

L J UNIVERSITY
L J SCHOOL OF DESIGN
 Syllabus for Bachelors of Design
 Second Year I Semester 3

CODE	SUBJECT	CREDIT
10180310	Graphic Design (Elective)	2
AIM		
	Understanding fundamentals of visual perception in graphics	
CONTENT:-		
	Visual perception of forms, patterns and design. Forms as entity, individuals, identity and beauty. Visual perception of forms and understanding tessellation. Understanding different compositions: Balanced/ Unbalanced, Static/ Dynamic, Symmetrical/ Asymmetrical etc. Understanding Abstraction.	
METHODOLOGY:-		
	Through class lectures, Presentations, site visits, case studies and making models & testing them.	
REFERENCE BOOK:-		
	Principle of form and design by WuciusWong Neufert – Architects Data	