

Communication design (Visual Communication) Course Content

1st Semester

DE 613 Visual Language Syntactics

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Relationship between syntactic, semantics and pragmatics. Viewpoints, point of reference and framing. Relationship of colour, form and meaning. Explorations in visual abstraction.
- Study of Visual Language – critical study of visual elements, features and principles. Exploration and creation of complex and meta patterns.
- Analysis of Aesthetics- the structure of Appearance. Form in nature, Exploration of visual images with analogies from nature.

Texts / References

- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 1 July 2002
- Hoffman, Armin; Graphic design manual, Principles and Practice. Arthur Niggli Publisher, Multilingual edition. October 1, 2001
- Proctor, R.M.; The principles of pattern, Dover Publications Inc.; Revised edition edition (28 January 1991)
- Wong, Wucius; Principles of Form and Design, Wiley Publications, (1 September 1993)
- Frutiger, Adrian; Signs and Symbols: Their Design and Meaning by, Ebury Press; New edition edition (12 November 1998)
- Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications, December 1997.
- Kepes, Gyorgy; Language of Vision, Dover Publications Inc. (1 December 1995)
- Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press (1 August 2001)
- Hall, Edward Twitchell; The Hidden Dimension, Publisher: Anchor; Reissue edition (1 September 1990)
- Bachelard, Gaston; Jolas, Maria (Translator); The Poetics of Space, Publisher: Beacon Press; Reprint edition (April 1, 1994)
- Livio, Mario; The Golden Ratio: The Story of PHI, the World's Most Astonishing Number, Publisher: Broadway Books; Reprint edition (September 23, 2003)

DE 615 Studies in Typography

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Study of Typography. Study of Indian Language scripots. History, Classification, Anatomy and usage of various letterforms. Theoretical and applicable principles of communicating with letterforms. Multi lingual Typography.
- Expressive Typography. Compositions with type. Calligraphic Experiments in Indian Language scripts. Exploration of three dimensional features of letter forms. Typography in different contexts like Books, Mailers, New media, Posters, Signages, Motion graphics etc. Study of grids and layouts.

Texts / References

- Naik, Bapurao.S; Typography of Devanagari. Directorate of Languages,. 1971.
- Ruder, Emil; Typography, a manual of Design, Verlag Niggli AG; 7th Revised edition (March 1, 2001)
- Schmid, Helmut: The Road to Basel, 1997.
- Bringhurst, Robert; The elements of typographic Style. Hartley and Marks, 2nd edition (December 1, 1996) ISBN-0-88179-133-4.
- Ruder, Emil; Typography. A Manual of Design. Niggli Verlag; 4th edition (9 August 2008)
- Gerard Unger: While You're Reading, Mark Batty Publisher (January 2006)ISBN-13: 978-0976224518
- Otl Aicher: Typographie, Wilhelm Ernst & Sohn Verlag fur Architektur und technische Wissenschaften (November 4, 1988)ISBN-13: 978-3433020906
- Jost Hochuli: Detail In Typography, Hyphen; 1 edition (February 27, 2008) ISBN-13: 978-0907259343
- Hekmut Schmid, Shinkosha, Seibundo; Typography Today. IDEA special issue, 1980.
- Elam, Kimberly; Expressive Typography. The word as image, John Wiley & Sons Inc (1 December 1989).
- Bain, E.K; Display, Typography, Focal Press (April 17, 1970).
- McLean, Ruari; Manual of typography. Thames and Hudson, (November 1, 1980).
- Ruegg, Ruedi & Frohlich, Godi: Basic Typography, Academy Editions Ltd (a division of John Wiley & Sons Ltd.) (April 1974)
- Schmid, Helmut; Typography Today, Seibundo Shinkosha (1 July 2016)
- Lupton, Ellen; Thinking with type : a critical guide for designers, writers, editors, and students. New York : Princeton Architectural Press (September 2, 2004).
- Schmid, Helmut; The road to Basel. Helmut Schmid Design, 1997.

DE 617 Introduction to Advanced Photography

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

Lens, Focal Length, Exposure (Shutterspeed, Aperture, ISO), Depth of Field, Histogram, Picture Styles, RAW image, Digital Imaging, Sensor, Crop Factor, Light Metering (Incident, Reflected), Photographic Documentation, Studio Lighting, Flash Photography, Tabletop photography, Master Photographers, Relevance of Zone Systems in Digital Photography.

Texts / References

- Andrews, Philip & Langford, Michael, Langford's Starting Photography: The Guide to Creating Great Images, Focal Press; 6 edition (24 October 2008)
- Hirsch, Robert, Light and Lens: Photography in the Digital Age, Focal Press; 2 edition (April 30, 2012)
- Page, David A. & Zakia, Richard D., Photographic Composition: A Visual Guide, Focal Press; 1 edition (October 11, 2010)
- Hunter, Fil & Biver, Steven & Fuqua, Paul, Light Science and Magic: An Introduction to Photographic Lighting, Focal Press; 4th edition (September 8, 2011)
- Zakia, Richard D., Perception and Imaging: Photography—A Way of Seeing, Focal Press; 4 edition (4 March 2013)
- Berger, John, Ways of Seeing, Penguin Books; TV tie-in ed edition (1 December 1990)
- Arnheim, Rudolf, Visual Thinking, University of California Press; Second Edition, Thirty-Fifth Anniversary Printing edition (April 16, 2004)
- Child, John, Studio Photography: Essential Skills, Focal Press; 4 edition (August 18, 2008)
- Frye, Michael, Digital Landscape Photography: In the Footsteps of Ansel Adams, Focal Press (January 20, 2010)

DE 619 The Speaking Image

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This course is intended to nurture an interest in the world of illustrated books and illuminated manuscripts.

- Keyframes from the history of visual art
- Keyframes from the history of literature
- The past, the present and the future of the image
- The illustrated text

Texts / References

- Subhramanyan K.G., The Magic of Making, Seagull, 2007
- Marcus Leonard, The Art of Reading, Penguin Penguin Group USA, 2005/08/18
- Ranciere Jacques, The Future of the Image, Verso; Reprint edition (2 February 2009)
- Spitz Ellen Handler, Inside Picture Books, Yale University Press; New edition edition (1 September 2000)
- Sinha Gayatri, Indian Art: An Overview, Rupa (1 July 2003)
- Barnet Sylvan, Cain William, A Short Guide to Writing about Literature, Longman; 12 edition (July 8, 2011)
- Bowles John, Painted Songs and Stories, Indian National Trust (January 28, 2011)

DE 621 Media Technology

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

Digital Technology influences the process of design including several stages in conception and realization. Media Technology is an interdisciplinary subject which links to technology used in interaction design, informatics, communication design, print and similar areas. The course has an emphasis on practical applications of technology in design process, which can enhance the designer's theoretical understanding and vice versa.

Topics to cover:

- Introduction to various digital technologies used in communication design
- Designing for internet and communication devices, its limitations and possibilities
- Pixel perfect design, use and importance of digital artifacts
- Designing for print media
- Constraints and possibilities in modern printing process
- Study of production methods of books, new papers, magazines etc.
- Study of packaging using different materials.
- Handling print projects through digital media.
- Digital format image manipulation, Colour correction, font management, colour proofing etc.

Texts / References

- Lule, Jack, Understanding Media and Culture: An Introduction to Mass Communication, Flat World Knowledge, 1 March, 2012.
- Lister, Martin, Dovey, Jon, Kelly, Kieran, Grant, Iain, Giddings, Seth, New Media: A Critical Introduction, Routledge; 2 edition (January 28, 2009)
- Krug, Steve, Don't Make Me Think: A Common Sense Approach to Web Usability, New Riders; 2 edition (18 August 2005)
- Ware, Colin, Visual Thinking: for Design, Morgan Kaufmann Publishers Inc (9 April 2008)
- Pipes, Alan. Production for Graphic Designers, Laurence King; 5 edition (2 Mar. 2009)
- Sarkar, Narendra Nath, Art and Print Production, Oxford University Press (July 15, 2008)
- Pipes, Alan. Production for Graphic Designers, Laurence King; 5 edition (2 Mar. 2009)
- Sarkar, Narendra Nath, Art and Print Production, Oxford University Press (July 15, 2008)

DE 623 Visual Design

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- The focus of this course will be to acquire an ability to identify a visual design problem.
- Understand the factors that directly or indirectly influence the visual design problem.
- Design methodology – Study in the phases of process from analysis through synthesis and evaluation. To be able to develop a program for investigation of a problem.
- To be able to think from the audience point of view and to construct communicable messages for the audience through various media.

Texts / References

- Ian Noble Russell Bestley; Visual Research, AVA Publishing; 2nd edition (November 1, 2011)
- H Kumar Vyas; Design - The Indian context, National Institute of Design (2000)
- Helen Armstrong; Graphic Design Theory - Reading from the field, Princeton Architectural Press; 1 edition (March 11, 2009)
- Ellen Lupton; Graphic design thinking : Beyond Brainstorming, Princeton Architectural Press, (27 July 2011)
- Karl Gerstner; Designing Programmes; Lars Müller Publishers; 3rd, rev. and enlarged ed. edition (November 14, 2007)
- Ken Garland; A word in your eye, University of Reading, Department of Typography & Graphic Communication (1 November 1996)

DE 625 Introduction to Filmmaking

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

Pre-production, Developing Story, Script Writing, Story Board, Production, Camera, Shooting Strategies, Camera Movements, Steadicam, Sound Recording, Post Production, Editing, Sound Design, Color Correction, Transcoding, Film Theory, History, Regional Movies.

Texts / References

- Ascher, Steven & Pincus, Edward, The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Plume; 4 Rev Upd edition (27 Nov. 2012)
- Ray, Satyajit, Our Films, Their Films, Sangam Books Ltd (1 Jan. 2001)
- Rodriguez , Robert, Rebel without a Crew, Plume Books Sep - 1996 (1709)
- Katz, Steve, Film Directing Shot by Shot: Visualizing from Concept to Screen, Michael Wiese Productions; 1 edition (6 April 2011)
- Murch, Walter, In the Blink of an Eye, Silman-James Press,U.S.; New edition edition (1 September 2001)
- Mascelli, Joseph V., The Five C's of Cinematography: Motion Picture Filming Techniques, Silman-James Press,U.S. (1 October 1998)
- Andersson, Barry, Geyen, Janie L., The DSLR Filmmaker's Handbook, John Wiley & Sons, Inc., 2012
- Kolker, Robert, Film, Form, and Culture, McGraw-Hill Inc.,US (1 September 2001)

DE 627 Indian thoughts and tradition

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This is an exposure course to Indian thought and traditions which will cover various domains like Indian visual art, oral traditions, music, dance, theatre, science, health and architecture and society that make India stand out uniquely as a nation because of its diversity of cultures, languages, religions and customs

Visual Art – Traditional and contemporary schools of Indian Art, folk art

Oral Traditions from the ancient to the present

Music – Classical (Hindustani & Carnatic), Semi-classical, Folk, Fusion

Dance – Classical, Folk, Contemporary

Theatre – Traditional (Natashastra), Contemporary, Puppet Theatre

Science – An understanding of the scientific approach to everything and the holistic approach to it and how it influenced all aspects like health, architecture, management and even the arts.

Post independence understanding of India as a nation and bridging the wealth of the past with the potential of the future.

Reflection of this exposure to the question – What is or what can be called “Indian” Design

Texts / References

- Iyer Bharatha K., Indian Art-a Short Introduction, Stosius Inc/Advent Books Division; Reprint edition (1 December 1983)
- Gandhi Indira, Eternal India, Allen & Unwin (1 August 1980)
- Boner, Sharma Baumer; Vastusutra Upanishad, Motilal Banarsidass Publishers; 3rd Revised edition edition (2000)

DE 651 Sketching and Anatomy 1

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- To become fluent with capturing the human and animal form
- Proportions, structure, volume and shading techniques

Texts / References

- John.V.Vanderpoel, The Human Figure, Dover Publications; 2nd edition (24 April 2012)
- George.B.Bridgman, Bridgman's Life, Drawing Dover Publications Inc.; New edition edition (5 June 1972)
- Betty Edwards, The New, Drawing on the Right Side of the Brain, HarperCollins; New edition edition (5 November 2001)
- Betty Edwards, The New, Drawing on the Right Side of the Brain, Souvenir Press Ltd (30 April 2003)
- Stephen Missal, Exploring Drawing for Animation (Design Exploration Series), (Paperback) Delmar Cengage Learning (31 Oct. 2003)

2nd Semester

DE 612 Design Issues

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This course will contain two predominant approaches. The first is reflective which will help students to ponder on the very basic yet subjective questions like what makes a good designer.

- It will address understanding perceptions & Paradigms which enable students to “think outside the box” by identifying the boxes one creates inadvertently while designing.
- It will deal with the tangible and intangible relevance of broadening one's perspectives in Arts Aesthetics, Science and Technology to design.
The second is an exposure to different thoughts and perspectives, concerns and issues in the context of design.
- The challenges in design, layers or user experience, design process
- Design for the real world
- It will also expose the students to emerging areas of design,
- Relevance of design in the context of India,
- Importance of sustainable design practices, preserving traditional practices & designing for the underserved communities.
- Lastly it will provide an exposure to the design process.

Texts / References

- Covey, S. The Seven Habits of Highly Effective People. Free Press; 1st edition (September 15, 1990)
- Athvankar, Uday, Mental Imagery as a Design Tool, Cybernetics and Systems, Vol 28, No 1, Jan-Feb, 1997, pp 25-42.
- Athvankar, Uday, Learning from the way Designers Model Shapes in their Mind, Cognitive Systems : from Intelligent Systems to Artificial life, ed. J.R. Issac and V. Jindal, Tata McGraw-Hill, New Delhi, 1997, pp 221-232.
- Poovaiah, Ravi and Sen, Ajanta. Design by People within Culturally-rooted Idioms – the new 'cool' in a globalised world: - paper at ICSID Educational Conference at Copenhagen, Sept. 2005
- Christopher Jones, Design Methods Seeds of Human Future, Wiley, Interscience (1970)
- Jesse James Garrett, The Elements of User Experience, New Riders (2003)
- Hugh Beyer and Karen Holtzblatt, Contextual Design, Morgan Kaufmann (1998)
- Victor Papanek, Design for the real world, 2nd edition, Academy Chicago Publishers; 2nd edition (15 July 1985)
- Donald Schön, The Reflective Practitioner: How Professionals Think In Action, Basic Books (2 September 1984)

DE 614 Design Workshop

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- An independent one week workshop which involves working on actually design problems with practicing professionals. Study of various techniques used in Design execution like Calligraphy, Pottery and Ceramics, Printmaking, Theatre, Film and Video, Performing Art Sculpture, Painting, Story Telling and Narrative, Toy Design, Book Design, Sound Design, Exhibition Design, Information Graphics and Way finding Environment etc.

Texts / References

- Robin Williams, John Tollett, Design Workshop, Peachpit Press; 2nd edition (August 20, 2006)
- Robin Williams, John Tollett, Pearson (2002)

DE 616 Introduction to User studies

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Observation
- Contextual inquiry
- Interpreting interviews with team members,
- Consolidating data across users with personas
- Using data in the design process

Texts / References

- Beyer, Hugh; Holtzblatt, Karen; Contextual Design: Defining Customer Centered Systems; Morgan Kaufmann Publishers In; 1st edition (8 December 1997)
- Mike Kuniavsky; Observing the User Experience, Morgan Kaufmann; 2 edition (September 21, 2012)
- Wendell J, Holtzblatt K, Wood S, Rapid Contextual Design, Morgan Kaufmann (December 28, 2004)

DE 618 Semantics and Communication Theory

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- The course explores relationship between human information processing and design of messages
- Introduction to the, working memory (STM & LTM), chunking theory and their implications on human information processing. Human information processing strategies with emphasis on processing of visual information. Introduction to visual perception and Gestalt laws of organization. Introduction to information theory and their application to spatial and spatio-temporal message design.
- Concept of attention in perception. Relationship between message design and attention, Exploring relationships between the semantics and the structure of messages.
- Course is supported by studio work which uses these theories in design of communication messages.

Texts / References (The total number to be restricted to 6 – 8 . Web references may be given, if really required. Complete details of Texts/References should be provided. **Book:** Authors (Initials & Last name), Title, Edition (Optional), Publisher, Year. **Journal Articles:** Authors (Initials & Last name), Title, Journal name, Volume, Page nos., Year. **Web References:** Authors/Organization, Title, Year (if available), URL.)

- Miller, G; The magical number seven, plus or minus two: some limits on our capacity for processing information, in “Readings-in perceptions”, ed. Wertheimer M., Van Nostrand, New York, 1966 pp. 90-114.
- Mole, A; Information theory and aesthetic perception, University of Illinois (1969)
- Wertheimer, M; Principles of perceptual organization. In “Readings in perception” ed. D. Beardslee and M. Wertheimer, Van Nostrand, 1966, PP 115-135
- Arthur T. Turnbull, Russell N. Baird; Graphics of communication - Typography, Layout, Design, Holt, Rinehart and Winston, 1975
- Willows, D M, Houghton, H A; The Psychology of Illustration, Vol.1 & 2, Springer-Verlag, New york, 1989,
- Lee Lefever; The art of explanation, Wiley; 1 edition (October 12, 2012)
- William Lidwell, Kritina Holden, Jill Butler; Universal principles of Design, Rockport

DEP 602 Communication Design Project

Course Content (List of the topics/sub-topics to be covered in the lectures/practicals/assignments):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books design, animation and interaction design.

Texts / References

As per project choices.

3rd Semester

DE 701 Visual Ergonomics & Human Perception

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Investigation of human physical characteristics and limitations with respect to the environment as related to visual communications of text and graphics.
- Ergonomics as applied to visual-legibility studies. Use of eye movement recorder in visual analysis.
- Environmental conditions of illumination- study of figure and ground relationships.
- Ergonomics of readability issues with respect to static and dynamic text at short and long viewing distance. Ergonomics related to readability issues on display devices.
- Research methods in ergonomic data generation.
- Human Perception related to Visual Design applications.

Texts / References

- Woodson Wesley E, Human Factors Design Handbook, McGraw-Hill Education; 2 edition (January 22, 1992)
- Norman, Donald: A Design of Everyday Things, Basic Books; Reprint edition (September 19, 2002).
- Nielsen, Jakob, Usability Engineering, Morgan Kaufmann; 1 edition (September 23, 1993)
- Deborah J. Mayhew, The Usability Engineering Lifecycle: A Practitioner's Handbook for User Interface Design, Morgan Kaufmann; 1 edition (April 5, 1999)
- Marie , Anne; Barry Seward; Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, Publisher: State University of New York Press (July 1, 1997)

DE 703 Arts Design and Society 1

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Analysis of history of Art. Traditional Arts. Modernity and Post-Modernity.
- Analysis of history of Design. Bauhaus, Ulm.
- Analysis of history of Design in India. Analysis of design in the context of India.
- Cultural studies. Discourse analysis.
- An Introduction to Theatre.
- An introduction to Documentary Films.
- Critical writing in Art, Design, Theatre and Film.
- An Introduction to Humanities and Social Sciences.
- Qualitative methods- ethnographic, historical, philosophical, case study, and interview.

Texts / References

- Mario, Bussagli; Sivaramamurti, C.; 5000 Years of Art in India, L.N.Abrams, NY, 1981.
- Ananda, Coomaraswamy; The Dance Of Siva, Kessinger Publishing, LLC (September 15, 2006)
- Eames, Charles and Ray; The India Report, NID, 1958
- Hylland, Eriksen Thomas; Small Places, Large Issues - Second Edition: An Introduction to Social and Cultural Anthropology (Anthropology, Culture and Society), Pluto Press; 2 edition (April 20, 2001)
- Neil, Gershenfield; When Things Start to Think, Published by Hodder & Stoughton Ltd 07/01/1999
- Gropius, Walter (Author); Pick, Frank (Introduction); Shand, P. Morton; The New Architecture and The Bauhaus, The MIT Press; F First Edition Thus, Later Printing edition (March 15, 1965)
- Morris, William (Author); Kelvin, Norman (Editor); William Morris; on Art and Socialism, Dover Publications (August 9, 1999) ISBN-13: 978-0486409047
- Papanek, Victor; Design for the Real World, Chicago Review Press; 2 Revised edition (August 30, 2005)
- Meggs, Philip; A History of Graphic Design, John Wiley & Sons; 3rd ed. edition (1998)
- Trivedi, Kirti (ed.); Indian Symbolology, IDC, 1987
- Raizman, David; History of Modern Design, Publisher: Pearson Prentice Hall; 2nd edition (July 9, 2010)
- Spitz, Rene; The Ulm School of Design: A View Behind the Foreground, Publisher: Edition Axel Menges (March 20, 2002)
- Lupton, Ellen; Miller, J. Abbott (Editor); The ABC's of Bauhaus, The Bauhaus and Design Theory, Publisher: Princeton Architectural Press (June 15, 2000)

DE 707 Design Research Methodologies

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

This course offers an introduction to research methods used in the design process for post-graduate students of all branched of design. Topics which will be covered include: Introduction to qualitative research methods used in design, Introduction to quantitative methods, exploratory, inferential and casual research, Research Design and Introduction to Reading research and Reporting research.

Texts / References

- Doing Research in Design by Christopher Crouch, Bloomsbury Academic (May 8, 2012)
- Visual Research: An Introduction to Research Methodologies in Graphic Design by Ian Noble, AVA Publishing; 2nd edition (November 1, 2011)
- A Designer's Research Manual by Jennifer Visocky O'Grady, Kenneth Visocky O'Grady, Rockport Publishers (October 1, 2006)
- The Handbook of Qualitative Research by Norman K. Denzin and Yvonna S. Lincoln, 1994.
- Research Design: Qualitative, Quantitative, and Mixed Methods Approaches by John W. Creswell 2008.
- The Craft of Research by Wayne C. Booth, 2008.
- Practical Research: Planning and Design by Paul D. Leedy, 1980, January 3, 2015
- Introduction to the Practice of Statistics by David S. Moore, 2012.

DEP 701 M.Des Project 1

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

The summer internship provides an opportunity for you to work in rural or urban scenarios, based on your preferences and it hopes let you explore the impact design can have on our society, given the backdrop of socio-economic and cultural context of our country.

The duration of the project is four weeks.

All the students will have to make a presentation after they have completed their internships.

Texts / References

As per project choices.

DEP 703 M.Des Project 2

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

- Duration: 4 months from July– Nov.
- This project will be an extension of the project III and should include development of the final design concept. The defence presentations will be held during the month of April and time given till the end of June to complete the jury feedback, final drawings and finer detailing of the project.
- The evaluation of the Stage 2 of Project III is done by a panel of examiners appointed by DPGC. The panel will consist of external jury member along with an internal examiner, the guide and the chairman (A Professor or an Associate Professor from another Department of IIT Bombay)

Texts / References

As per project choices.

4th Semester

DE 702 Arts Design and Society 2

Course Content (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Key issues in visual arts (painting and installation art, photography, films), performing Arts public art.
- Concepts and concerns, and discourse on contemporary arts practice.
- The course involves talks by visiting artists, writers, film-makers, theatre artists as well as site visits to organizations and institutions that support arts-based activities and education.

Texts / References

- Huddleston, Edgerton Susan; *Translating the Curriculum: Multiculturalism into Cultural Studies*, Routledge (2 Jan. 1997), ISBN-13: 978-0415914017
- Norm, Fairclough; *Analysing Discourse: Textual Analysis for Social Research*, Routledge (July 20, 2003). ISBN-10: 0415258936
- Pal, Pratapaditya (ed.); 2000: *Reflections on the Arts in India*, Marg Publication, 2000
- Subramanyan K. G.; *Moving Focus: Essays on Indian Art*, Seagull Books, Kolkata, 2006
- Subramanyan K.G.; *The Living Tradition*, Seagull Books Pvt.Ltd (April 1987) ISBN Number: 8170460220
- Friedman, Thomas L.; *The World Is Flat: A Brief History of the Twenty-first Century*, Publisher: Farrar, Straus and Giroux (5 April 2005)

DEP 702 M.Des Project 3

Course Content *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

- Duration: 5 months from December – May.
- This project could be an extension of the previous project (if the scope of the project justifies the extension) or it could be an independent project with one of the following focus:
 - Design project of student interest and / or faculty interest and / or industry project
 - Re-design project that relooks at an existing problem or situation
 - Research project, delving into methodological or pedagogic issues
 - Exploration project, exploring application possibilities in a new technology or medium or variations
- The evaluation of the Stage 1 of Project III is done internally with a panel appointed by the DPGC in consultation with the guide. The panel will consist of the guide and two other faculty members.

Texts / References

As per project choices.