

**NIRMA UNIVERSITY**  
**Communication Design Programme**  
**Bachelor of Design, Department of Design**  
**Year II, Semester III**

L	T	P	C
		4.5	3

<b>Course Code</b>	<b>DPR212</b>
<b>Course Title</b>	<b>Communication Design I: Poster Design</b>
<b>Credits</b>	<b>3</b>
<b>Teaching hours</b>	<b>67.5 hours</b>

**Course Learning Outcomes (CLO)**

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

1. Conceptualize and visualize an idea that has to be communicated in analog or digital medium
2. Apply design skills to enhance promotion, motivation and/or mediation of concepts to specific audiences
3. Design visual material in tandem with printing production methods

**Syllabus:**

The course would introduce the learners to various types of Posters used in the Communication Industry-ranging from Political propaganda, Cinema promotions, Social communication to Advertising. The students would be taught to design posters for an organization, a social cause, commercial promotion etc. The design process will use printing & production methods as a significant parameter along with the Design brief, which may be hypothetical or real.

- History of Posters & its value as a medium of communication
- Poster as a medium of communication
- Classification of Posters & its technical parameters for both digital & print media
- Introduction to various types of papers used in the print Industry for various production processes
- Understanding a brief
- Poster design fundamentals
- Creativity and communication in design of posters through practice

**Suggested Readings:**

1. *New Poster Design*, Wang Shaoqiang
2. *How Posters Work*, Ellen Lupton

w.e.f. Academic year \_2018 and onwards

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