CORE COURSE – III - DESIGN PRINCIPLES

Unit 1

Awareness of environment, observation, experience, analysis, and man made environment, tools, shelter and communication.

Unit 2

The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.

Unit 3

The principles of design – unity contrast, balance, rhythm, harmony and direction.

Unit 4

The process of design – the needs, information, planning, exploration, creation, satisfaction.

Unit 5

Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

References

1. Philip Rawson, Design, Prentice Hall, London 1987
2. Paul Rand, Forms and Chaos, Yale University press 1993
3. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
4. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995