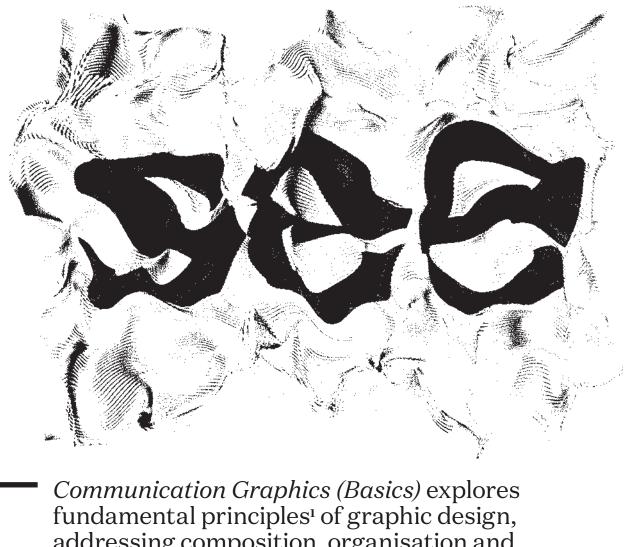
Communication Graphics: Basics

With Students of Semester 6 in Industrial Design

Making Sense of Text, Shapes and Images

April 2021, NID Andhra Pradesh



What	<i>Communication Graphics</i> fundamental principles ¹ of addressing composition, typography. Beyond bein basic concepts, the cours students with practical ² s information-visualisation and interface-design dec	of graphic design, organisation and g a primer to these se proposes to equip skills in n, making visual-systems	
Why	Well-considered typography and well-structured compositions are necessary communication tools.	These honour content, elevates it to usable, common, knowledge and are marks of a considerate designer.	
What For	To be able to translate ideas into visual compositions where text, shapes and	To appreciate text and use appropriate typography to make it easily accessible.	
	images compliment each other.	To understand and effectively communicate structure and hierarchy.	
P1/2	Updates at: <i>txti.es/communicationbasics</i>	kr@kl11.in	•

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How	Exercises followed by discussions of student work.	Telegram group and an openly accessible document online.)
	Demonstration of concepts and tools discussed. For the online sessions— with inputs from the students—a detailed recap will be shared after each session. (Will share these resources over a	Reading of- and reflection on suggested texts. As an after-hours exercise, we read and reflect on short essays on some of the key concepts under discussion.
Evaluation	Concept comprehension and the ability to communicate <i>what</i> one has learnt. (Discussions with the faculty and showing the learning put to use in your work— both are valid ways of doing this.) Openness to exploration and the diversity of materials, methods and concepts explored. (Work beyond what is strictly required of you in class. This doesn't mean quantity so much as variety and a readiness to get things wrong, ⁴ even occasionally.)	Contribution to classroom discussions and the ability and inclination to learn from peers. (Be <i>present.</i> ⁵) Learning new skills and updating existing ones. (Also, when we see all your work from day 1 to day 7, do we see more consideration for content, the printer [or the renderer] and the reader?)
Notes	 1 Most of the exercises reference exercises foundation including Elements of Composition, Space-Form-and-Structure, Colour and Geometry-and-Structure 2 We will discuss theoretical and conceptual aspects of the work as a way to inform practice. The post-submission will discuss some of the theory in detail so the practical bits can inform theory as well. There is no 'either-or' situation. 	 3 We'll look at interfaces from a hierarchy point of view and focus more on the location-aspects of the elements within 4 There is a set of <i>Ten Rules for Students and Teachers</i> put together in 1967 by John Cage and Sister Corita Kent. The sixth rule says "Nothing is a mistake. There is no win and no fail, there's only make." See: <i>http://keyaar.in/files/10Rules.html</i> 5 In more ways than one; be involved in the goings-on in the course; it helps everyone else more than it does, you. Be kind.