

**NIRMA UNIVERSITY**  
**COMMUNICATION DESIGN PROGRAM**  
**Bachelor of Design, Department of Design**  
**Year II, Semester IV**

L	T	P	C
		4.5	3

<b>Course Code</b>	<b>DSK220</b>
<b>Course Title</b>	<b>Environmental Graphics</b>

**Course Learning Outcome (CLO):**

The course aims to make the learner:

1. Design Supergraphics, Signage, Hoardings which become part of Scaled operations with varying scales of reference vis-à-vis space.
2. Communicate strategies for large public spaces where communication messages are viewed from a distance from a higher vantage point of physical position etc.
3. Understand technologies used in current times for large scale projections

**Syllabus:**

**Teaching hours: 67.5**

**Unit 1: Scale, Material and Processes for digital technologies**

- 1.1 Understanding Scale, Type and Visual Imagery
- 1.2 Understanding materials & Processes commonly used
- 1.3 Understanding digital technologies used in scaled up communication

**Unit 2 Visualization of Design for a given space**

Principles of Cognitive Design

- 1.1 Design development for a specific brief
- 1.2 Understanding Artwork production for Scaled operations.
- 1.3 Design project in a group & development of prototype

**Unit 3 Methods of implementation** Cognitive task analysis

- 3.1 Understanding Artwork production for scaled operations
- 3.2 Creating mock ups and models
- 3.3 On site implementation

**Suggested Reading**

1. The field guide to supergraphics, Sean Adams
2. Billboard Art, Sally Henderson, Robert Landau

w.e.f. Academic year \_2019 and onwards

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