

NIRMA UNIVERSITY
Communication Design Programme
Bachelor of Design, Department of Design
Year II, Semester III

L	T	P	C
1		1.5	2

Course Code	DTH 211
Course Title	Communication Theory I
Credits	2
Teaching hours:	37.5 hours

Course Learning Outcomes (CLO):

At the end of the course students will:

1. Understand the power of the image and its context and reach
2. Research and comprehend the ways whereby different societies associate and perceive imagery with phenomena, events and objects in the environment
3. Through study become familiar with symbolic visual language which is understood within a specific culture

Syllabus: Society, culture & communication: Image, Form & embedded meanings

To introduce students to what governs the development of a visual language across cultures:

- Geography and context
- Historical development and guiding impulses
- Visual forms in images, objects, environments
- Semantic meanings associated with the use and hence symbolic orientation
- Inspirational principles and fantasy associated with intangible attributes like power, spirituality, social norms, language etc.

The course will combine

- Visual lectures which would include scholarly theoretical frameworks
- Individual assignments based on image and object systems and their various functions. For example, study of colour and its associations, gender identities, rank or social orientations, ideal proportion systems & human representation etc.

Suggested Readings:

1. *Design and Environment: A Primer*, H. Kumar Vyas
2. *Design, the Indian Context: Learning the Historical Rationale of the Indian Design Idiom*, H. Kumar Vyas
3. *The Design of Everyday Things*, Don Norman
4. *Emotional Design*, Don Norman
5. *The Earthen Drum* by Pupul Jayakar
6. *Ways of Seeing*, John Berger
7. *Naked Ape*, Desmond Morris
8. *People Watching*, Desmond Morris

w.e.f. Academic year 2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit