



School of Planning and Architecture: Vijayawada

(An institution of National Importance under the Ministry of Human Resource Development,
Govt. of India)

Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India

Department of Architecture

Course: ARC116 - Design communication

Instructors: Madhava Rao. T, Santosh Kumar Pedagadi

Contact Periods/ week: 03 periods.(55 min each)

Time Table: Friday (9:00- 11:45AM)Total: 45 Periods

Attendance: Min 75% **Min. Passing Marks:** 40% each in Internal & External Assessment, 40% in Aggregate

Class: Ist Yr B. Arch I Sem
A.Y. 2024-25

Internal Assessment: 50

External Theory Exam: 50

Total Marks: 100

Credits: 3

Objective: To equip the students with good spoken and written skills in English, awareness and skills about various intellectual gatherings, business presentations, advertising and using digital tools for better communication.

Out Line of the Course: Using creative skill for multipurpose to communicate through Art works, Digital works, Exploring ideas in various platform.

LECTURE PLAN

WEEK	TOPIC OF CLASS LECTURE & DISCUSSION	TOPIC OF STUDIO WORK& ASSIGNMENTS /
1	Unit I: Introduction to types of communication.	Lecture
2	Methods, use & application of communication- Verbal, nonverbal, written and visual.	Lecture/Exercise
3	Developing group discussions and elocution skills on communication.	Lecture
4	Unit II: Introduction with Academic writing & referencing, avoiding Plagiarism.	Lecture/Exercise
5	Academic writing , A general term for any academic essay, report, presentation or article.	Internal Assessment -1
6	Academic writing , A general term for any academic essay, report, presentation or article	Lecture/Exercise
7	Unit III: Communication Techniques- Business presentations, Illustration techniques- Manually.	Workshop
8	Preparing flow charts, tables & diagrams, Books and magazines, film and television poster setc, reprographic techniques.Printmaking –photo screen-printing and etching, scanning and laser printing.	Workshop

9	Preparing flow charts, tables & diagrams, Books and magazines, film and television posters etc.,	Lecture/Exercise
10	Preparing flow charts, tables & diagrams, Books and magazines, film and television posters etc.,	Lecture/Exercise
11	Unit IV: Advertising - Typography, artwork, Multimedia/ Mixed media	Lecture/Exercise
12	2D digital graphic design techniques, 3D digital modeling techniques, Packaging design,	Mid-semester examination
11	2D digital graphic design techniques, 3D digital modeling techniques, Packaging design,	Workshop
12	Unit V: Creating graphics using digital tools. Advanced business presentations, Multi-media presentation.	Workshop
13	Audio-visual projection and Computer based presentations.	Lecture/Exercise
14	Creating graphics using digital tools. Advanced business presentations, Multi-media presentation, Audio-visual projection and Computer based	Lecture/Exercise
15	Movie making - Flash movies, animation graphics, and walkthroughs	Internal Assessment -3
16	Movie making - Flash movies, animation graphics, and walkthroughs	Overall discussion

S. No.	Stages of Evaluation	Weightage
1	First stage: Assessment –1	15
2	Second stage: Mid-semester Examination	20
3	Third stage: Assessment –3	15
	Total	50

Reference Books:

1. Adrian, D. and Christopher J. (2000). Language in Use – Upper intermediate. Self–study Workbook and Classroom Book. Cambridge : Cambridge University Press.
2. Dinsmore, G. A. (1968). Analytical Graphics. Canada : D. Van Nostrand, Company Inc.
3. Edward, J. F. and Lee, J. (2000). Feature Writing for Newspapers and Magazines. 4th Ed. Longman.
4. Freeman, S. (1978). Written Communication. New Delhi : Orient Longman.

Course Instructors:

sd/-

Madhava Rao. T, Santhosh Kumar Pedagadi

Head of

Department :

sd/-

(Dr. Srinivas Daketi)