

GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for B. Arch
SEMESTER - IX

SUBJECT NAME: VISUAL COMMUNICATIONS

SUBJECT CODE: 1095009

FOCUS:

Visual communication is a key to our economic growth and cultural evolution, and an architect's role involves both individual ingenuity as well as collaborative creativity. An architect no longer functions in isolation as the conduit for communication. Focus is on educating visual communication architects to become agents of change, activism and advocacy.

This course is designed to blur the boundaries between Architecture, Advertising and Graphic Design. Learning fundamental skills, basic principles and conceptual thinking takes precedence over learning to use computer applications and software. Gaining wider historical and contextual perspectives, strategies and solutions, proficiency in communication skills, decoding and making meaningful forms and executing these forms and messages on various media are some of the objectives of this course.

Contents:

- **Introduction to Visual Communication**
- Principles of visual and other sensory perceptions. Colour Psychology and theory (some aspects) Definition, Optical / Visual illusion etc.
- Types of Media – Traditional media, Print media, Electronic media and new media.
- Basic of Graphic Design, Definition, Elements of Graphic Design. The process of developing ideas – Verbal, Visual, Combination and thematic, visual thinking, design execution and presentation.
- Studies in Typography
- Information Graphics

Suggested Books:

1. Lester, E (2000) Visual Communication: Image with messages.
2. Visual Elements of Arts and Design (1989) Longman Porter.
3. Media presentation of Visual Arts and artists; University of Luton press Palmer, Frederic.
4. Bring Hurst, Robert; the elements of typographic

style. Hartley and Marks. ISBN-0-88179-133-4