



MANIPAL UNIVERSITY JAIPUR

School of Media & Communication

Department of Journalism & Mass Communication

Design and Graphics for Print Media | JC 1412 | 5 Credits | 2 0 4 4

Session: Jan 2018 – May 2018 | Faculty: Dr. Oinam Bedajit | Class: IV Semester B.A. (J&MC)

Course Outcomes: At the end of the course, students will be able to:

[1412.1]. To describe basic elements and principles of design and its usage in page design

[1412.2]. To Implement the basic elements and principles of design in newspaper layout and design

[1412.3]. To differentiate design and composition style

[1412.4]. Identify different printing methods and publishing techniques

[1412.5]. **Designing** and production of brochure, posters, magazines etc. and hence develop employability skill

SYLLABUS

Basic of Design: The aesthetics of design, Elements and Principles of design, Typeface families, Principles of good typography; **Layout:** Newspaper layout and design, The various kinds of layout, The importance of visual appeal in page-making; Graphics/diagrams and illustrations and their importance; **Type Composition and Printing Method:** Type composition, DTP and use of computer software, Printing methods- letterpress, cylinder, rotary, gravure, screen, offset, Plate making and types of papers; **Planning your design project:** Laying out, Designing and printing of cover page, Designing a publication

TEXT BOOK

Sarkar, N.N., (2013). *Art and Print Production*. New Delhi, India: Oxford University Press

REFERENCE BOOKS

Lupton, E, Philips, J.C., (2015). *Graphic Design : The New Basics*. NY, USA: Princeton Architectural Press

Darylr, M.,(2004). *News Paper Layout and Design*. New Delhi, India: Surjeet Publication.

Evans, H.,(1976). *Editing and Design; Book Five: Newspaper Design*. London, UK: Heinemann

