

BACHELOR OF INTERIOR DESIGN
Veer Narmad South Gujarat University, Surat.

B.ID. II; Semester III

GRAPHIC DESIGN I

Sub 1	Code No. 2	Teaching Scheme (Contact Hours)			Examination Scheme (MARKS)						Grand Total / Min ^m Passi ng 9+10
					Internal (50%=10%+20%+20%)				External (50%)		
		Lect ure 3	Studio 4	Total Credit 5	Internal / Attend. (10%) 6	Contin. Eval. (20%) 7	Final Review (20%) 8 (Jury/Viva/ Test)	Total (50%) (6+7+8) 9	Total 10	Min. Pass 11	
Graphic Design I		2	2	4	10	20	20	50	50	50 / 40%	100 / 45%

EMPHASIS: Visual perception of FORMS, PATTERNS and DESIGN. Forms as entity, individuals, identity and beauty. Plotting, manipulation, variations and their visual evaluate by computer modeling.

CONTENT: Search for forms through “Geometry – Grid” as Base, develop variations in Grid, superimposing grids and evolve new forms using grid as base or guideline. Search for Grid or Grids in nature, and understand Natural Forms.
 Variations and repetitions in forms, and developing patterns.
 Natural form as motif and its application on various surfaces, elements and product of interior spaces.
 Art / craft forms of various culture, religious and traditions in Graphic Design. Its reflection in Interior Spaces.

THRUST: **Emphasis:** Visual perception of forms and understanding of tessellation.

The Studio focuses on developing visual and perception skills by using different media and techniques and understanding forms, patterns and design.
 Forms are understood as entity, individual, identity and the geometry set in forms creates an unseen order. Further graphics is understood as a visual communicator and a tool of expression.

Understanding of Escher’s work and tessellation becomes the focus of studio where transforming and morphing of images is visually perceived and explored.

☞ REFERENCES:

1. Art in Everyday Life
2. Ching, Frances D. K. – Graphics in Architecture
3. Ching, Frances D. K. – Drawing: A Creative Process
4. Ching, Frances D. K. – Architectural Graphics
5. Ahmed Kasu - Interior Design - an Introduction to Art, Craft Science, Technique and Profession of Interior Design