

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Second Year I Semester 4

CODE	SUBJECT	CREDIT
10180410	Calendar / Poster Design	2
AIM		
	The aim of the "Calendar / Poster Making" elective is to equip students with the skills and knowledge necessary to design visually appealing and effective calendars and posters. The course emphasizes creativity, typography, layout, color theory, and the practical application of design principles in real-world projects.	
CONTENT:-		
	<p>Introduction to Calendar and Poster Design Overview of calendar types and formats / History and evolution of poster design / Importance of calendars and posters in communication</p> <p>Design Principles and Elements Basic design principles (balance, contrast, alignment, repetition, proximity) / Elements of design (line, shape, form, space, color, texture) / Typography basics and advanced techniques</p> <p>Color Theory and Application Color wheel and color harmony / Psychological impact of colors / Choosing color schemes for calendars and posters</p> <p>Layout and Composition Grid systems and layout structures / Composition techniques for effective visual communication / Hierarchy and focal points in design</p> <p>Typography in Detail Selecting appropriate typefaces / Combining typefaces / Creating typographic hierarchy and readability</p> <p>Software and Tools Introduction to design software (Adobe Illustrator, Photoshop, InDesign) / Basic and advanced tools and techniques / Workflow and file management</p> <p>Creative Concept Development Brainstorming and idea generation / Sketching and prototyping / Concept refinement and feedback</p> <p>Practical Projects Designing a monthly/annual calendar / Creating promotional and informational posters / Real-world project briefs and client interactions</p>	
METHODOLOGY:-		
	Lecture, demonstrations, Studio projects	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • "Poster Design: The History and Practice" by F. T. Marinetti • "Adobe Illustrator Classroom in a Book" by Adobe Creative Team 	