

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
3			3

Course Code	CDTH 321
Course Title	Communication Theory III (Visual Semiotics)

Course Learning Outcomes (CLO):

At the end of the course the students will be able to:

1. Create visual narrative in Communication
2. Analyze various laws and models related to Semiotics
3. Apply its understanding in visual language
4. Demonstrate understanding of human communication and processing of information.

Syllabus:

Total Teaching hours: 45

Unit 1: UNDERSTAND THE CONTEXT: (socio-cultural geography) Teaching hours: 10

Target audience profile, basic forms of communication

Unit 2: VISUAL SEMIOTICS & LANGUAGE

Teaching hours: 10

Metaphors, symbols, icons, pictograms in communication forms – its association, interpretation & perception.

Unit 3: VISUAL PERCEPTION & SEMIOTICS:

Teaching hours: 10

Framework of effective visual communication. Sender, receiver, message, content, medium/channel and feedback.

Unit 4: DESIGN PROJECT

Teaching hours: 15

Application of communication theory for communication design

1. Social communication – campaign
2. Corporate communication – advertisement / branding
3. Display communication – experiential and exhibition
4. Digital / social media – interactive design / UI-UX

Suggested Readings:

1. *Semiotics: The Basics*, Author: Daniel Chandler, Publisher: Routledge, 2017
2. *Elements of Semiology*, Author: Roland Barthes, Publisher: Hill and Wang, 1977

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit