



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
Tel:91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Syllabus of Value-Added Course

Certificate Course in Visual communication and Design

COURSE CODE: CCVD	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100
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Course overview:

Visual Communication & Design is designed to create an enhanced design citizenship throughout the globe. Our aim is to not just create designers but create individuals who can visualize, a blend of creativity, imagination with social and environmental responsibilities. The course inculcates research methodologies to enhance the designers towards a successful, responsible, culturally sound and Inventive Visionaries.

Course outcomes:

- Understanding the concepts of Graphic Design & vector illustration in Adobe illustrator and its application using various tools.
- Understanding the uses of advanced tools of Adobe illustrator in creation of advertisement and infographics.
- Analysing the elements used for graphics designing and print media in adobe illustrator.
- Applying the techniques and tools in Adobe illustrator.
- Understanding the basics of motion graphics.

Module 1

1. Introduction to Adobe Illustrator (4hrs)
2. Drawing & Painting; Painting with Illustrator (3hrs)

Module 2

1. Creating 3D object, text and typing (3hrs)
2. Clipping mask, Create outlines, templates, and graphic style (2hrs)

Module 3

1. Introduction to motion graphics (4hrs)
2. Case study of motion graphics video (4hrs)

3. Introduction to Camera, 3D layers, Filters, Transition & Application of filters (10hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Davis, M.(2012). Graphic Design Theory. London: Thames& Hudson
2. Joss, M., Nelson, L. (1977). Graphic Design Tricks & Techniques. Cincinnati, OH: North Light Books.
3. Sarkar, N. N. (1998). Designing Print Communication. New Delhi: S. Publications.
4. Sarkar, N. N. (2012). Art and Print Production. Oxford. University Press.
5. [http://design.tutsplus.com/graphic Design Illustration Tutorials](http://design.tutsplus.com/graphic%20Design%20Illustration%20Tutorials)

i. Approved in the 38th Meeting of the Departmental Academic Committee held on 04.01.2022 (Ref No. TIAS/DoJMC/DAC/2021-2022/38-2)