Gyanmanjari Innovative University

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

Subject: Fundamental of Design - BDEIF11303

Type of Course: Professional Core

Prerequisite: Nil

Rationale: To provide students with a foundational understanding of the core principles and elements that underpin all visual art and design disciplines. This course serves as a critical entry point, equipping students with the vocabulary, skills, and critical thinking abilities necessary to create effective and aesthetically pleasing visual work.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
				Theory Marks		Practical Marks		CA	
CI	T	P	C	ESE	MSE	V	P	ALA	
0	0	8	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	% Weightage
1	**Introduction to Design:** Definition, nature, and purpose of design, Elements & principles of design, Design thinking process and observation, Design in daily life (functional & aesthetic aspects).	10
2	**Visual Composition and Layout:** Basic 2D compositions using dots, lines, and shapes, Balance, rhythm, contrast, emphasis, Negative space, grids, and visual hierarchy, Color theory: Primary, secondary, tertiary, warm & cool colors.	20
3	**Forms and Volumes in 3D:** 3D form generation: cubes, cylinders, spheres, cones, Subtractive and additive volumes, Planes, surfaces, and massing, Material exploration through form (paper, clay, foam, wire).	25

4	**Nature and Geometry as Inspiration:** Patterns and forms in nature, Biomimicry and fractal geometry, Symmetry, repetition, modularity, Freehand representation from natural sources.	25
5	**Concept to Design Communication:** Ideation, mind-mapping, and thumbnail sketches, Mood boards, concept boards, inspiration sheets, Storyboarding, sequence design, Portfolio presentation techniques.	20

Continuous Assessment:

Sr. No.	Active Learning Activities	Marks
1	**Create a Daily Design Diary:** In this activity, students in a group will document and submit 5 design observations (sketch/photo + description) focusing on functional and aesthetic aspects. Create a PDF file and upload it to the GMIU Web Portal.	10
2	**2D Composition Challenge:** Each individual student will prepare 5 visual design compositions using only dots and lines on A3 sheets. Submit clear scanned copies or photographs in a PPT format file to the GMIU Web Portal.	10
3	**Mood Board Making:** Design a mood board on a chosen theme using magazine cut-outs or digital tools. Upload a high-resolution image along with a short reflection note in point format as a poster presentation, and upload it to the GMIU Web Portal.	10
4	**Nature-Inspired Sculpture:** Each student will individually create a small 3D object inspired by a natural form (leaf, flower, shell) using eco-friendly materials (paper/clay). Take 3–4 photographs from different angles and upload them to the GMIU Web Portal.	10
5	**Portfolio Starter Kit:** Compile all weekly works individually into a design portfolio (both physical and digital formats). Upload the digital version as a single PDF file titled "Semester 1 Design Portfolio" to 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	Demonstrate understanding of design elements and principles through practical work.
CO2	Apply visual composition skills using 2D design tools.
CO3	Create and present conceptual design models and compositions.
CO4	Interpret natural and geometric forms as sources of design inspiration.
CO5	Organize design thoughts visually using storyboards, mood boards, and portfolios

List of Practical

Sr. No.	Descriptions	Unit No.	Hrs.
1.	Practice using point, line, shape, form, and texture through freehand drawing	01	04
2.	Create a black-and-white 2D composition using lines and basic geometric shapes.	02	04
4.	Prepare an A3 sheet showing balance, rhythm, harmony, contrast, and emphasis with simple shapes.	02	08
3.	Colour wheel creation using primary, secondary, and tertiary colours (hand-painted).	02	04
5.	Collage activity to illustrate unity and variety using paper cut-outs.	02	04
6.	Create a radial design showing symmetry and repetition.	02	04
7	Brainstorm on a design prompt (e.g., "design a creative seating unit"); show mind map.	03	08
8.	Thumbnail sketching: Draw 10 variations of a concept in small boxes.	03	10
9.	Design development from concept to final using 3 progressive iterations.	03	10
10.	Sketch 5 natural forms (leaf, shell, bone, insect wing) and abstract them.	04	10
11.	Create a 3D model using cardboard or clay based on natural form abstraction.	04	10
12.	Explore modular geometric forms: cut-and-fold paper cube, prism, and pyramid models.	04	10
13.	Paper-folding and cutting exercise: From flat surface to 3D texture.	05	12
14.	Create a low-relief mural or form by layering paper/cardboard.	05	10
15.	Final model: Convert one 2D composition into a 3D volumetric form	05	12
	TOTAL		**120**

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] "Design Fundamentals" by Rose G. S. Laxmi Publications, ISBN: 9788131805993.
[2] "Basic Design: Principles and Elements" by David A. Lauer, Stephen Pentak (International but widely used) Cengage Learning, ISBN: 9781133308451.
[3] "Fundamentals of Design" by Wucius Wong Wiley India Edition, ISBN: 9788126527237.
[4] "Elements of Design" by Gail Greet Hannah, Princeton Architectural Press, ISBN: 9781568983295.