

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

L	T	P	C
1		4.5	4

Course Code	DTH221
Course Title	Communication Theory II

Course Learning Outcomes (CLO):

At the end of the course, students will:

1. Document various indigenous visual folk cultures, their visual language and their identities
2. Build knowledge about folk traditions and their history, evaluation of visual forms and their functions in their functions in terms of narratives, materials and the embedded semantics.
3. Understand the meaning of signs and significance with respect to context and culture
4. Understand current media trends and its communication processes and their influence on society.

Syllabus:

Teaching Hour: 82.5

Unit 1: The Foundation and Ingredients of Communication

Teaching Hour: 12

- 1.1 Communication process, types of communication – Intra Personal, Inter Personal and forms of Communication- Verbal, Non-verbal
- 1.2 Understanding Semiotics
- 1.3 Meaning of Semiotics, different types of codes and signs

Unit 2: Semiotics and Culture

Teaching Hour: 12

- 2.1 Understand how meaning and significance change with culture
- 2.2 Culture and symbolism
- 2.3 Signifier and signified in visual forms
- 2.4 Denotation and connotation

Unit 3: Culture and visual language.

Teaching Hour: 18

- 3.1 Study of Indian visual folk styles
- 3.2 Meanings of symbols and their representation
- 3.3 Understanding visual motifs defining a specific and their community identity.
- 3.4 Materials and surfaces, techniques, process, innovations, markets-users
- 3.5 Historical perspectives

Unit 4: Field work and Documentation of a visual folk narrative

Teaching Hour: 40.5

- 4.1 Analyze visual forms and objects that form specific the identity of a culture
- 4.2 The functional needs of social and political objects, marks and symbols of identity that define a place, context, ceremony, celebration or any other function.
- 4.3 Study the specific community's language and its communication process in terms of their meanings, materials and methods of production.
- 4.4 Engagement with both primary and secondary research to understand the techniques and methods of visual narrative used in the specific folk/ tradition.

Suggested Readings:

- Semiotics – The Basics, Daniel Chandler
- Cultural Semiotics – For a Cultural Perspective in Semiotics, Lorusso, Anna Maria
- Hand made in India, Published by National Institute of Design

w.e.f. Academic year _2018 and onwards

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