THE MAHATMA GANDHI UNIVERSITY UNDERGRADUATE PROGRAMMES (HONOURS) SYLLABUS

MGU-UGP (Honours)

(2024 Admission Onwards)



Faculty: Fine Arts

Expert Committee: Animation and Graphic Design

Subject: Graphic Art

Mahatma Gandhi University Priyadarshini Hills Kottayam – 686560, Kerala, India

Syllabus Index

Name of the Minor: Graphic Art

		Type of the Course	~ *	Hours/	Hour Distribution /week			
Course Code	Title of the Course		Credit					
		DSC,		week	Ŧ	T	P	0
		MDC,			L	Т	Р	0
	GAND	SEC etc.						
MG1DSCGRA100	Raster Illustration	DSC B	4	5	0	3	2	0

Semester 1

Semester: 2

		Type of the Course		Hours/	Но	ur Dis /w	stribu eek	tion
Course Code	Title of the Course		Credit					
		DSC,	-100-1	week	T	T	ъ	0
	विद्यया असत	MDC,			L	Т	Р	0
		SEC etc.						
MG2DSCGRA100	Vector Illustration	DSC B	4	5	0	3	2	0

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Semester:	3
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		Type of the Course		Hours/	Но	ur Dis /w	stribu eek	tion
Course Code	Title of the Course	DSC, MDC, SEC etc.	Credit	week	L	Т	Р	0
MG3DSCGRA200	Computer Aided Design-I	DSC B	4	5	0	3	2	0

Semester: 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/	Hour Distribution /week			
Course Code		DSC, MDC, SEC etc.	crount	week	L	Т	Р	0
MG4DSCGRA200	Computer Aided Design-I	DSC C	4	5	0	3	2	0

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Programme						
Course Name	RASTER ILLUS	TRATION				
Type of Course	DSC B					
Course Code	MG1DSCGRA	100				
Course Level	100 -199	GA	UH			
Course Summary	Raster image e communicatio image creatio included adjus imperfections	editing is a f n. This cour n to enable sting colours or unwante	undamental s se focuses on e learners to , contrast, bri d elements fro	kill in the realm fundamental i learn about co ghtness and sha om the image.	of digital mage edit omplex de arpness as	design and visual ing software and sign topics. This well as removing
Semester	1		Credits		4	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical/ Practicum	Others 0	75
Pre-requisites, if any	Learners shou operating syst	ld have prof ems (e.g., W	iciency in usin /indows, mac(l g a computer, i DS) and basic fil	l ncluding fa e manager	l Imiliarity with nent.

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Define raster images, list their advantages and explain the application areas of raster image editing and differentiate between image editing tools.	К, U	3,10,9
2	Demonstrate the process of starting a new composition in an image editing software and apply knowledge of the workspace to discover and navigate through UI areas.	А	1,9,10

C

3	List and categorize selection tools in raster illustration and to explain the purpose and use of layers and layer effects.	к, U	9
4	Understand the different colour modes and their significance and to apply selection tools for precise image editing	U, A	1, 9
5	Apply masks, understand their role in image editing, analyse the impact of various filters on images and critically evaluate the benefits of working with camera RAW files.	A, U, An	1, 2
6	Evaluate the effectiveness of exported images in different file formats and create a diverse range of print design projects, demonstrating proficiency in raster illustration.	An, A	4

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Module	Units	Course description	Hrs	CO No.		
U	ndersta	nding Raster Images: Benefits and Practical Applications				
	1.1	Study of raster images- its advantage and application areas	8	1		
1	1.2	Various image editing software, application areas of raster image editing	6	1		
	1.3	Know the work space, starting a new composition, Discovering the UI area.	8	2		
Mastering Image Editing Tools and Techniques						
2	2.1	Study of tools: Selection tools, Painting and Retouching tools, Layers and Layer effects, filters.	8	3		
_	2.2	Working with colour modes, Reading a Histogram, Colour correction of images.	8	4		
Α	dvanced	Techniques in Raster Image Editing				
3	3.1	Application of masks, editing Alpha channels, working with smart objects	6	5		
	3.2	Exploring filters, working with camera RAW files.	6	5		
Ор	otimizing	and Exporting Images				

4	4.1	Exporting images to various file formats.	5	6
-	4.2	Project works- various applications of Print Design. – Poster, invitation card, greeting card, book cover etc.	20	6
Т	eacher's	specific module		
	5.1			
5	5.2			
	5.3	GANDH		
<u> </u>	•			

	CD -1: Interactive Demonstrations: Conduct live demonstrations of the software to showcase the workspace, starting a new composition, and UI navigation. Explore
	raster images and their advantages using practical examples within the software.
	CD -2: Individual and Group Projects: Assign individual and group projects that
	involve applying advanced techniques in raster illustration. Conduct critique sessions to discuss the effectiveness of these techniques in their work.
Teaching and	विद्यया अस्तसञ्जते
Learning	CD - 3: Step-by-step Tutorials: Provide step-by-step tutorials for applying masks, editing Alpha channels, working with smart objects, exploring filters and using
Approach	camera RAW files. Encourage learners to replicate and experiment with these techniques in their projects.
	CD – 4: Continuous Evaluation: Implement continuous evaluation through regular assignments and practical assessments. Provide constructive feedback to guide improvement in raster Illustrator proficiency.
	CD -5: Portfolio Development: Guide learners in developing portfolios showcasing
	their mastery in design concepts, emphasizing interior perspective creations.
	MODE OF ASSESSMENT
Assessment Types	A. Continuous Comprehensive Assessment (CCA)
	Assignments, In-class Exercises, Portfolio Development for 30 marks

B. End Semester Evaluation (ESE)
Final Portfolio Submission, Practical Application Test, Viva for 70 marks

- Murray, R. L., & Felts, S. K. (2019). Adobe Creative Cloud All-in-One For Dummies. Wiley.
- Wood, B. S. (2021). Adobe Illustrator CC Classroom in a Book (2022 release). Adobe Press.
- 3. Chelius, C. (2020). Adobe Illustrator For Dummies. Wiley.
- 4. Chavez, C. (2023). Adobe Photoshop Classroom in a Book: 2024 Release. Adobe Press.

Cooke, A. (n.d.). *Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between*. Prestel Publishing



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Kottayam

Programme						
Course Name	VECTOR ILLUSTRATIONS					
Type of Course	DSC B					
Course Code	MG2DSCGRA100	GAN	DHI			
Course Level	100 -199					
Course Summary	This course provides a deep dive into the principles and applications of vector graphic design. From understanding the advantages and applications of vector images to mastering various editing software, learners' progress through the essentials of drawing tools, shape manipulation and layer techniques. The course culminates in hands-on projects, allowing learners to apply their knowledge.					
Semester	2 विद्यग	2774	Credits	L	4	Total Hours
Course Details	Learning Approach U-U	Lecture	Tutorial	Practical/ Practicum	Others	
		0	3	1	0	75
Pre-requisites, if any	It is expected that learners possess a fundamental understanding of computer basics. Proficiency in essential computer skills, including navigating operating systems, managing files and folders and installing software applications, is crucial for a seamless engagement with the course content.					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the advantages and applications of vector images.	К	1,9,10
2	Differentiate between vector and raster images and navigate the vector editing software's workspace.	U	1, 2, 9

3	Demonstrate the process of starting a new composition and exploring the UI area of vector editing software.	А	1, 4, 9
4	Recall and identify various drawing tools and apply the use of layers, templates and colour to enhance vector illustrations.	К, А	1,4,10
5	Apply advanced vector design techniques like text manipulation, layers, symbols, 3D mapping, Flash integration and blending modes for visually impactful projects, demonstrating design anatomy mastery.	A	9, 10

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

COURSE CONTENT

Module	Units	Course description	Hrs	CO No.	
Fu	Indamen	itals of Vector Illustration			
	1.1	Study of vector images- its advantages and application areas.	8	1	
1	1.2	Various Vector editing software, difference between vector and raster images.	6	2	
	1.3	Know the work space, starting a new composition, Discovering the UI area	8	3	
N	lastering	vector Tools MGU-UGP (HONOURS)			
	2.1	Study of tools: Drawing tools, Shape and transform tools, Layers and its templates, Adding colour	6	4	
2	2.2	Layer tracing methods	6	5	
	2.3	Text and Advanced Techniques	5	3	
Advanced Techniques					
3	3.1	Working with text and type anatomy, advanced options of text	6	5	
	3.2	Working with Symbols, 3D Mapping and Flash Integration	5	6	

	3.3	Working with transparency and blending modes.	5	6	
Ą	oplied Ve	ector Illustration Projects			
4	4.1	Project works – Logo (Colour / Greyscale), envelope with folding lines.	10	6	
	4.2	Project works – magazine cover, bi-fold/ single fold and tri-fold brochure	10	6	
Teacher's specific module					
	5.1	GANDH			
5	5.2				
	5.3				

	Classroom Procedure (Mode of transaction)
	CD -1: Interactive Demonstrations: Conduct live demonstrations of the software to showcase the workspace, starting a new composition and UI navigation. Explore raster images and their advantages using practical examples within the software.
Teaching and Learning Approach	 CD -2: Individual and Group Projects: Assign individual and group projects that involve applying advanced techniques in raster illustration. Conduct critique sessions to discuss the effectiveness of these techniques in their work. CD - 3: Step-by-step Tutorials: Provide step-by-step tutorials for applying masks, editing Alpha channels, working with smart objects, exploring filters and using camera RAW files. Encourage learners to replicate and experiment with these techniques in their projects.
	CD – 4: Continuous Evaluation: Implement continuous evaluation through regular assignments and practical assessments. Provide constructive feedback to guide improvement in raster Illustrator proficiency.

	CD -5: Portfolio Development: Guide learners in developing portfolios showcasing					
	their mastery in design concepts, emphasizing interior perspective creations.					
	MODE OF ASSESSMENT					
Assessment Types	A. Continuous Comprehensive Assessment (CCA)					
	Assignments, Small Group activity, In-class Exercises, Portfolio					
	Development for 30 marks					
	B. End Semester Evaluation (ESE)					
	Final Portfolio Submission, Practical Application Test for 70 marks					
	Time: 2 hours					

- 1. Withrow, S., & Harris, J. (2008). Vector Graphics and Illustration: A Master Class in Digital Image-making. Rotovision.
- 2. Staniunas, H. J. (2021). Learning Vector Illustration with Adobe Illustrator. Bloomsbury Visual Arts.
- 3. Faulkner, C., & Chavez, C. (2021). *Adobe Illustrator CC Classroom in a Book (2022 release)*. Adobe Press.
- 4. Kim, H. H. (Ed.). (2017). Graphic Design Discourse: Evolving Theories, Ideologies, and Processes of Visual Communication. Introduction by S. Geissbuhler. Princeton Architectural Press.
- 5. Miller, K. T. (n.d.). *Graphic Design Fundamentals: An Introduction & Workbook for Beginners* (Graphic Design Fundamentals, Tutorials, Lessons & More). [Include What's Included section].
- 6. Samara, T. (2023). *Making and Breaking the Grid, Third Edition: A Graphic Design Layout Workshop (3rd ed.).* Rockport Publishers.
- 7. Unknown. (2022). The Elements of Graphic Design (3rd ed.). Allworth Press.
- 8. Wheeler, A., & Millman, D. (2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team* (5th ed.).
- 9. Wiedemann, J. (Ed.). (n.d.). Stationery Design Now! (9783836518970th ed.). Taschen.
- 10. Cooke, A. (n.d.). *Graphic Design for Art, Fashion, Film, Architecture, Photography, Product Design and Everything in Between.* Prestel Publishing.

- 11. Eskilson, S. J. (2019). Graphic Design: A History. March 18th Edition.
- 12. Wood, B. (2023). Adobe Illustrator Classroom in a Book: 2024 Release. Adobe Press



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Programme						
Course Name	COMPUTER AIDED DESIGN I					
Type of Course	DSC B					
Course Code	MG3DSCGRA200					
Course Level	200 -299					
Course Summary	This course focuses on the fundamentals of Computer-Aided Design (CAD) with a specific emphasis on 2D drafting and isometric projections. Learners will develop essential skills in creating technical drawings, schematics and illustrations using CAD software. The course covers both theoretical principles and practical applications to equip learners with the knowledge and proficiency needed for efficient 2D drafting and isometric representation.					
Semester	3 Tage 1 31 31 31 31 31 31 31 31 31 31 31 31 3					
Course Details	Learning Approach Uccture Ucct					
Pre-requisites, if any	Learners have a wide knowledge in Engineering Graphics and Architectural Elements					

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Recall fundamental CAD concepts, memorize 2D drafting commands and remember isometric drawing principles and coordinate systems	К	2,3
2	Understand CAD software interface and functionalities, grasp technical drawing standards' significance in CAD and comprehend 2D drawing and isometric projection relationship.	U	3,10

3	Apply 2D drafting techniques for precise shapes, use isometric projection for 3D representation in 2D and effectively apply CAD tools for drafting and annotation.	А	6,9			
4	Analyze technical drawings for accuracy, break down complex problems and evaluate layer management's impact on drawing organization.	An	1,2			
5	Develop proficiency in 2D drafting with CAD software, enhance isometric projection skills for spatial accuracy and demonstrate effective collaboration via shared CAD files and documentation	S	4,9			
*Rem	*Remember (K). Understand (U). Apply (A). Analyse (An). Evaluate (E). Create (C). Skill (S). Interest (I)					

and Appreciation (Ap)

COURSE CONTENT

Module	Units	Course description	Hrs	CO No.	
C/	AD Basics	s and Operations			
	1.1	CAD offers advantages such as precision and efficiency, playing a crucial role in engineering drawings, with system requirements to support its implementation.	2	1,2,3	
1	1.2	Configure page size, start drawings from scratch, open, save and exit CAD software.	2	2,3	
	1.3	Utilize command entry and create/use templates efficiently.	3	2,3	
C/	D Draw	ing Tools and Techniques			
2	2.1	Utilize Draw toolbar shortcuts, set paper size, units, grid limits, drawing limits and snap controls effectively.	5	1,2,3	
	2.2	Use modify tools with shortcuts and basic commands for drawing properties like layer control, changing properties, line weight control and functional keys.	5	1,2,3	
	2.3	Dimensions encompass styles like linear, aligned, chain, parallel, oblique and multi-leader.	5	3,4	
CAD Drawing Methods and Dimensioning					
	3.1	Create orthographic general drawings and apply dimensions accordingly.	10	3,5,6	
	3.2	Utilize isometric snap settings for 2.5 D drawing and dimensioning.	10	3,6,7	

3	3.3	Create and apply symbols & using Design Center and Tool Palettes.	5	3,6	
Are	chitectu	ral Drawings & Plotting			
4	4.1	Draw architectural designs including flat-roofed, tapered-roofed and multi-floor residences, featuring plan, elevation and section views.	15	3,5,6,7	
	4.2	Create interior layout and sectional views, as well as exterior layouts.	10	3,6,7	
	4.3	Set title sheets and manage plotting and printing	3	4,5	
Т	Teacher's specific module				
5	5.1				
	5.2				

	Classroom Procedure (Mode of transaction)
Teaching and Learning Approach	CD – 1 Lecture Sessions: Conduct informative lectures to introduce fundamental concepts and theories in computer-aided design (CAD). Cover topics such as CAD fundamentals, system requirements and the importance of CAD in engineering. Engage learners through interactive discussions and examples to enhance understanding. MGU-UGP (HONOURS) CD – 2 Tutorial Sessions: Provide hands-on tutorial sessions where learners can apply CAD software tools and techniques in a controlled environment. Utilize multimedia resources and practical demonstrations to illustrate CAD functionalities and workflows. Offer guidance and support to learners as they navigate through CAD software.
	CD – 3 Practical Workshops: Organize practical workshops to provide learners with real-world experience in using CAD for design and drafting tasks. Offer opportunities for learners to work on design projects, simulate engineering scenarios and solve practical problems using CAD software. Foster collaboration and teamwork among learners to enhance learning outcomes.

	CD – 4 Individual Projects: Assign individual CAD projects that challenge learners to		
	apply their knowledge and skills in solving specific design problems. Encourage		
	learners to explore creative solutions, develop design prototypes and present their		
	work effectively. Provide feedback and guidance to learners as they progress		
	through their projects.		
Accorement Types	MODE OF ASSESSMENT		
Assessment Types	A. Continuous Comprehensive Assessment (CCA)		
	Assignments Internal assossment for 20 marks		
	Assignments, internal assessment for 50 marks		
	B. End Semester Evaluation (ESE)		
	Practical Exam for 70 marks		
	GANULA		
	Time: 2 hours		

- 1. Kirkpatrick, J. M. (2023). AutoCAD 2023 for Beginners. Wiley.
- 2. Leach, A. (2023). Mastering AutoCAD 2023 and AutoCAD LT 2023. Sybex.
- 3. Fitzpatrick, P. (2023). *Engineering Graphics Essentials with AutoCAD 2023 Instruction*. SDC Publications.
- 4. Shih, R. H. (2023). *AutoCAD 2023 Tutorial First Level 2D Fundamentals*. SDC Publications.

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Programme						
Course Name	COMPUTER AIDED	D DESIGN I				
Type of Course	DSC C					
Course Code	MG4DSCGRA200	ANU				
Course Level	200 -299		20			
Course Summary	This course focuse specific emphasis essential skills in CAD software. T applications to ec efficient 2D draftin	es on the fun on 2D draft creating tec he course quip learner ng and isom	ndamentals ing and ison chnical drav covers bor s with the etric repres	of Computer metric project vings, schema th theoretica knowledge a entation.	-Aided De ions. Lear itics and i I principl nd profici	sign (CAD) with a mers will develop Ilustrations using es and practical iency needed for
Semester	4 विराय	राम्स अस्य	Credits	call.	4	Total Hours
Course Details	Learning App <mark>roach U - U</mark>	Lecture GP (H	Tutorial 3	Practical/ Practicum 1	Others 0	75
Pre-requisites, if any	Learners have a w Elements	ide knowlec	lge in Engin	eering Graphi	cs and Arc	chitectural

COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Recall fundamental CAD concepts, memorize 2D drafting commands and remember isometric drawing principles and coordinate systems	К	2,3
2	Understand CAD software interface and functionalities, grasp technical drawing standards' significance in CAD and comprehend 2D drawing and isometric projection relationship.	U	3,10

3	Apply 2D drafting techniques for precise shapes, use isometric projection for 3D representation in 2D and effectively apply CAD tools for drafting and annotation.	А	6,9
4	Analyze technical drawings for accuracy, break down complex problems and evaluate layer management's impact on drawing organization.	An	1,2
5	Develop proficiency in 2D drafting with CAD software, enhance isometric projection skills for spatial accuracy and demonstrate effective collaboration via shared CAD files and documentation	S	4,9
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I)			

and Appreciation (Ap)

COURSE CONTENT

Module	Units	Course description	Hrs	CO No.		
CA	CAD Basics and Operations					
1	1.1	CAD offers advantages such as precision and efficiency, playing a crucial role in engineering drawings with system requirements to support its implementation.	2	1,2,3		
	1.2	Configure page size, start drawings from scratch, open, save and exit CAD software.	2	2,3		
	1.3	Utilize command entry and create/use templates efficiently.	3	2,3		
C/	AD Draw	ing Tools and Techniques				
2	2.1	Utilize Draw toolbar shortcuts, set paper size, units, grid limits, drawing limits and snap controls effectively.	5	1,2,3		
	2.2	Use modify tools with shortcuts and basic commands for drawing properties like layer control, changing properties, line weight control and functional keys.	5	1,2,3		
	2.3	Dimensions encompass styles like linear, aligned, chain, parallel, oblique and multi-leader.	5	3,4		
CAD Drawing Methods and Dimensioning						
	3.1	Create orthographic general drawings and apply dimensions accordingly.	10	3,5,6		
	3.2	Utilize isometric snap settings for 2.5 D drawing and dimensioning.	10	3,6,7		

3	3.3	Create and apply symbols & using Design Center and Tool Palettes.	5	3,6
Ar	chitectu	ral Drawings & Plotting		
	4.1	Draw architectural designs including flat-roofed, tapered-roofed and multi-floor residences, featuring plan, elevation and section views.	15	3,5,6,7
4	4.2	Create interior layout and sectional views, as well as exterior layouts.	10	3,6,7
	4.3	Set title sheets and manage plotting and printing	3	4,5
Teacher's specific module				
5	5.1			
	5.2			

	Classroom Procedure (Mode of transaction)
Teaching and Learning Approach	CD –1 Lecture Sessions: Conduct informative lectures to introduce fundamental concepts and theories in computer-aided design (CAD). Cover topics such as CAD fundamentals, system requirements and the importance of CAD in engineering. Engage learners through interactive discussions and examples to enhance understanding. MGU-UGP (HONOURS) CD – 2 Tutorial Sessions: Provide hands-on tutorial sessions where learners can apply CAD software tools and techniques in a controlled environment. Utilize multimedia resources and practical demonstrations to illustrate CAD functionalities and workflows. Offer guidance and support to learners as they navigate through CAD software.
	CD – 3 Practical Workshops: Organize practical workshops to provide learners with real-world experience in using CAD for design and drafting tasks. Offer opportunities for learners to work on design projects, simulate engineering scenarios and solve practical problems using CAD software. Foster collaboration and teamwork among learners to enhance learning outcomes.

	CD – 4 Individual Projects: Assign individual CAD projects that challenge learners to		
	apply their knowledge and skills in solving specific design problems. Encourage		
	learners to explore creative solutions, develop design prototypes and present their		
	work effectively. Provide feedback and guidance to learners as they progress		
	through their projects.		
	MODE OF ASSESSMENT		
Assessment Types	A Continuous Comprehensive Assessment (CCA)		
	A. continuous comprehensive Assessment (CCA)		
	Assignments, Practical Exams for 30 marks		
	B. End Semester Evaluation (ESE)		
	Practical Exam for 70 marks		
	GANUH		
	Time: 2 hours		

- 1. Kirkpatrick, J. M. (2023). AutoCAD 2023 for Beginners. Wiley.
- 2. Leach, A. (2023). Mastering AutoCAD 2023 and AutoCAD LT 2023. Sybex.
- 3. Fitzpatrick, P. (2023). *Engineering Graphics Essentials with AutoCAD 2023 Instruction*. SDC Publications.
- 4. Shih, R. H. (2023). *AutoCAD 2023 Tutorial First Level 2D Fundamentals*. SDC Publications.

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