34. GRAPHIC DESIGN
(Code No. 071)

Introduction

Graphic Design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them on some flat surface (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic designs has a purpose or function. Usually its purpose is commercial to explain aesthetically something - to express, inform and influence the thoughts and actions of its audience.

This subject introduces the student to the art intended to communicate information for advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media - using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography).

1. **Creating Art:** Students know and apply the arts disciplines, techniques and processes to communicate the original or interpretive work.

2. **Art in Context:** Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of words of art.

3. **Art as Inquiry:** Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

Graphic Design at senior secondary stage is an elective subject. Although there are no prerequisite qualifications for the subject the students should demonstrate basic skill and interest in the fields of art and design to opt this subject.

Rationale

Design is the process of selection where visual elements such as line, shape, volume, tone, texture, colour, form, format, space, and structure are used by students to express their ideas. Visual sensitivity and working knowledge of design elements would be developed by solving a series of problems and employing a variety of media and materials. The curricular area aims at enabling the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

Design is an activity of problem solving for the well being of society and individuals. Today, in the world of information and communication everyone has to communicate and get communicated by different groups of people through a wide variety of communication systems.

Graphic design course has a great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, through pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing posters, book-covers, letters heads, newspaper format, brochures, logo, textile prints, or even jewellery. With the advent of personal computers and design software, graphic design is being utilized in electronic media. Often referred to as interactive design, it has unlimited applications in advertisements.

The career choices connected through this course may be seem as graphic designers working in print production as newsletters, posters, brochures, etc. Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The curriculum in Graphic Design focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a graphic design career by learning design techniques, visual thinking, concept development, colour, composition and typography through case studies and hands on exercises. During the study, assignments will incorporate problem solving projects that relate to visual communication. The course includes introduction to computer as a tool to create, modify and present the visual messages creatively.

By opting Graphic Design as one of the Elective subjects at Senior Secondary level, the students will have various options to pursue their advanced studies in Graphic Design or the knowledge may be integrated with related curricular/ professional areas for vertical and horizontal mobility in their career.

Course Objectives

Study of Graphic Design will have a wider horizon in the field of art and will -

● Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.

● Develop and demonstrate the understanding and skillful use of the elements and principles of visual design (1. conceptual element, 2. visual element, 3. relational element and 4. practical or functional element).

● Gain skill to use digital tools as a powerful means of communication to create, modify and present the message.

● Study the works of contemporary artists, designers as well as the masters in the art field and discuss to enrich their vocabulary of design.

● Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

Core Content

The students will:

● Recognise how graphic design involved in contemporary time.

● The concept of a layout and ways to create it.

● Practice styles of lettering/ fonts and their implications.

● Concept of a logo and methods of create it.

● The basics of two dimensional design including the elements and principles of art.

● Graphic Design and implications of colour theory.

● Role of criticism in interpreting Graphic Design.

● Career options in Graphic Design.

● Use variety of tools and techniques in developing design.

The students will design and create a variety of projects, using traditional and electronic medium. Maintain good studio organization facilities in an appropriate working condition.

GRAPHIC DESIGN
CLASS-XII: GRAPHIC DESIGN (2017-18)

Time: 3 Hours

A	THEORY (One Paper)	70 Marks	180 Periods
	Unit–I: Design Processes and Practices	15 Marks	30 Periods
	Unit–II Principles and Elements of Design	30 Marks	100 Periods
	Unit–III: Media and Design	25 Marks	50 Periods
B	PRACTICAL	20 Marks	60 Periods
	1. Society and Articulation	5 Marks	15 Periods
	2. Introduction to Design Based Software	5 Marks	15 Periods
	3. Application of Design Based Software	5 Marks	15 Periods
	4. Advanced Applications of Design Software	5 Marks	15 Periods
C	PORTFOLIO	10 Marks	Throughout the year

CLASS-XII: GRAPHIC DESIGN

3 Hours

A: THEORY (One Paper)		70 Marks
SECTION A: Questions based on Reader		
SECTION B: Questions based on Application of Design		
UNIT-I	**Design Processes and Practices**	15 Marks

	1. Role of Design in Society
	  a) Functions of Design
	  b) Implications and Impact of Graphic Design
	  c) Role of Graphic Designer
	  d) Contemporary Graphic Design in India
	2. Graphic Design Processes
	  a) Methodology of Graphic Design	

UNIT- II	**Principles and Elements of Design**	30 Marks

	3. Sketching and Drawing
	  a) Introduction to Drawing: an aid in visual representation
	  b) Types of drawing
	    ● Drawing from memory and imagination
	    ● Drawing from observation
	    ● Drawing from Dimensional information
	  c) Virtues of drawing	

	4. Colour
	   a) Colours theories
	   b) Colour wheel
	   c) Colour Harmonies or Colour Schemes
	   d) Colour Symbolism
	5. Fundamentals Visual Composition
	   a) Introduction
	   b) Principles and Elements of Composition
	6. Typography
	   a) Classification
	   b) Anatomy of Font
	   c) Features of a Font
	   d) Text Formatting
	   e) Multilingual Typography
	7. Principles of Layout Design
	   a) Theme and content
	   b) Types of Layout
	   c) Colours in Layout
	   d) Copy and Type
	   e) Design for Publication	

UNIT-III	**Media and Design**	**25 Marks**

	8. Digital Imaging and Printing
	   a) Types of Digital Images
	   b) Digital image Editing
	   c) Digital Printing
	9. Advertising Design
	   a) What is Media Planning
	10. Campaign Design
	   a) Kinds of Campaign
	   b) Planning a Campaign
	   c) Research & Data Collection
	   d) Creative Aspects
	   e) Developing a Concept
	   f) Departments of an Advertising Agency
	11. Integrated Methods of Advertising
	   a) Kinds of Events
	   b) Public Relations
	   c) Media
	   d) Visual Communication an its Impact	

	12. Graphic Design for Interactive Media
	    a) Basic Concepts
	    b) Types of Websites
	    c) The Website Development and Management Process
	    d) Graphic Design Approach
	    e) Designing Navigation	

B: PRACTICAL		**30 Marks**
1.	(i) Functions of Design (ii) Graphic Design Process	
2.	(i) Types of Drawing (ii) Colour and its Theories (iii) Elements of Composition (iv) Types of Layout and a Complete Design for Publication.	
3.	(i) Types of Digital Images, Editing and Printing (ii) Advertisment Design Planning (iii) Means of Campaign Designing (iv) Types of Visual Communication and Design a Poster/Hoarding/Book-cover, etc. (v) Layout of a Website Home - Page on a Chosen Field. (Institution/organization/sports/art/event etc.)	
4.	**Portfolio**	
	(i) One work from each chapter of Unit-2 (ii) One complete sketch book of at least 100 sketches	

SCHEME OF EXAMINATION
Class - XII (2017-18)

Time: 3 hours

	I. THEORY PAPER	70 Marks
	SECTION-A	**40 Marks**
1.	Four short questions based on textbook (80-100 words). (four questions of 3 marks each (4x3), with 1 internal choice question)	12 marks
2.	Long questions: Three questions based on textbook (100-120 words) (Three questions of five marks each (3x5), with 1 internal choice question)	15 marks
3.	Definitions: Five definitions based on textbook in three to five sentences. (Five definitions one mark each (1x5), with 1 internal choice question)	05 marks
4.	Essay Type: One essay type question based on textbook (150-200 words) (One essay type question of 8 marks, with 1 internal choice question)	08 marks
	SECTION-B	**30 Marks**
5.	Four short questions on drawing a design pattern based on the given input (Four questions of 3 marks each (4x3), with internal choice question)	12 marks
6.	Two questions on designing a motif or a pattern based on (5+5) (Two questions of 5 marks each (2x5), with 1 internal choice question)	10 marks
7.	One question on designing any of the following types: brochure/ logo/ letterhead/ book cover/ poster/ textile print/jewellery (One design based question with choice (8x1))	08 marks
	II. PRACTICAL EXAMINATION:	**30 marks**
1.	Prepare a rough layout on a given topic	05 marks
2.	Transform the same layout in digital format	15 marks

3.	Portfolio
	
	(i) One work from each chapter of unit-2
	
	(ii) One sketch book of at least 100 sketches.
	
	The portfolio would serve as evidence in the skill to organize and use tools and techniques effectively by learners.
	
	1. **Portfolio will include**
	   One work based on each chapter of unit-II
	   - Drawing
	   - Colour
	   - Desing Principles
	   - Typorgraphy
	   - Layout
	2. **Sketching:** 100 skecthes of people, place architecture, objects etc. in different drawing media.
		10 Marks

Note: Yearly submission of portfolio consisting of selected works (min. no. 20) produced during the year. The should be rich in terms of material exploration and visual impact.

(Students will each develop a portfolio that reflects and intermediate to advanced level of artisitic peception, expression, historic and cultural understanding, aeshetic valuing and an ability to connect their artistic skills to many art related careers and develop competencies in problem solving communication, time management and resource. Students are expected to submit acceptable work at the end of academic year. If an assignment is considered unacceptable, the students will be asked to complete and resubmit their work.)

Books Recommended:

1. The Story of Graphic Design, for Class XI, NCERT Publication.

1. Towards a New Age Graphic Design, A Text Book in Graphic Design for Class XII, NCERT Publication.

QUESTION PAPER DESIGN 2017-18

GRAPHIC DESIGN (Code No. 071)   **CLASS-XII**

Max. Marks: 70

S. No.	Typology of Questions	Learning outcomes and Testing Competencies	VSA (1 Mark)	Short Answer (SA) 3 Marks)	Long Answer-I (LA-I) (5 Marks)	Long Answer (LA-II) (8 Marks)	Total Marks	% Weightage
1	**Remembering-** (Knowledge based Simple recall questions, to know specific facts, terms, concepts, principles, or theories; Identify, define, or recite, information)	Reasoning Analytical Skills Critical Thinking Skills etc.	5	-	-	-	05	7%
2	**Understanding-** (Comprehension – to be familiar with meaning and to understand conceptually, interpret, compare, contrast, explain, paraphrase, or interpret information)		-	4	2	-	22	31%
3	**Application** (Use abstract information in concrete situation, to apply knowledge to new situations; Use given content to interpret a situation, provide an example, or solve a problem)		-	2	2	-	16	23%
4	**High Order Thinking Skills** (Analysis & Synthesis- Classify, compare, contrast, or differentiate between different pieces of information, Organize and/or integrate unique pieces of information from a variety of sources)		-	-	-	1	08	11%
5	**Evaluation-** (Appraise, judge, and/or justify the value or worth of a decision or outcome, or to predict outcomes based on values)		-	2	1	1	19	28%
	TOTAL		**5x1=5**	**8×3=24**	**5×5=25**	**2×8=16**	**70(20)**	**100%**