

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title:	Visual Design Communication (Adobe Photoshop)
Course Code:	15-CAM301-3C
Pre-requisite Course:	This is preferable to making another graphics/design subject a prerequisite, because the course can introduce Photoshop and visual-design fundamentals from the beginning.

Course Objective (CO):

This course is intended to make the students to equip students with mathematical tools for precise specification, analysis, and reasoning in computer science.

- To understand the fundamentals of visual communication and graphic design.
- To develop knowledge of color theory, typography, and layout design principles.
- To acquire proficiency in Adobe Photoshop tools and workflows.
- To create professional digital artwork, image manipulation, and compositing projects.
- To prepare students for creative careers in graphic design, animation, and digital media.

Teaching and Examination Scheme:

Teaching Scheme (Hours. per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
1	1	2	3	-	-	-	-	18	50	09	25	75

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Fundamentals of Visual Communication, Elements and Principles of Design, Color Theory: Introduction to visual communication, design thinking, elements of design (line, shape, form, texture, color, and space), principles of design (balance, contrast, hierarchy, alignment, repetition, and proximity), color wheel, color harmony, color psychology, and application of color in digital media.	15	25
2.	Typography, Layout Design, Branding Concepts, Visual Hierarchy: Fundamentals of typography, font classifications, type pairing, readability and legibility, grid systems, layout composition, branding fundamentals, logo design principles, brand identity, visual hierarchy, and design for print and digital media.	15	25
3.	Adobe Photoshop Interface, Selection Tools, Layers, Masks, Retouching Techniques: Introduction to Adobe Photoshop workspace, tools and panels, image resolution, selections and masking techniques, working with layers, adjustment layers, blending modes, photo retouching, color correction, image enhancement, and non-destructive editing workflows.	15	25
4.	Photo Manipulation, Compositing, Digital Artwork Creation, Portfolio Project: Advanced photo manipulation techniques, image compositing, visual effects integration, digital painting, creative artwork development, poster and advertisement design, social media creatives, portfolio preparation, and final design project presentation.	15	25

Course Learning Outcomes (CLO):

At the end of this course, the student would be able to:

- CLO1:** Understand the principles of visual communication and design.
- CLO2:** Apply color theory and typography effectively in creative projects.
- CLO3:** Use Adobe Photoshop tools for image editing and manipulation.
- CLO4:** Create professional-quality graphics and digital artwork.
- CLO5:** Develop creative solutions for visual communication challenges.

List of Textbooks:

- Adobe Photoshop Classroom in a Book – Adobe Press.
- Graphic Design School – David Dabner.
- Photoshop for Designers – Corey Barker.

List of Reference Books:

- The Non-Designer's Design Book – Robin Williams.
- Color and Light – James Gurney.
- Universal Principles of Design – William Lidwell.

E-Resource / Web Links:

- Adobe Learn Photoshop
- Adobe Creative Cloud Tutorials
- Behance Learning
- LinkedIn Learning – Photoshop
- Envato Tuts+ Design Tutorials

Assignment Description:

- Create a poster using design principles.
- Design a typography composition.
- Create a social media advertisement banner.
- Perform photo retouching and color correction.
- Create a movie poster using compositing techniques.
- Design a brand logo and visual identity.
- Create a magazine cover design.
- Develop a digital artwork project.
- Design a product advertisement.
- Create a final portfolio project.

Mapping of CLO, PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	H	H	M	M	M	L	L	M	M	M	L	L	H	M	L
CLO2	M	H	H	M	H	M	L	M	H	M	M	L	H	H	M
CLO3	M	M	H	H	M	M	M	H	H	M	M	L	H	H	M
CLO4	H	M	H	H	H	M	M	M	H	M	H	L	H	H	H

H: High, M: Medium, L: Low