

Department Name: Journalism and Mass Communication

Semester - IV

Course Title: Design and Graphics for Media	Course Code: 24MJMCJ4S1
Total Contact Hours: 28	No. of Credits: 2
L:T:P: 1-1-0	
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Exam Marks: 40	

Course Description: This paper would focus on the principles and techniques of visual communication, specifically tailored for media platforms. The course would cover graphic design fundamentals, including typography, color theory, layout, and composition, as well as how these elements are applied in creating engaging visuals for print, digital media, and broadcast.

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Memorize the definitions and the uses of design tools in the design software.
2. Understand the working principle of design tools in the design software.
3. Compose the designs which fulfill the industrial requirements.

Unit	Description	Hours
1	Basics of Design and Graphics: Basic elements and principles of Design and Graphics, Visualization, Convergence and Divergence, Conceptualizations Functions and significance, Design Lay-Out and Production.	10
2	Graphic Design Tools and Software: Introduction to graphic design software, Adobe Photoshop, Illustrator and Canva, Image editing & designing techniques.	08
3	Creating Graphics for Digital and Print Media: Designing for different media formats, Web graphics, social media posts, banners, and print media (flyers, brochures) Logo design, consistency across media.	10

References:

1. The Story of Graphic Design, for Class XI, NCERT Publication.
2. Towards a New Age Graphic Design, A Text Book in Graphic Design for Class XII, NCERT Publication
3. Graphic Design: The New Basics" Ellen Lupton and Jennifer Cole Phillips Princeton Architectural Press, 2008
4. The Elements of Graphic Design, Alex W. White, Allworth Press, 2009
5. Adobe Photoshop Classroom in a Book", Conrad Chavez and Andrew Faulkner, Adobe Press, 2018
6. Ted Alspach, PageMaker 7 for Windows – Visual Quickstart Guide
7. The Digital Photography book, Scott Kelby