

	School of Planning and Architecture: Vijayawada	
	(An institution of National Importance under the Ministry of Education, Govt. of India)	
	Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India	
Department of Architecture		
Course:	ARC116 - Design Communication	Class: B.Arch Ist Year - Ist Semester A.Y. 2026-27
Instructors:	Section A Mr. Santosh Kumar Pedagadi	Internal Assessment: 50
	Section B Ar. Charitha Y	External Theory Exam: 50
Contact Periods/ week: 03 periods (55 min each)		Total Marks: 100
Time Table:	Tuesday 03 periods (L-01 + S-02)	Credits: 3
Attendance:	Min 75%	
Min. Passing Marks:	50% each in Internal & External; 50% in Aggregate	
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.		

Week	Lecture Plan	Remarks
Week 2 (25/08/2026)	Lecture (1): <i>Introduction to Communication skills</i> - Types of Communication - Methods, Use and Application - Comprehension and Feedback Exercise (2): On Verbal Communication: Group Discussion “Role of AI in Academics”	Demonstration/Practical <u>Handout:</u> [Book] “101 Things I Learned in Architecture School” by Matthew Frederick

Week 3 (01/09/2026)	Lecture (1): <i>Introduction to Communication skills</i> - Architectural Terminology - Describing Built Environment Exercise (2): On Verbal Communication: Elocution “Archi-Talk”	Lecture/Practical <u>Handout:</u> [Book] “Archispeak” by Tom Porter & Exercise Brief with Glossary <u>Deliverable:</u> Photograph
Week 4 (08/09/2026)	Lecture (1): <i>Communication Techniques-I</i> - Art of Poster making - Types and Purpose: Film/Television, Event, Advertising, Educational, Inspirational - Composition: Visual Hierarchy, Imagery, Illustrations, Typography Exercise (2): On Event Poster “Ganesh Chaturthi 2026”	Demonstration/Practical <u>Handout:</u> [Book] “It’s My Type” by SendPoints <u>Deliverable:</u> Poster
Week 5 (15/09/2026)	Field Work/Case Study Visits Lecture (1): <i>Communication Techniques-I</i> - Travel Sketching - Drawing: Types, Selection of a Subject, Observations for details, and Composition Exercise (2): On Traditional Methods “Capturing City”	Demonstration/Workshop <u>Handout:</u> [Book] “Catch-Sketch Archi” by Archi-Lab <u>Deliverable:</u> Travel Journal
Week 6 (22/09/2026)	Lecture (1): <i>Communication Techniques-I</i> - Illustration: Purpose and relevance - Types/Methods - Traditional and Digital - Tools and Techniques Exercise (2): On Traditional Methods “Picturing with Pencil and Pen”	Lecture/Demonstration/Practical <u>Handout:</u> [Book] “Rendering in Pen and Ink” by Arthur L Guptill <u>Deliverable:</u> Exercise Output
Week 7 (29/09/2026)	Lecture (1): <i>Communication Techniques-I & II</i> - Reprographics - Manual methods and Core Techniques - Digital Print making and Scanning - Paper and other mediums Exercise (2): On Manual Printmaking “Stencil Design”	Lecture/Demonstration/Practical <u>Handout:</u> [Book] “Architectural Graphics” by Francis D K Ching
Week 8 (06/10/2026)	Lecture (0): <i>Communication Techniques-I & II</i> Exercise (3): On Manual Printmaking “Stencil Design”	Practical/Discussion <u>Deliverable:</u> Printed Sheet

Week 9 (13/10/2026)	Lecture (1): <i>Communication Techniques-II</i> - Digital Graphic Design (2D): Tools and Techniques, Use of AI - Scanning and Laser printing Exercise (2): On Vector Graphics “Logo Design”	Lecture/Practical <u>Handout:</u> [Book] “typographic design: Form and Communication” by Rob Carter and others <u>Deliverable:</u> Logo
Week 10 (20/10/2026)	Holiday - Dussehra Mid Semester Assessment Week	<u>Handout:</u> [Book] “A Dialogue with Architecture” by Sachin Agshikar
Week 11 (27/10/2026)	Lecture (1): <i>Writing Skills</i> - Academic writing - Referencing - Plagiarism Exercise (2): On articulating opinion “Movie Review”	Lecture/Practical <u>Handout:</u> [Book Chapter] “Writing for Learning” by Meghna Mehta from the Book Learning Architecture by Kulbhushan Jain
Week 12 (03/11/2026)	Lecture (1): <i>Communication Techniques-II</i> 3D Modelling - Mural design Exercise (2): On Making “Replicating forms”	Demonstration/Discussion/Practical <u>Deliverable:</u> Movie Review
Week 13 (10/11/2026)	Lecture (1): <i>Communication Techniques-II</i> 3D Modelling - Mural design Exercise (2): On Making “Replicating forms”	Discussion/Practical <u>Deliverable:</u> Mural
Week 14 (17/11/2026)	Lecture (2): <i>Digital Presentation</i> - Multi-media - Audio-visual projection - Movie making - Flash movies, Animation Exercise (1): On Advertising “Mural Artist”	Lecture/Discussion/Practical <u>Handout:</u> [Book] “Design Elements” by Timothy Samara
Week 15 (24/11/2026)	Holiday - Guru Nanak Jayanthi	
Week 16 (01/12/2026)	Lecture (0): <i>Digital Presentation</i> Exercise (3): On Advertising “Mural Artist”	Discussion/Practical <u>Deliverable:</u> Flash Movie
(04/12/2026)	End of Classwork	

S. No.	Stages of Evaluation	Weightage
1	First stage: Assessment	10
2	Mid Semester Assessment	15
3	Third stage: Assessment	10
4	Fourth stage: Assessment	15
	Total	50

Students finishing this course will be able to:

1. Communicate their ideas through graphical, written and verbal means in a professional manner.
2. Use their creative skills and develop mixed-techniques of presentation.
3. Comprehend and use the appropriate communication technique as required.
4. Employ innovative techniques to present their ideas.

References:

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

Course Instructors:

sd/-

Section A

Mr. Santosh Kumar Pedagadi

Section B

Ar. Charitha Y

Head of Department :

sd/-

(Dr. Amitava Sarkar)