

# Communication Design

## INTERDISCIPLINARY MINOR FOR UG

### Pathway Mapping

SEM III  
Basics  
of Graphic  
Design

SEM IV  
Applied  
Semiotics

SEM V  
Fashion  
Styling  
(Editorial)

SEM VI  
Print &  
Media  
Design

SEM VII  
Digital  
Presentation  
Skills

Communication Design develops professional competencies in graphic, sign and symbol design, brand identity, styling, image processing and narration through a variety of print, media, and digital formats.

The students will be introduced to concepts that connect contemporary and historical contexts of the graphic arts and facilitate a fundamental understanding of the practice of communication design via hands-on exploration of the relationships between type, image, and meaning in communication design.

*Make your own creative visual stories*

### DESIGN THROUGH DIGITAL & SOCIAL MEDIA (EMERGING AREAS)

#### LEARNING OUTCOMES

**Knowledge:** Communication Design enables the students to express ideas, brands, and storylines clearly and creatively. The focus is on developing comprehensible design of messages and experiences.

**Skill:** The students will be strengthened with the concepts that connects contemporary and historical contexts of the graphic design and signage and styling techniques. Ability to practice communication design via hands-on/digital exploration using the relationships between type, image and layouts with suitable media.

**Synthesis:** This IDM will provide a strong foundation for a creative expression and ways of proceeding with design-based projects with appropriate communication aids.



# Display & Presentation Design

## INTERDISCIPLINARY MINOR FOR UG

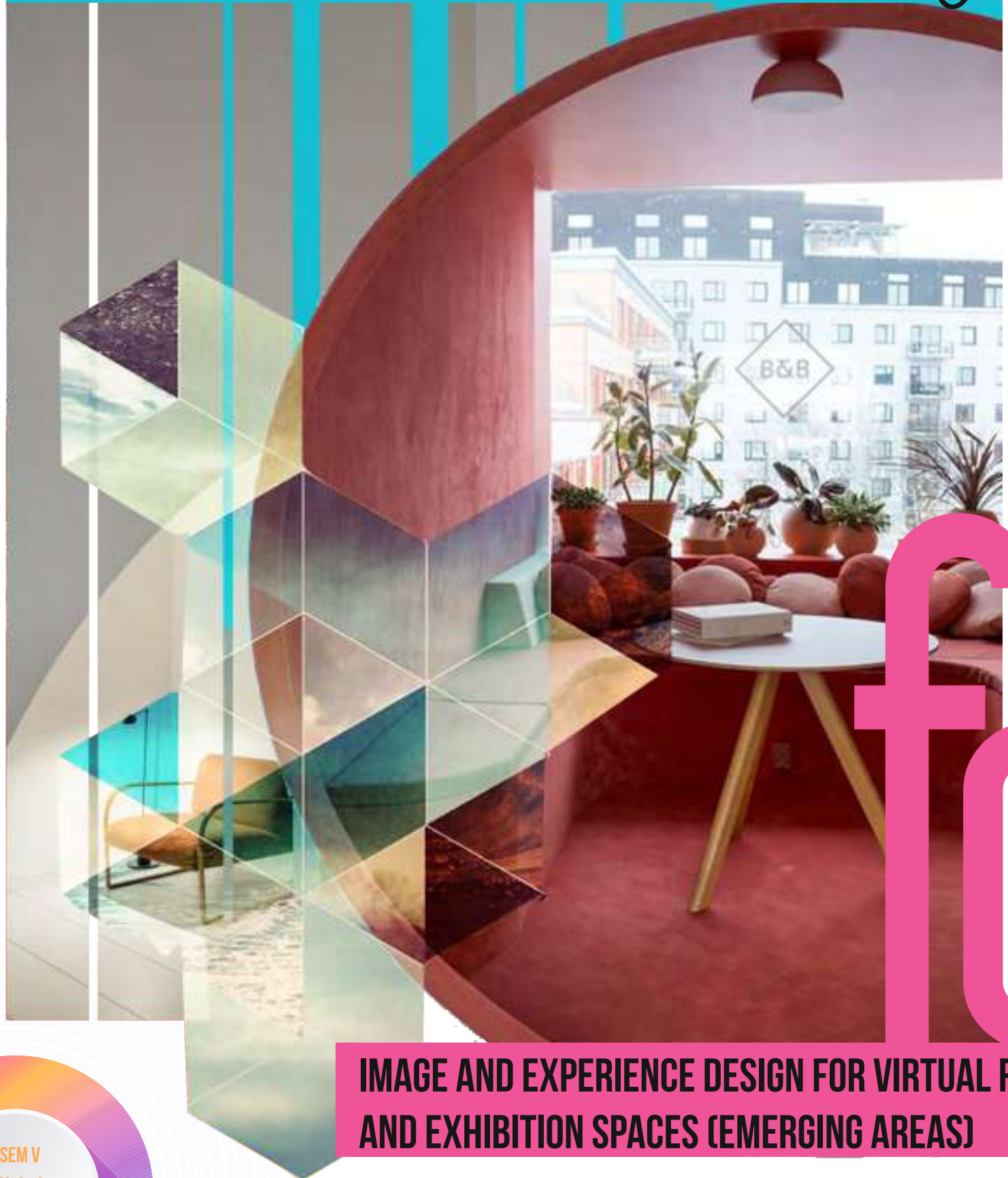
### Pathway Mapping



This course is a perfect melting pot for display design. The students will be exposed to live and hypothetical projects where they create and design for varying target markets and learn about the relationship between concept design and practical realisation. They would be able to create the right image both within and beyond the store's physical structure. To coordinate an image is to find the right balance of elements to obtain a result that makes the product sellable and, as a result, sold. There will be the opportunity to photograph their work, helping to build their portfolio. The course in all would prepare them to the display design industry.

Students can explore how to construct a narrative that acts as 'interpretive bridge' between the client and the audience. The outcome is the creation of interactive spaces that communicate messages in a memorable and innovative manner.

*Creating spaces that inspire you*



## IMAGE AND EXPERIENCE DESIGN FOR VIRTUAL RETAIL AND EXHIBITION SPACES (EMERGING AREAS)

### LEARNING OUTCOMES

**Knowledge:** Conceptualise, execute creative and interactive display environments for effective brand communication and brand experience. Use Product Photography as a tool to communicate a brand story, product concept, and a visual presentation.

**Skill:** Digital drawing skill to demonstrate technical know-how for concept visualization and execution of display ideas.

Ability to execute creative display ideas, a capability to handle various materials and demonstrate 3-D model making skills and technical drawing skills for final fabrication. Handling and usage of camera, and appropriate photography tool/techniques.

**Synthesis:** Design solution to communicate suitable visual experience at human-designed environments.



# Styling & Display Design

## INTERDISCIPLINARY MINOR FOR PG



# ffc

This course is a perfect mixed bag for styling design to produce students who are creative, with specific skills in trend forecasting, analysis, and interpretation of style and brands.

They can apply these skills to the present and emerging technologies in the global fashion industry with the inputs of the image capturing through photography. With a passion for style, and a creative mind and full of visual ideas, participants learn how to style and create sets for fashion shows.

They will be equipped as fashion creative for editorial features, advertising campaigns, brand image and restyling proposals, in social media and visual display, as well as in music videos, TV, and movies.

### 3D/4D VISUAL EXPERIENCE & PROMOTION DESIGN (EMERGING AREAS)

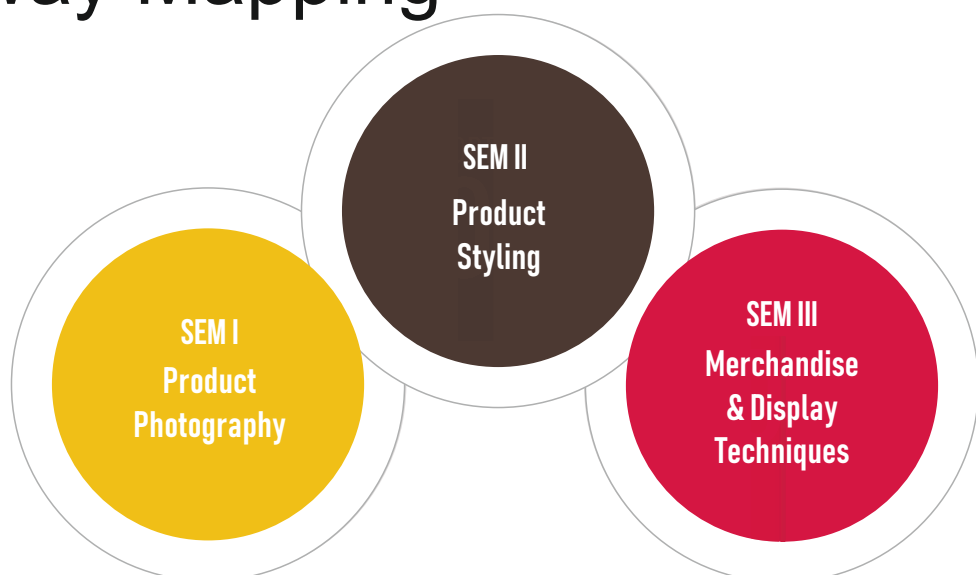
#### LEARNING OUTCOMES

**Knowledge:** Ability to communicate the concept of the product collection, experience attached to the product environment and space, and brand identity with an application of creative product photography.

**Skill:** Capability to handle various materials, demonstrate 3-D prop making skills, acquire technical drawing skills and demonstrate an ability to execute creative merchandise and display design ideas for window display, set design for advertising and events. Use of camera and lights for product, studio and outdoor photography.

**Synthesis:** Design solution for enhanced visual experience in product styling and fashion spaces.

## Pathway Mapping



The creative edge to visual promotion