

**FIRST YEAR – SEMESTER – I**

**IC 013 GRAPHIC COMMUNICATION & SIGNAGE : Typed Studio based (L=0,S=5,W=0)**

**EMPHASIS:**

- \* Graphics as a space-making element.
- \* Graphics as space transforming element.

**CONTENT:**

- \* Graphics application for transformation of space
  - using linear pattern, planar pattern, solid forms etc.
  - using on hard and soft surfaces and its effect,
  - as a link for co-ordination between various design elements.
- \* Graphics and visual communication systems – letters, forms, calligraphy, information and message giving aid to various strata of public sector etc.
- \* Signage systems
- \* Display boards, posters etc.
- \* Graphics and Image making – audio-visuals and graphics techniques.