

NIRMA UNIVERSITY

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

Credit Scheme

L	T	Practical component				C
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Course Learning Outcomes (CLOs):

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

- Develop visualization skills and learn to convey narratives effectively.
BL 1 & 2
- Analyse visual narratives (film, graphic novel, or photo series) in connection with the theoretical constructs.
BL 4, 5
- Demonstrate understanding of theoretical foundations of visual story telling.
BL 2, 3
- Create compelling visual narratives to depict events, communicate, evoke experiences and emotions.
BL 3, 6

Contents

Total Teaching hours: 75

Units	Contents	Teaching hours
Unit 1	Visualisation Tools Drawing for illustration Fundamentals of photography Basics of Typography	20
Unit 2	Fundamentals of Visual Storytelling Genres of stories and modes of storytelling Elements of Visual Narrative: Plot, Characters, setting, conflict, and resolution. Linear, non-linear, interactive narratives Points of view	15
Unit 3	Case Studies and Analysis Case studies: Films, literature, visual communication, visual art Analysis of visual narratives (Films, comics, photo series, journey maps, product launches, storyboards, film posters, Folk traditions, Performing arts. etc.)	15
Unit 4	Integrating Theoretical Constructs into Visual	25

	<p>Projects/Case Based Learning Application of foundational theories of narratives through:</p> <ol style="list-style-type: none"> i. Single frame visual narrative: Posters, Visual articulation of idioms and proverbs ii. Multi-frame visual narrative: storyboarding, photo essays, metamorphosis, visual articulation of a process, illustrated lectures, etc. 	
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Self Study	
<p>Suggested Readings/References</p>	<ol style="list-style-type: none"> 1. Adams, A. (2013). <i>Ansel Adams: 400 Photographs</i>. Ansel Adams. 2. Berger, J. (1972). <i>Ways of Seeing</i>. Penguin Books. 3. Mathew, D. John, <i>Principles of Design through Photography</i>, Publisher NID. 4. McCloud, S. (2008). <i>Understanding Comics: Storytelling Secrets of Comics, Manga and Graphic Novels</i>. United States: Harper Perennial. 5. Rai. R (2007). <i>Raghu Rai's India: Reflections in Black and White</i>. Penguin Books. 6. Szarkowski. J. (2007) <i>The Photographer's Eye</i>. The Museum of Modern Art, New York. <p>Viewing list Children of the Forest - An illustrated documentation on the Halakki tribe by Shraddha Vaikunth Prabhu and Prof. Arun Mascarenhas IDC, IIT Bombay. https://www.dsource.in/case-study/children-forest/case-study-slide-show</p> <p>Zoo-mates-Graphic novel on the impact of hostel life on the behaviour and personalities of the students by Utkarsh Dhillon and Prof. Sudesh Balan IDC, IIT Bombay. https://www.dsource.in/case-study/zoo-mates/play-book</p> <p>TedEd: How to build a fictional world - Kate Messner. https://www.youtube.com/watch?v=ZQTQSbjecLg</p> <p>The Story of Stuff with Annie Leonard. https://www.youtube.com/watch?v=9GorqroigqM</p>
<p>Suggested field visits</p>	<p>Field visits for photo narratives: Narratives showing process & making (Craft Process, Manufacturing process, Production process, Making Process) Field visit to create thematic photo essays on any historic architecture, prolific person's life, revolutionary product, etc. Field visit to a museum to understand narrativizing collections for visitors</p>

Unit 4	Simple spatial design problems Exploration of spatial qualities like spatial enclosure, depth, volume, view, orientation, etc. and tectonic characteristics like form, surfaces, material, shape, texture, etc. by transforming structures into spaces. Impact of the materials and space on human behaviour and psyche.	30
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Self-Study	
Suggested Readings/References	<ol style="list-style-type: none"> 1. Ching, F., Ching, F. D. K., Adams, C. (2001). <i>Building Construction Illustrated</i>. Germany: Wiley. 2. Dunn, N. (2014). <i>Architectural Modelmaking</i>. United Kingdom: Laurence King Publishing. 3. Ranjan, M. P., Iyer, N., Pandya, G. (1986). <i>Bamboo and Cane Crafts of Northeast India</i>. India: Development Commissioner of Handicrafts, Government of India. <p>Viewing list</p> <p>PVCPipe Projects https://www.youtube.com/watch?v=a0ZEWjg59E8&list=PLkhA_dZqA2pENS14-t6i9l4DZTDO5nOeJ&ab_channel=Thaitrick</p> <p>10 Eco-Friendly Building Materials https://www.youtube.com/watch?v=bsQBSVJoV04&ab_channel=GoingGreen</p> <p>Working With Bamboo for Models Making https://www.youtube.com/watch?v=S5tL-RuRLDM&ab_channel=BambooU</p> <p>Online Resources Core77 - Design Blog (For Good Design Project Globally): https://www.core77.com/</p>
Suggested List of Assignments	
Suggested Case List	
Suggested field visits	<p>Visit to Sunday Market, Ahmedabad</p> <p>Visit to Mangalbag Bucky Dome, Ahmedabad</p>

w.e.f. Academic Year 2024-25 and onwards