

# THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

## COURSE DESCRIPTION

Course title	PRINCIPLES OF DESIGN
Category	a. Existing course without changes
Course code	BADCC201
Semester	III
Number of credits	4
Maximum intake	30 (on first-come-first-served-basis <b>for MA courses only</b> )
Day/Time	
Name of the teacher/s	Prof G Nagamallika
Course description	<p><b>Overview of the course:</b> The course intends to introduce the students to the basic principles of design beginning with the print and then the digital medium, which is nothing but an extension of the philosophy of design for different media. The underlying principles can be applied to any medium to enhance the aesthetics of the medium and make it user friendly.</p> <p><b>Objectives as per the PSOs:</b> PO3. The students will know the basic principles involved in designing. PO4. Will be able to select the types required as per their relevance and occasion PO5. Will be able to identify and work with colours to enhance meaning. PO5. Learn the basic tools of design PO5. Will be able to apply the basic principles of design</p> <p><b>Learning Outcomes</b> a. To know the basic elements in designing for any media. b. To examine and differentiate the types and typography relevant in designing different media b. To identify the importance of Colour and be able to work with colours. c. To learn the basic tools in design. c. To be able to apply the principles of design d. To design visiting cards, greeting cards, posters etc. applying the principles of design</p>

Course delivery	<b>Lecture/Seminar/Experiential learning</b> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	<p>Internal (modes of evaluation): 50 marks</p> <p>End-semester (mode of evaluation): written and assignment 50 marks</p> <p>*Please note that open-book examination is permissible only for courses offered as part of MA programmes and subject to approval by the Head of the Department/Dean of the School concerned</p>
Reading list	<p>Essential reading: Pearsall, Germaine, (2016) Graphic Design. The English Press, USA.</p> <p>Other readings</p> <p><a href="https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20sense%20to%20users">https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20sense%20to%20users</a></p> <p><a href="https://www.adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics">https://www.adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics</a></p> <p><a href="https://visme.co/blog/elements-principles-good-design/">https://visme.co/blog/elements-principles-good-design/</a></p> <p><a href="https://designbro.com/blog/branding/graphic-design-future-design-media/">https://designbro.com/blog/branding/graphic-design-future-design-media/</a></p> <p><a href="https://edtechbooks.org/webdesign/multimediamdesign">https://edtechbooks.org/webdesign/multimediamdesign</a></p>