



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Design
Semester-1 (B. Design)

Subject: Basics of Art and Design – BDEIF11304

Type of Course: Engineering Science Courses

Prerequisite: Nil

Rationale: The subject "Basics of Art and Design" lays the essential foundation for creative disciplines such as architecture, interior design, product design, and visual communication. Art and design are not merely aesthetic pursuits but integral tools for visual expression, conceptual thinking, and spatial communication. This course aims to develop in students a strong visual sensibility, creative awareness, and an appreciation for elements such as line, form, color, texture, and composition. It encourages observational skills, freehand drawing, and an understanding of design principles that are critical to all design-based-practices.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
0	2	4	4	00	00	10	40	50	100

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

Course Content:

Sr. No.	Course Content	Hrs.	% Weightage
1	Introduction to Art and Design: Definitions and evolution of art and design, Art vs. Design – similarities and distinctions, Relevance of visual thinking and observation, Application in interior and spatial design, Introduction to design process: inspiration → sketch → form.	05	15
2	Elements of Art and Design: Basic of Art & design elements, Line, Shape, Form, Colour, Texture, Space, and Value, Types of lines (contour, gestural, expressive), Understanding geometric vs. organic shapes, Visual examples from nature and built environment.	05	20



3	Principles of Design Composition: Principle of Architecture, Balance, Contrast, Rhythm, Unity, Emphasis, Proportion, Positive and negative space, Visual hierarchy and focal point Composition formats: symmetrical, asymmetrical, radial.	05	20
4	Colour Theory and Medium Exploration: Colour Wheel – Primary, Secondary, Tertiary, Warm and Cool colors, Tints & Shades, Colour symbolism in Indian and global cultures, Mediums: pencil, ink, charcoal, watercolor, dry pastel.	10	30
5	Observation, Sketching & Creative Expression: Observation of still life, objects, and natural forms, drawing from different angles and perspectives, Thumbnail sketches and concept evolution, Preparing a final themed composition.	05	15

Continuous Assessment:

Sr. No.	Active Learning Activities	Marks
1	Drawing of Texture Exploration: Create a Texture Hunt Journal by collecting and sketching 5 natural textures (such as leaves, wood, stone) individually. Create a texture journal page and describe each source. Create the PDF file and upload it on the GMIU web portal.	10
2	Design the Collage based on principle of architecture: Design a collage in a group (maximum 5 students in a group) based on any 3 design principles (e.g., balance, contrast, rhythm). Use AI tools for the preparation of the design. Create an edited testimonial video with your work. Share the video link with a description in a PDF file and upload the PDF on the GMIU web portal.	10
3	Make A Color Mood Poster: Make your Color Mood Poster individually. Create a poster using only warm or cool colours to represent a personal emotion or memory. Click a photograph of the poster and upload it on the GMIU web portal.	10
4	Sketching of various Observational Drawing: Create an Observational Drawing file (maximum two students in a group) using two observational sketches relevant to this subject (one natural, one manmade object). Compile them based on the entire skill knowledge developed in this subject. Create PDF file with an own title name. Upload this PDF on the GMIU web portal.	10
5	Creative Storyboard Project: Create a Creative Storyboard Project (in a group) by developing a short 4-frame visual story using pencil or mixed media. It should reflect a concept of change and growth. Scan or photograph the work, combine images in a single PDF, and upload it on the GMIU web portal.	10
TOTAL		50



Suggested Specification table with Marks (Theory): NA

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	NA	NA	NA	NA	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the basics, evolution, and process of art and design with emphasis on observation and visual thinking.
CO2	Identify and apply fundamental elements like line, shape, form, color, texture, space, and value in design.
CO3	Apply key design principles such as balance, contrast, rhythm, and unity to create effective compositions.
CO4	Use color theory and explore various artistic mediums to express ideas and cultural symbolism.
CO5	Develop observational skills and express creativity through sketching and themed composition.

List of Practical

Sr. No.	Descriptions	Unit No.	Hrs.
1	Prepare line and shape practice sheet in freehand, ruled lines, geometric and organic shapes forms.	01	2
2	Draw a basic form drawing as cube, sphere, cone, cylinder – using shading/rendering techniques.	01	2
3	Prepare Texture rendering sheet that creating 6 types of natural & artificial textures.	02	8
4	Create Negative & positive space exercise by making black-white silhouette work showcasing spatial awareness.	02	2
5	Prepare abstract composition using principles by using cut paper or hand drawing to create an abstract balanced composition.	03	2
6	Make symmetry vs asymmetry artwork by creating both versions using the same subject or layout for contrast.	03	8
7	Draw colour wheel in 12 parts plus tint and shade chart handmade using poster/watercolors labeled properly.	04	2
8	Make a warm vs cool color composition creating expressive painting using warm/cool themes (landscape or abstract).	04	2
9	Create color emotion poster by making design a poster that reflects an emotion using specific colour schemes.	04	4



10	Make charcoal still life rendering using of soft pencils/charcoal sticks on natural or man-made object.	05	2
11	Create observational sketch of natural object leaves, shell, fruit – study line, light, and shadow.	05	8
12	Create observational sketch manmade object of chair, bottle, or pot practice correct proportion and shadow.	05	8
13	Make a poster/collage using mixed media on themes like "nature & technology" or "urban mood" in Drawing sheet.	05	4
14	Create storyboard/visual narrative drawing in 4 to 6 frames on a single idea expressive & colourful.	05	8
15	Complete the final portfolio compilation including best works mounted, photographed, organized digitally.	05	4
Total			60

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory.

The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "A Textbook of Design Fundamentals" by N. N. Misra, Students' Friend Publication, India., ISBN-13: 9788194569543, ISBN-10: 8194569542.
- [2] "Foundation of Art & Design" by Rohit Kulkarni, Nirali Prakashan (Maharashtra-based publisher)
- [3] "Art Fundamentals: Theory and Practice" by Otto G. Ocvirk, Robert E. Stinson, Philip R. Wigg, McGraw Hill Education India., ISBN-13: 9781259098599, ISBN-10: 1259098597.
- [4] "The Elements of Graphic Design" by Alex W. White, Allworth Press, ISBN-13: 9781581157628, ISBN-10: 1581157622.
- [5] "Color: A Workshop for Artists and Designers" by David Hornung, Laurence King Publishing/ Indian Edition by Chronicle Books., ISBN-13: 9781786276605, ISBN-10: 1786276604.
- [6] "Sketching: The Basics" by Koos Eissen & Roselien Steur, BIS Publishers., ISBN-13: 9789063692537, ISBN-10: 9063692537.
- [7] "Basic Design: Principles and Practice" by John F. Moritz, Prentice Hall. ISBN-13: 9780130323729, ISBN-10: 0130323723.

