

VAJ103: Visual Communication and Design(Total teaching hours: 32hrs)

Course Objective: Develop foundational design skills and techniques in visual storytelling, photography, and graphic design for media applications.

Course Outcome: Students will also gain hands-on experience with design software and techniques to create visually appealing and impactful media content.

Unit 1: Principles of Design

8 hours

- **1.1 Design Basics:** Key elements of design (line, shape, color, texture).
- **1.2 Design Principles:** Balance, contrast, emphasis, and unity.
- **1.3 Typography:** Importance of font choice and text layout.
- **1.4 Visual Hierarchy:** Creating a hierarchy in visual content.

Unit 2: Graphic Design Tools

8 hours

- **2.1 Introduction to Graphic Design Software:** Overview of tools (e.g., Adobe Creative Suite).
- **2.2 Creating Visual Content:** Basics of designing infographics and social media posts.
- **2.3 Image Editing Techniques:** Skills for enhancing and manipulating images.
- **2.4 Visual Storytelling:** Using graphics to tell a story effectively.

Unit 3: Photography and Photojournalism

8 hours

- **3.1 Basics of Photography:** Understanding camera settings and techniques.
- **3.2 Composition Techniques:** Rule of thirds, leading lines, and framing.
- **3.3 Ethical Considerations in Photojournalism:** Respecting privacy and representation.
- **3.4 Editing Photos:** Using software for photo enhancement and manipulation.

Unit 4: Creating Infographics

8 hours

- **4.1 Types of Infographics:** Understanding different infographic formats.
- **4.2 Data Visualization Techniques:** Best practices for representing data visually.
- **4.3 Tools for Creating Infographics:** Software and online tools for design.
- **4.4 Case Studies:** Analysing successful infographics in media.


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