



What

Communication Graphics (Basics) explores fundamental principles¹ of graphic design, addressing composition, organisation and typography. Beyond being a primer to these basic concepts, the course proposes to equip students with practical² skills in information-visualisation, making visual-systems and interface-design decisions.³

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 images compliment each other.

To appreciate text and use appropriate typography to make it easily accessible.

To understand and effectively communicate structure and hierarchy.

Communication Graphics: Basics

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 *what* one has learnt. (Discussions with the faculty and showing the learning put to use in your work— both are valid ways of doing this.) Contribution to classroom discussions and the ability and inclination to learn from peers. (Be *present*.⁵)

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.) 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 *Ten Rules for Students and Teachers* 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: <http://keyaar.in/files/10Rules.html>

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.

