

(M. Des. Course Structure in Multimedia Communication and Design)
 UPDATED VERSION AS PER NEP

SEMESTER - 1						
Sl. No.	Course Code	Course Title	L	T	P/S	C
01	MHS101	Research and Publication Ethics	2	0	0	2
02	MMD101	Design: An Introduction (Theory)	1	1	0	2
03	MMD102	Communication Design (Theory)	1	1	0	2
04	MMD171	Design: An Introduction (Lab)	0	0	4	2
05	MMD172	Communication Design (Lab)	0	0	4	2
06	MMD173	Understanding Aesthetics: Analytical studies (Lab)	0	1	6	4
07	MMD191	Semester 1 Project (An exploration on how to do design project in various creative areas)	0	0	12	6
	Contact Hrs = 33	Total	4	3	26	20

COURSE CONTENTS

SEMESTER – 1

MHS101: Research and Publication Ethics

L-2, T-0, P/S-0, C-2

Prepared by Dept. of HSS

MMD101 / 171: Design - An Introduction

L-1, T-1, P/S-4, C-4

PART – 1:

Early Classical Period

Prehistoric Cave paintings – Primitive Designs- Interiors during Egyptian, Greek, Roman, Gothic, Early Christian & Renaissance Periods. Interiors in Romanesque, Gothic, and renaissance periods

Colonial to the beginning of the 20th Century

Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Elitism, Frank Lloyd Wright.

Design Vocabulary

Form – point, line, volume, shape, texture & colour – in relation to light, pattern etc. and application of the same in designing interiors.

Design Principles

Ratio; proportions – golden section; relationships; scale; Balance – symmetrical, radial, occult; harmony; unity; variety; rhythm; emphasis.

Anthropometrics

Definition, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, spatial requirements etc. Study of Ergonomics Design of Furniture for Living, Dining, Kitchen, Office etc.

Design Control

Design process – Analysis, synthesis, design evaluation; Design criteria – function and purpose, utility and economy, form and style; human factors - human dimensions, distance zones, activity relationships; fitting the space – plan arrangements, function, aesthetics.

PART – 2:

Introduction to Design specialization

- Design and Multimedia
- Photography and videography
- 2D animation technique
- 3D modeling and texturing
- Rigging and 3D animation
- Audio-Video editing
- Compositing and visual effects

To be demonstrated by esteemed faculty members of the department.

References:

1. Francis. D. K. Ching, Interior design Illustrated, Van Nostrand Reinhold
2. John. F. Pile, Interior Design, Harry Abrams Inc.
3. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, Van Nostrand Reinhold.
4. Gary Gordon, Interior lighting for designers, John Wiley & Sons Inc.
5. Harold Linton, Colour in Architecture, McGraw Hill
6. Jonathan Poore, Interior Colour By Design, Rock Port Publishers.
7. Sherrill Winton, Interior Design and Decoration, Prentice Hall.
8. Johanness Itten, The Art of Colour, John Wiley and Son

MMD102 / 172: Communication Design**L-1, T-1, P/S-4, C-4**

Understanding design as applied to solving communication problems within the context of our society. Structuring information in terms of classifications, hierarchy, order, sequence, etc.

Design of magazine, textbook, picture books, Children's books, exhibition, website, e-book, etc. Introduction to digital design such as website design, banner design, basic of UI/UX, digital publication, etc. Introduction to latest digital tools and techniques to work on print and digital design projects.

References:

1. Meggs, Phillip B.; Type and Image: the language of graphic Design, VNR, 1992
2. R. Carter, D. B. Meg Phillip, Typographic Design: Form and Communication, John Wiley & Sons, 2000
3. Kimberly Elam, Grid Systems: Principles of Organizing Type (Design Briefs), Princeton Architectural Press, 2004
4. Erik Spiekermann, E.M Ginger; Stop Stealing Sheep & Find Out How Type Works, Second Edition, Adobe Press; 2 edition, 2002

MMD173: Understanding Aesthetics - Analytical studies**L-0, T-1, P/S-6, C-4**

This course explores philosophical accounts of the nature of art, aesthetic experience, creative activity, imagination, expression, interpretation, and aesthetic evaluation. Kant's writings on judgements of the beautiful and the sublime will be closely examined along with more recent influential thinkers in the field of aesthetics.

Rigorous in analysis, critique and reflection, Capable of effective communication, Capable of life-long learning, Culturally aware and capable of respecting diversity and acting in socially just/responsible ways.

Texts/References:

1. Immanuel Kant, *The Critique of Judgement*, trans. James Creed Meredith (Oxford: Oxford University Press, 2008).
2. Gilles Deleuze and Félix Guattari, *Kafka: Toward a Minor Literature*, trans. Dana Polan (Minneapolis: University of Minnesota Press, 1986).
3. ARTS2367 Course Reader. All of the above are available from the UNSW bookshop.

MMD191: Semester – 1 Project**L-0, T-0, P/S-12, C-6**

The semester project will be based on an exploration on how to do design project in various creative areas