

M.Voc. in Fashion Design & Technology

Semester I

Elective Course MVFT-105: Visual & Design Culture

Credits: (T-1, P-6=4)

Level: Post Graduate

Semester: I Semester

Pre requisite: Understanding as well as interest in Art & Craft

Course Objective

The objective of this module is to create understanding about the cultural elements omnipresent in our surrounding. Students will learn to translate these elements into design inspiration and products.

Units	Topic
I	<u>Design Process For Visual Culture</u> Achieving an understanding of design and the design process for visual culture, inclusive of various Art, Music, and Tradition & Craft forms across the globe.
II	<u>Elements And Principles of Visual Culture</u> Exploring the basic elements and principles of visual culture-appreciation and understanding of visual language, principles and issues of design through creative assignments, readings, and discussions
III	<u>Analysis of Contemporary Issues in Visual.</u>
IV	<u>New Media Design</u> Creating an appreciation of graphic and new media design- visual medium: graphic design, illustration and interactive media. <u>Developing an understanding of information hierarchy-</u> It examines visual language focusing on the role designers have in shaping culture and the interconnected relationship of visual communication to disciplines across the humanities.
V	<u>Building the basic vocabulary of typography, design, and compositional elements-</u> visual communication in print and digital design through the lens of theories of organization; interpretation and evaluation; processes and methodologies of creation; and issues of dissemination.

Learning Outcome:

- Students will be able to understand and analyze various visual and culture elements.
- They will be able to draw inspiration from those elements
- They will be able to convert those elements in form of new design collection

Reference Materials:

- Designing Pornotopia: Travels in Visual Culture by Rick Poynor
- Visual Culture: An Introduction by John A. Walker, Sarah Chaplin


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