>3.2 Colour wheel: Primary, Secondary, Warm, Cold, Contrast Colours, Complementary, analogous, split-complimentary colours.</li><li>3.3 Selection of Colours for two, three or multicolour job Attributes and emotional appeal of colour.</li></ul>
4.	<p>ART WORK PREPARATION</p> <ul style="list-style-type: none"><li>4.1 List of tools &amp; equipments used to prepare artwork.</li><li>4.2 Different stages in preparing and artwork.</li></ul>

	<p>4.3 Various printed products.</p> <ul style="list-style-type: none"> <li>◆ Literary materials, books, magazines, normal periodicals, news pages.</li> <li>◆ Publicity &amp; display materials, Direct mail folds, stickers, handbills, catalog, posters show cards, tangles.</li> <li>◆ Packaging materials, commercial labels, cartoons, metal boxes &amp; letter packs, carry bags, plastic container.</li> <li>◆ Stationary materials, commercial stationary, business forms, Continuous stationary.</li> <li>◆ Speciality printing lottery tickets, Cartography, security printing for stamps, currency printing, bank cheques, thermography.</li> </ul>
5.	<p>LAYOUT</p> <p>5.1 Purpose and function of layout.</p> <p>5.2 Stages of layout (Rough layout, Finished layout).</p> <p>5.3 Various imposition schemes.</p> <p>5.4 Available Indian standard page sizes.</p> <p>5.5 Dummy preparation and its uses.</p> <p>5.6 Methods of arrangement and composition of illustrations, text matter, logo (symbol) and slogan.</p>
6.	<p>DESIGN BY COMPUTER TECHNIQUES (INTRODUCTION)</p> <p>6.1 Coreldraw Software</p> <p>6.2 Illustrator Software</p> <p>6.3 Photoshop Software</p> <p>6.4 Pagemaker Software for package design and Page layout.</p> <p>6.5 Application of different Software in one design (Printing product)</p>

## LABORATORY EXPERIENCES

1. Collection and study of all various printed materials.
2. Tools used by the designer and their handling methods with care required.
3. Materials for layout preparation and their uses.
4. Study the classification of type faces in respect of series, Face, Families, Size and other characteristics.
5. Monogram/ Logo creation and Slogan writing.
6. Study of various kinds of originals used in the printed materials.
7. Study of Colour, Colour mixing, Two – three colour combination. (Colour Wheel )
8. Layout procedure : Interpretation of copy and layout, preparing composing layout-rough and finished layouts.  
Prepare Rough and finished layout for –
  - ◆ Book cover (Jacket), Stationary, Greeting cards / invitation cards
  - ◆ Advertisement and folders (Brochure)
9. Prepare an artwork with the help of Benday's screen.
10. Prepare Art work for packaging – Labels, Cartons.
11. Prepare a dummy of –
  - ◆ Annual report, book, price list, diary.

- ♦ News, magazines and others job work.
- 12. Study of Graphic Design software tools.
- 13. Use of Corel Draw software tools for Graphic Design.

Reference Books:

Sr. No.	Name of Books	Author	Publisher
1.	Art and Copy Preparation	N. N. Sarkar	
2.	Graphic Arts Manual		USA
3.	Modern Lettering & Layout	Pittmans	
4.	Techniques of Design	Rand, Paol	Van Nostrqud N. Y.
5.	Graphic Design Manual	Haftman, Armim	Van Nostrqud N. Y.
6.	A History of Visual Communication		Hasting Hoive N. Y.
7.	Display Typography	Erich, Bain	Focal press, London
8.	Handbook of Advertising Art Production	R. M. Sehlemner	Prince Hall inc. England, N. J.
9.	Autocad Ver – Latest		Autocad (india)
10.	Subject – Coreldraw Software	Tata MC draw hall	New Delhi
11.	Subject – Photoshop Software	Tata MC draw hall	New Delhi
12.	Subject – Freehand Software	Tata MC draw hall	New Delhi
13.	Subject – Powerpoint	Tata MC draw hall	New Delhi
14.	Subect – Illustrator Software	Tata MC draw hall	New Delhi
15.	Introduction to Computer Architecture		Neil Villis & Jonkerridge wheeler & W. N. Delhi

