ADMISSION FOR SESSION – JANUARY 2025

New Online Courses: https://sau.int/new-courses/

FACULTY OF ARTS AND DESIGN

Short-Term Online Certificate Course
COMMUNICATION DESIGN AND GRAPHICS

Duration: 3 Months – 40 Hours

Pedagogy: Theory – 25% & Practical – 75%

Distinct Feature: South Asian perspective in designing

COORDINATOR/RESOURCE PERSON

Prof. (Dr) Ambrish Saxena [+91 9810059895]
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Website: https://ambrishsaxena.com/ and
https://www.linkedin.com/in/ambrish-saxena-394045aa/
Faculty of Arts and Design
South Asian University (SAU)

RESOURCE PERSONS: SENIOR ACADEMIC/INDUSTRY PROFESSIONALS

1. Prof. Ashish Chatterjee
Professor of Practice
https://www.linkedin.com/in/prof-ashish-chatterjee-42148437/
Former Senior Art Director, India Today Group
Former Art Director, Oman, and Rai Business School

2. Mr Angshuman De
Senior Art Director, India Today Group
https://www.linkedin.com/in/angshuman-de-5a07831a4/
Former Creative Head, Sporty Solutionz

SYLLABUS AND CONTENT DELIVERY

INTRODUCTION: 2 HOURS
1. Introduction to SAARC and SAU
2. Student-Teacher Exchange: Aspirational Action Plan

MODULE 1 – 9 HOURS
COMMUNICATION AND DESIGN CONCEPT
1. Visual Communication
2. Understanding design and graphics
3. Design aesthetics, elements & principles of design
4. Typography, colour psychology and application

Software Training:
Adobe Photoshop, Adobe Illustrator

MODULE 2 – 9 HOURS
CREATIVE DESIGNS
1. Concepts of Logo Design
2. Poster Design, Brochure Design
3. Packaging Design, Advertising Design

Software Training:
Adobe Photoshop, Adobe Illustrator

MODULE 3 – 9 HOURS
DIVERSE DESIGN PROJECTS
1. Design Project: Corporate/Brand logo & Logotype
2. Use of corporate colours, fonts as per the concept
3. Designing of Visiting Card, Letterhead, Envelop, Docket Folder etc.

MODULE 4 – 9 HOURS
BROCHURE DESIGN PROJECTS
1. Corporate Brochure Design (12 pages)
2. College Prospectus Design (8 pages)

VALEDICTION: 2 HOURS
1. Presentation/Display of selected work
2. Certification distribution/feedback

EVALUATION

1. Evaluation will be based on Assignments, Projects, and Presentations
2. No written examination will be conducted