

**NIRMA UNIVERSITY
COMMON FOUNDATION YEAR**

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	1DD102CC24
Course Title:	Elements and Principles of Design
Course Type:	(<input checked="" type="checkbox"/> Core / <input type="checkbox"/> Value Added Course <input type="checkbox"/> Departmental Elective/ Institute Elective <input type="checkbox"/> University Elective/(Open Elective Any other)
Year of introduction:	Academic Year 2024-25

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
			6			3

Course Learning Outcomes (CLO):

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

1. Demonstrate understanding of basic elements and principles of design and how they come together as a whole in a compositional space. BL 2, 3
2. Build visual sensitivity towards interactions between form, space and colour. BL 2, 3
3. Analyse and deconstruct the compositional spaces to sharpen understanding of critical components of a visual space. BL 4, 5
4. Create compositions by applying the components of visual design. BL 3, 6

Syllabus:

Total Teaching hours: 90

Unit	Syllabus	Teaching hours
Unit 1	<ul style="list-style-type: none"> ● Understanding Elements of Design - Point, line, shapes, forms, space, colour, texture 	30
Unit 2	<ul style="list-style-type: none"> ● Understanding Principles of Design - Balance, contrast, emphasis, rhythm, movement, harmony ● Understanding Gestalt Principles - Similarity, Continuity, Closure, Proximity, Figure and Ground 	30
Unit 3	<ul style="list-style-type: none"> ● Understanding Compositions - ● Reading Compositions ● Deconstructing Compositions, Analysing compositions 	30

Self Study	
Suggested Readings/ References	<p><u>Reading list from Nirma University Library</u></p> <ol style="list-style-type: none"> 1. Hannah, Gail Greet. Elements Of Design: Rowena Reed Kostellow and the Structure of Visual Relationships. United States: Princeton Architectural Press 2002. 2. Macnab, Maggie. Design Nature: Using Universal Forms And Principles In Design. United States: New Riders 2012 3. Itten, Johannes Birren, Faber [Editor]. Elements of Color: A Treatise on The Color System of Johannes Itten Based on His Book The Art of Color by Johannes Itten. New York: John Wiley and Sons, Inc. 2001 4. Mathew, Deepak John, Principles of Design through Photography, Publisher NID 5. Armin Hofmann, Graphic Design Manual: Principles and Practice by Verlag Niggli 2004 <p><u>Viewing list</u></p> <ul style="list-style-type: none"> ● Life in Color with David Attenborough https://www.youtube.com/watch?v=WYj-7IrjC4c ● Frank Lloyd Wright’s Design Process https://www.youtube.com/watch?v=dXX4zFmay9A ● Visual Order-Understanding of Visual Design Principles https://www.dsource.in/course/visual-order ● Colour and Form - I https://www.dsource.in/course/colour-and-form-i ● Visual Design - Colour Theory https://www.dsource.in/course/visual-design-colour-theory ● Visual Elements-Basic and fundamental units of Visual Language https://www.dsource.in/course/visual-elements
Suggested field visits	Identifying Elements and Principles of Design using their mobile phones/DSLRs