

NITEC IN VISUAL COMMUNICATION

MODULE OBJECTIVES

Core Modules

Drawing Fundamentals

On completion of the module, students should be able to apply the fundamental drawing techniques to express their perception of forms using various mediums.

Design Principles

On completion of the module, students should be able to interpret design briefs and apply design elements like form, shapes, lines, colour, and type into compositions that creatively meet client's requirements.

Applied Photography

On completion of the module, students should be able to determine proper camera settings, capture shots, utilize various photographic equipment and export images in the appropriate format and resolution using basic digital manipulation techniques.

Digital Imaging

On completion of the module, students should be able to create graphics and illustrations using digital imaging software. Students will also be able to digitally manipulate and retouch images according to the specific styles and genres required.

Graphics and Typography

On completion of the module, students should be able to create pictograms and apply effective typography onto design layouts and compositions using software programs.

Prepress Technology

On completion of the module, students should be able to perform press check and develop artworks for final output in desktop publishing.

Packaging Design

On completion of the module, students should be able to design and develop innovative packaging using various forms and materials while demonstrating knowledge of effective packaging concepts and techniques.

Industry Attachment

Students will undergo a 3-month attachment in the graphic design or print production industry, or work on an industry-based project. On completion of the module, students will gain experience and insights into the working environment. Students will apply the principles and techniques of visual communication and assist in producing communication collaterals in various formats. Students should be able to perform research for design references, identify resources and present their work confidently within the stated timelines.