

AR184 BASIC DESIGN (0-0-6)

Aim: The study aims at building up the vocabulary in visual and basic design principles.

1. To study & practice through lettering exercises & graphical presentations techniques.
- 2 To study the fundamentals of visual –design such as points, lines, planes, colours, textures, etc. resulting into
2-dimensional composition.
3. Understanding the various principles of composition eg. Symmetry, Rhythm, Harmony, Contrast, Balance, Monotony etc.

Exercises based on these principles.

4. Study of visual relationships through exercises on placement of objects at different eye-levels and different distances.
5.
 - i) Study of basic terms such as surface, form, space and understanding their relationship to each other.
 - ii) Two dimensional studies in surface composition , arrangements, relationships, continuity etc.
 - iii) Three dimensional studies in Stability relationship, balance, composition etc.
6. Understanding the Elementary structural forms.