Rajasthan ILD Skills University

B.Voc in Graphic Design
Semester - 3rd semester

Couse Title : B.Voc in Graphic Design
Semester – Third

S.no	Paper Title	Paper Category Skill Compulsory (SC) Skill Elective (SE)	Credits			Total Credits	Exam Durations (Hrs.)		
			Theory	Practical	Self / Project / Industry		T	P	S
1	Social Media Marketing	SC	2	0	4	6	1	2	
2	Digital Typography	SC	0	6	0	6	1	2	
3	History of Graphic Design	SC	2	0	4	6	1	2	
	Total Credits		**4**	**6**	**8**	**18**			

Digital Typography

Couse Code :
Couse Name : Digital Typography
Credits:4
Hours :84

Typography matters. Type is all around us, in everything we read, from product packaging, to billboards, from greeting cards, to books, to magazines and even graffiti. The early experience of learning to read and write the alphabet provides the basis for the majority of our learning experiences and our ability to communicate with others. Type and printed matter communicate not only information we need or want, but influence our buying decisions daily.

Course Objective: This course continues the objectives of Typography I. Students will review the history and evolution of typefaces, as well as, identifying type, specifying type and becoming familiar with typographic terminology. Emphasis will be placed on the exploration of digital typography. Upon successful completion of this course student assessments will demonstrate competencies and measurable skills in typographic application and design.

Course Description: This class is designed to provide a thorough understanding of th e typographical form as it relates to visual communication for the graphic designer. Students will be learning skills to prepare comprehensive layouts and finished projects for a variety of commercial art applications. Class work will include extensive hands-on projects emphasizing typography as a primary visual element. An emphasis will be placed in this class on computer skills to produce your projects. In this class we will explore typography as a primary creative graphic element and gain a greater understanding of the visual communication process.

Unit-I:
What is Digital Typography, Drawing & Labelling Letterforms becoming familiar with typographic terminology. Typography basics, hand and computer, Bitmap and raster fonts.

Unit-II:
Basic level of 3D Effect creating A Realistic look With Alphabets, various methods of creation of typography digitally. Moulding effect, Shape Typography, Face Typography, Brushing Effect Typography, Typography Use on Object, emphasizing typography.

Unit-III:
Break Typography, Fish -Eye lens Effect Typography, Wrap Texting, Lighting Effect, Blur Effect Typography, Corner Effect Typography, Layers Typography

Unit-IV:
Project on typography . Practical exercises : Typography to reinforce message – different advertisement designs – campaign advertisements – posters – book covers – leaflets etc. using typography.

 Suggested Assesment Scheme

Assessment 1: Drawing & Labelling Letterforms 20%

Assessment 2: Digital Typography 20%

Assessment 3: Portfolio 50%

Assessment 4: Presentation 10%

Social Media Marketing

Couse Code :
Couse Name : Social Media Marketing
Credits:4
Hours :84

Social media has disrupted communication channels and created challenges for marketing in the digital age. The change of control of the brand has shifted from the company to the consumer. Brands have become perplexed by this new phenomenon requiring a new found dynamic to their approach. In this course, students will learn how to manage their brand (either personal or business) on social media and how to create a social media strategy. Through lecture, discussions, and case studies, students will learn various theoretical frameworks towards an optimal social media strategy in a specific industry. Topics that are discussed include the importance of influencers and brand advocates, the benefits of listening and aligning objectives with goals. This class is an introduction to social media and is meant for individuals that have little to no knowledge about social media.

 This social media marketing course will train you on various social media platforms and their tools & techniques, and aims to make you an accomplished social media marketer, using effective, proven methodologies. At the end of the course, you will be able to:

Course Objective: Formulate a social media marketing strategy suited to your needs, Implement effective social media marketing campaigns, Influence your brand awareness by leveraging multiple social media channels, Build relationships and foster engagement with your target audience. This course is ideal for anyone that wishes to gain a greater understanding of social media, including business owners, executives, marketing professionals and students.

Course Description :
Unit I:
What is Social Media Marketing , How To Design Social Media Images ,Why is the size so Important ,Size of Social Media Platform , Sizes for Facebook, LinkedIn, Instagram, Youtube, Twitter Pinterest, Tumblr, Ello, We Chat, Snapchat

Unit-II:
Creative Graphic Design Tips for Your Social Media ,Find Your Goal, Color, Text, Typography, Good contrast, Visual Identity- Incorporate your branding into design Consistency, Know your platform, Creative, Keep it simple.

Unit-III:
Types of Visual Content in Social Media Marketing Graphics, Photos, Videos, Animations, Quotes, Screenshots, Data visualizations, E-books, Presentations

Unit IV:
Project on Social Media Marketing

Suggested Assesment Scheme

Assessment 1: Social Media Marketing 20%

Assessment 2: Branding in Design 20%

Assessment 3: Portfolio 50%

Assessment 4: Presentation 10%

History of Graphic Design

Couse Code :
Couse Name : History of Graphic Design
Credits:4
Hours:84

This class covers the history of graphic design from the earliest cave painting to the present. Emphasis is on the development of design from the late 19th century to the present.

Course Objectives:

The course provides graphic design students with the knowledge and understanding of the places, people, events; historical and cultural factors; and technological innovations that have influenced the development of graphic design into the practice that it is today. Historical awareness provides a meaningful context for young designers, like yourselves, to evolve and to contribute in positive ways to the cultures in which you live and work. The intensive depth of historical significance will be enriched by the writing intensive nature of this course, as daily observations will be made in your notes about each of the readings. Also, in-depth analysis papers will enhance your interpretation of the history of graphic design.

Unit-I:

Evolutionary foundations of communication, language and design, early graphic forms, communicating ideas and beliefs, the invention of proto-writing. Early Writing: Mark-making, Notation Systems.

Unit-II:

Classical Literacy 700 bce—400 ce Variations of literacy and the alphabet, the function of graphic codes, models of writing: gestural and constructed, writing at the end of the Classical age. Medieval Letterforms and Book Formats 400—1450 Medieval culture and graphic communication, graphic media and contexts, the codex book letterforms, manuscript hands, and pattern books; Graphic forms of knowledge.

 Unit-III:

Renaissance Design: Standardization and Modularization in Print 1450—1660 Early print design, graphic communication in Renaissance culture, print technology and type design, graphic forms of knowledge. Modern Typography and the Creation of the Public Sphere   1660—1800 Printed matter and the public sphere, news books, broadsheets, and newspapers, politics and the press, graphic arts and design, modern type design. On the edge of industrialization. The Graphic Effects of Industrial Production 1800—1850.

Unit-IV:

The Culture of Consumption 1920s—1930s, Digital Design After the 1970s Digital technology: from punch cards and plotters to desktop computing, Media transitions: type design and publications: Fluidity and functionality. The myth of immateriality and challenges of digital design.

Unit-V:

Project on Graphic Design History Timeline

Suggested Assesment Scheme

Assessment 1: Test 50%

Assessment 2: Portfolio40%

Assessment 3: Presentation 10%