NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	Bachelor of Design (Communication Design Prog.)
Course Code:	2DD107CC25
Course Title:	Image Creation: Illustration Design
Course Type:	Core
Year of introduction:	2025-26

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

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

1. Demonstrate a clear understanding of the visual impact and significance of illustration in the field of communication design — (BL 2)
2. Develop skills to create illustrations in both analog and digital mediums across diverse styles and genres — (BL 3)
3. Apply illustration design techniques using different analog mediums (e.g., pencil, pen & ink, charcoal, watercolor, acrylic) to develop a personal style and create illustrations for diverse formats such as posters, comics, and storyboards — (BL 3)
4. Effectively narrate stories using visual elements such as form, space, color, and line — (BL 6)
5. Effectively utilise AI tools to generate contextual illustrations for communication and enhance narratives — (BL 6)

Contents

		Teaching Hours (Total 90)
Unit 1	**Significance of Illustration Design and Genres** • Understanding the importance of illustration in the field of communication design • Understanding types of illustrations, mediums, techniques, and styles through exploration of form, concept, and experimentation with various media (Pencil rendering/ pen & ink/ charcoal/ watercolor/ acrylics etc.)	30
Unit 2	**Introduction to Illustration styles: Realism, Stylisation** • Enhance hand illustration skills and develop a personal style • Explore illustration for purposes such as illustrated story and graphic novel	24

Unit 3	**Introduction to Illustration styles: Graphic expression and Abstraction**	24

- Enhance digital illustration skills and develop a distinct style for a proposed theme
- Explore digital tools and software for posters, brochure/catalogue

Unit 4	**Illustration using AI:**	12

- Understand the fundamentals of AI image-generation tools and their use in illustration
- Experiment with AI to generate visual assets and concepts
- Integrate AI tools with traditional methods to develop hybrid illustration workflows

Self-Study:
- Study of master painters, illustrators, graphic designers
- Study of classical, folk and indigenous illustrated narratives of India

Suggested Readings/References:

Reading list from Nirma University Library
1. Mode, Heinz. Indian Folk Art. Alpine Fine Arts Collection, Ltd, United States, 1985.
2. Chatterji, Roma. Speaking With Pictures: Folk Art and the Narrative Tradition in India (Critical Asian Studies). Routledge, New Delhi, 2012.
3. Prakash, K. Rajasthani Folk Art. English Edition Publishers and Distributors (India) Pvt. Ltd., Mumbai, 2003.
4. Prakash, K., & Raman, Pradeesh K. Warli: Traditional Folk Art From India. Shree Book Center, Mumbai, 2009.
5. Escandell, Joan. Handmade Illustration: 767 Vintage Drawings Illustrations Vintage, Ilustraciones Vintage, Ilustracoes Vintage. Promopress, Spain, 2013.
6. Loomis, Andrew. *Creative Illustration.* Titan Books, 2013
7. Male, Alan. *Illustration: A Theoretical and Contextual Perspective,* Bloomsbury Academic, 2007
8. Miller, Carolyn Handler. *Digital Storytelling: A Creator's Guide to Interactive Entertainment,* 4th ed., Routledge, 2019
9. Perard, Victor. *Anatomy and Drawing,* Dover Publications, 2006

Viewing list
- History of Indian Illustration-
  https://www.dsource.in/course/history- indian-illustration
- Illustration Design-
  https://www.dsource.in/search/content/Illustration%20design

Suggested Case List
- Satyajit Ray's Book Covers and Film Illustrations. Focus: Book Cover Design, Film Graphics. Learning: Typography with illustration, narrative illustration, minimalism
- Amul Advertisements (India). Focus: Humorous Social Commentary, Branding. Learning: Consistency, visual storytelling, and cultural relevance.

- The New Yorker Covers (USA), Focus: Editorial Illustration, Conceptual Thinking. Key Artists: Christoph Niemann, Malika Favre, Jean-Jacques Sempé.
- Google Doodles. Focus: Interactive and Celebratory Illustration. Learning: Conceptual play, animation, adaptive design.

Suggested field visits
- Lalbhai Dalpatbhai Museum, LD Institute of Indology Campus, Navarangpura, Ahmedabad, Gujarat. (The Miniature Painting collections and Jain Manuscripts deserve special attention.)
- Kasturbhai Lalbhail Museum, Lalbaug Shahibaug, Ahmedabad, Gujarat. (The collection of miniature paintings and the drawings by Abanindranath Tagore and Gagandranath Tagore deserve special attention.)
- Attend any ongoing visual art and design exhibitions during the course.