

L J UNIVERSITY
L J SCHOOL OF DESIGN
 Syllabus for Bachelors of Design
 First Year I Semester 2

CODE	SUBJECT	CREDIT
10180209	Introduction to visual communication Design	2
AIM		
	To develop basic understanding about visual communication under B.DES. course	
CONTENT:-		
	<ul style="list-style-type: none"> • Introduction to Visual Communication Design • Understanding the design aspects of the specializations • Understanding various study area of specific specialization, Scope of work, future demand. 	
METHODOLOGY:-		
	Lectures, workshops, visits, Design tasks	
REFERENCE BOOK:-		
	Visual Communication A writers Guide 1999 Edition by Susan Hilligoss, Pearson The Thames & Hudson – Dictionary of Graphic Design & Designers	