

Indian Institute of Technology, Kanpur
Proposal for a New Course

1. Course No: DES6XX

2. Course Title: **Graphic Design Studio**

3. Per Week Lectures: 1 (L), 0 (T), 6 (P), 0 (A)

Credits ($3 \times L + 2 \times T + P + A$): 9

Duration of Course: Full Semester

4. Proposing Department/IDP: Department of Design

Other Departments/IDPs which may be interested: HSS

Proposing Instructor(s): Subhajit Chandra

5. Course Description:

Graphic Design Studio introduces students to the process of developing visual communication solutions for different contexts and audiences. The course covers visual identity and logo design, branding, communication collaterals, packaging design, motion graphics, and signage & wayfinding systems. Students learn to translate concepts into visual forms using image, typography, colour, elements of composition and visual narratives. The course emphasises research, concept development, visual exploration, design refinement and presentation.

6. Objectives

The course aims to develop conceptual, visual and technical skills required to address graphic design problems. The objectives are to:

1. Understand the principles and processes involved in developing graphic design solutions for different communication contexts.
2. Develop skills in identity and logo design, branding and communication collaterals.
3. Learn and communicate concepts effectively.
4. Develop the ability to conduct visual research, generate concepts, evaluate design alternatives and refine design outcomes.
5. Design and develop graphic design solutions supported by research, and rationale for the intended audience.

7. Contents (preferably in 5–10 broad titles)

S. No	Lecture Module	Descriptions *	No. of Classes
1	Module 1	Visual Identity and Logo Design: This module introduces the role of visual identity in establishing recognition and communicating the character of an individual, organisation, product or institution. Students study the principles of logo design, including simplicity, distinctiveness, memorability, scalability and relevance. The module covers visual research, concept generation, symbol development, logotypes, monograms, wordmarks and combination marks.	6
2	Module 2	Branding and Visual Systems: Branding as a system of visual communication. Brand positioning, audience, values, personality and the relationship between brand strategy and visual language and expression. Brand narratives, colour systems, typography, graphic elements, imagery and consistency across communication platforms. Extending brand identity elements into a recognisable brand system and how visual decisions influence brand perception.	6
3	Module 3	Designing Communication Collateral: Brochures, posters, flyers, stationery, reports, editorial materials, social media graphics and digital communication assets. Topics include information hierarchy, grid systems, typography, image selection, layout, consistency and adaptation across formats.	6
4	Module 4	Packaging as a Graphic Communication System: packaging design as a combination of visual communication, product information and three-dimensional form. Packaging structure, product identity, audience, material, surface graphics, typography, colour and information hierarchy. Packaging research, competitive analysis, concept development, structural considerations, visual differentiation, label design and the presentation of packaging concepts.	6
5	Module 5	Motion Graphics: motion graphics as a method of communicating ideas through moving text, shapes, images and visual sequences. Students will explore the principles of	6

		time, movement, rhythm, transitions, sequencing and visual continuity. Topics include storyboarding, visual narratives, typography in motion, logo animation, short promotional graphics, and sound.	
6	Module 6	Signage and Wayfinding Design: Signage and wayfinding as location identifiers, navigate spaces and understand their surroundings. User needs and movement, spatial analysis, information hierarchy, directional and identification signs, typography, symbols, colour coding, sign placement, visibility, legibility, readability and consistency. Interaction of graphic systems with architecture, circulation patterns and environmental conditions.	6

* Studio hours will be used to work on the assignments/projects as needed. Typography materials will be required for these classes.

Pre-requisites:

None. Basic familiarity with design processes and the principles of visual design is desirable.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Explain and apply fundamental graphic design principles to visual communication problems.
- Develop visual identities, logos and branding systems based on research and concept development.
- Design coordinated communication collaterals using appropriate design language.
- Develop packaging concepts that integrate product information, visual identity and structural considerations.
- Create basic motion graphics using principles of timing, movement, sequencing and visual narrative.
- Develop signage and wayfinding proposals that respond to user needs, spatial conditions and information requirements.

Assessment Criteria and Weightage:

- End Semester Exam: 10%
- Assignments: 50%
- Presentations: 20%
- Project: 20%

8. Short Summary for Course Booklet

Graphic Design Studio introduces students to visual identity, logo design, branding, communication collaterals, packaging, motion graphics, and signage and wayfinding. Through visual research, case studies and studio projects, students will learn to develop and present graphic design solutions for print, digital and physical environments.

9. References:

1. Calori, C. (2007). Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems. Wiley.
2. Elam, K. (2004). Grid Systems: Principles of Organizing Type. Princeton Architectural Press.
3. Frutiger, A. (2003). Signs and Symbols: Their Design and Meaning. Harper Design.
4. Heller, S., & Ilić, M. (2007). The Anatomy of Design: Uncovering the Influences and Inspirations in Modern Graphic Design. Rockport Publishers.
5. Heller, S., & Vienne, V. (2012). 100 Ideas That Changed Graphic Design. Laurence King Publishing.
6. Meggs, P. B. (1992). Type and Image: The Language of Graphic Design. Van Nostrand Reinhold.
7. Müller-Brockmann, J. (1999). Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers. Antique Collectors Club.
8. Samara, T. (2007). Design Elements: A Graphic Style Manual. Rockport Publishers.
9. Wheeler, A. (2017). Designing Brand Identity: An Essential Guide for the Whole Branding Team (5th ed.). Wiley.

10. Any other remarks

The course follows a studio-based approach in which students learn through practical exercises, visual research, case studies, iterative design development and critical reviews.

Dated:_____ Proposer:_____

Dated:_____ DUGC/DPGC Convener:_____

The course is approved / not approved

Chairman, SUGC/SPGC

Dated:_____