Special Topics in Design II: DSL 820
Course Brief

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Image and Text Interaction

Images have been an integral part of communication since the time of stone age. With the advancement of time, text also became an integral part of daily communication. In this course, the primary focus will be to understand these two fundamental components of communication. Students will understand images in different contexts like print media, advertisements, social platforms, interfaces, publications etc. With the images, they will also explore and understand text in similar contexts. The different aspects of visual design will be explored through various assignments.

This course will include variety of hands-on exercises along with lecture components. The exercises will include researching, understanding, explaining and creating various Image and text medium with meaningful context. Some of the areas of work will include but not limited to:

a) Printed advertisements
b) Social media platforms
c) Motion Graphics
d) Story books
e) Comic Books
f) Mobile apps etc.

Course requisites

This course requires students to have understanding of fundamental Design knowledge and preferably should be able to work in design softwares (like Adobe suites). Visual representation skills like drawing and sketching will be an added advantage.

This course will be helpful for students who are interested in Graphic design, visual communication design, animation, storytelling, and photographic communication.