

NIRMA UNIVERSITY
Department of Design
(B.Des.)
(1st Year / Semester 1)

L	T	P	C
		4.5	3

Course Code	DSK114
Course Title	Elements of Design I

Course Learning Outcomes (CLO):

Be able to Communicate ideas and concepts by researching visual techniques
 Be able to select visual communication techniques to realize creative intentions
 Be able to produce work which demonstrates the use of visual communication

Syllabus:

Teaching hours: 67.5

Exploration of parallel and curved lines,
 Visualization of movement through lines
 Exploration of edge & surface character and form of objects through lines
 5 second progression
 Gestalt and visual communication

Suggested Readings^:

Elements of Design: Rowena Reed Kostellow and the structure of visual Relationships (Design Briefs) Paper –Import, 1 July 2002
 By Gail Greet Hannah
 Design by Nature: Using Universal Forms and Principles in Design by Maggie Macnab
 Universal Principles of Design, by Lidwell, Holden and Butler, Rockport, 2010

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

w.e.f. academic year _2017_____ and onwards