

L J UNIVERSITY
L J SCHOOL OF DESIGN
 Syllabus for Bachelors of Design
 First Year I Semester 1

CODE	SUBJECT	CREDIT
10180102	Fundamentals of Design - I	6
AIM		
	To understand fundamentals of visual perception, interpretation and principles of aesthetics Develop mind-eye –hand co-ordination and observation skills	
CONTENT:-		
	<ul style="list-style-type: none"> • Analysis of visual impressions and representing in various media • Understanding of design elements: – point, line, shape, form, space • Understanding design principles : order, rhythm, harmony, balance and contrast • Meanings , symbolism attached to the design elements • Understanding design principals and its architectural application • Understanding of aesthetical value addition with colour and texture • Explore natural and artificial textures and study its visual impact 	
METHODOLOGY:-		
	<ul style="list-style-type: none"> • Theoretical explanation • Series of graphical exercises and transform/conversion into 2D and 3D models through exploring different media • Understanding tangibility of spaces by converting 2D graphical designs into 3D compositions through models 	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • Art in Everyday life- Harriet Goldstein • Logic and design –Krome Barrat • 101 things I learnt in Architecture –Mathew Fredrick • Pattern language –Christopher Alexander • Form, Space and Order –D.K.Ching • What is Design-Paul Grilo 	