Visual Communication - Web course

COURSE OUTLINE

This course provides an overview of different aspects of Visual Communication and includes subjects such as drawing, photography, illustrations, typography, animation, video. The emphasis through the course is on developing outlooks underlying various communication tasks. This could include illustrated books for children, the design of textbooks and educational films, short animation films and interactive games and content.

COURSE DETAIL

<table>
<thead>
<tr>
<th>Module</th>
<th>Topic</th>
<th>Lectures</th>
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<tr>
<td>1</td>
<td>On Communication (3)</td>
<td>1.1 An Introduction to Communication&lt;br&gt; 1.2 On Languages and Grammar&lt;br&gt; 1.3 Visual Communication</td>
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<tr>
<td>2</td>
<td>Drawing (3)</td>
<td>2.1 Introduction to Drawing&lt;br&gt; 2.2 Drawing as a Tool for Observation&lt;br&gt; 2.3 Communicating through Drawing</td>
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<td>3</td>
<td>Photography (5)</td>
<td>3.1 The Increasing Popularity of the Camera&lt;br&gt; 3.2 Going Beyond Pretty Pictures&lt;br&gt; 3.3 Creative Imagery through Photomontage&lt;br&gt; 3.4 Rumi Under the Palas&lt;br&gt; 3.5 The Camera as an</td>
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Additional Reading:

2. Brook Peter, The Shifting Point, Theatre Communication Group, 1994

Hyperlinks:

- www.arvindguptatoys.com

Coordinators:
| 4 | Graphics (3) | 4.1 Graphic Imagery  
4.2 Visual Representation of Info. & Data  
4.3 Logos and Brand Identities |
|---|---|---|
| 5 | Paintings and Illustrations (3) | 5.1 Introduction to Paintings and Illustrations  
5.2 Paintings  
5.3 Illustrations |
| 6 | Animation (3) | 6.1 The Magical World of Animation  
6.2 Basic Principles of Animation  
6.3 How to Create a Short Animation Film |
| 7 | Film and Video (4) | 7.1 The Moving Image  
7.2 The Auteur School of Thought  
7.3 The Rasa Theory  
7.4 Film Appreciation |
| 8 | Typography (3) | 8.1 Calligraphy  
8.2 Basics of Typography  
8.3 Typographic Applications (Grids and Layouts) |
| 9 | Interaction Design (3) | 9.1 Interactive Media  
9.2 Principles of Interaction Design  
9.3 Some New Directions |
| 10 | Appendix 1_Basics of Drawing (5) | 10.1 Tools and Surfaces  
10.2 Line  
10.3 Tonalities  
10.4 Perspective  
10.5 Freehand Drawing |
| 11 | Appendix 2_Basics of Photography (6) | 11.1 Cameras  
11.2 Aperture  
11.3 Shutter Speed  
11.4 Light  
11.5 Composition  
11.6 Creative Exercises |

**References:**