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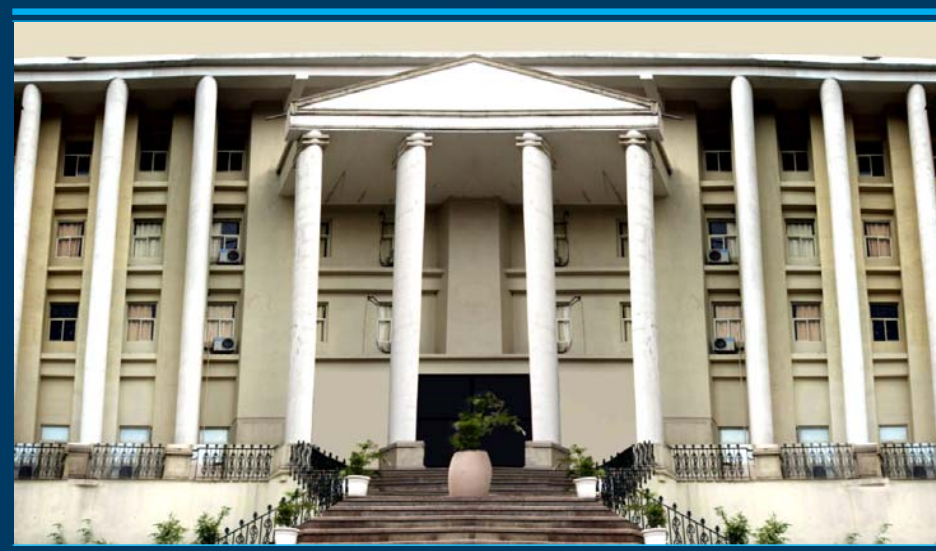
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Prof. Saxena is Secretary of Global Media Education Council (GMEC). He has visited several countries in 5 continents prominently the US, China, Australia, Spain, France, Portugal, UAE, Egypt and Maldives in pursuance of his academic interest.



About Delhi Metropolitan Education

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The institute offers state of the art infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success. DME offers course in Law, Journalism and Management.

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GRIDS AND GUIDES OF DESIGN

Prof. Ashish Chatterjee
Prof. Ambrish Saxena



GRIDS AND GUIDES OF DESIGN

Editors
Prof. Ashish Chatterjee
Prof. Ambrish Saxena

The goal of this book is to introduce the fundamental ideas behind excellent graphic design, whether it is for print, the online, interactive media, or the environment. The visuals, which are a combination of student projects and professional design work, have been carefully chosen to highlight key teaching aspects.

The material has been written to reflect, in part, how the topic is taught in college design programmes. Many of the sections provide practical advice, step-by-step exercises and assignments, and references to additional resources.

A solid grasp of design principles should aid in the process of developing design works in response to briefs and issues, while leaving opportunity for independent experimentation and aesthetic flexibility, according to the book Principles.

You will learn to become visually aware and be able to communicate these design ideas into your future works as you are exposed to the fundamentals of research, typography, colour, photography, and composition.

Additionally, you will learn some of the vocabulary of visual literacy and how these principles are applicable across disciplines. Finally, a design education is a lifetime endeavour that may result in enormous personal fulfilment and fulfilment. Using this book as a starting point, you might discover a fresh perspective on the world and embark on a career path that will never cease to surprise and delight you.

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Unit-I Understanding Design

1

Understanding Design

Ms. Ritika Bora

1.1 Basics of Design

There are a lot of definitions about “What is design?” Many designers have defined design in their own ways. According to me, the definition of design is “Presentation of concept/thought/idea with logic & aesthetics”. As we know design is very subjective, someone may like some designs, someone may not like them. To justify that one needs a solid logic, reason which comes from a well researched and off course with the aesthetic value. The design should be functional.

A powerful definition for clients would convey the effects that designed interfaces could have on a client’s business problem. For the purpose of this exercise, we classify as an “interface” as anything that sits between a client and their customers that can conceivably be designed, eg. corporate brochures, product brochures, identities, packaging, signage, etc.

The definition would be cast in language and concepts that clients are familiar with. This type of definition would act as a ‘skeleton’ upon which any good designer could add the ‘flesh’ of real world experience and examples. We have laid out a ‘thought starter’ version below:

2

Typography

Dr. Susmita Bala

Introduction

The art of typography has existed for hundreds of years. Every day, words and text are present in practically everything we do. Every piece of type you see has had consideration given to how the letters, words, and paragraphs will appear so that we can read it or feel a particular way about it. At times, the execution of a task can be efficacious while at other times it may fall short. In the realm of brochures, logos, websites, and other visual elements, the purview of design decisions frequently lies in the hands of graphic designers. It stands to reason that the more adept we become at this craft, the more successful our designs will ultimately be. Paying attention to minute details results in good typography. This may spell the difference between mediocre effort and very excellent work. The history of graphic design is full of instances of visual treatments of textual language or typography.

The employment of type in books, posters, and identification logotypes has all advanced our knowledge of the expressive and communicative possibilities of text. However, print has been the primary fixed display medium on which it has developed. To organise the information being communicated, graphic designers use fixed

Unit-II Significance of Color

3

Significance of Color

Ms. Ritika Bora

3.1 Physical Forms

Color theory definitions vary, but color theory for designers generally refers to the practical guidelines of colour mixing and principles that lead to visually appealing and harmonious colour combinations. Familiarizing yourself with the basics of colour theory can help you create appealing color schemes for graphic design and web design.

To help you learn color theory, we've broken it down into the following topics:

- **Vocabulary:** from *tints* to *saturation* to *warm and cool colors* — we'll cover the lingo designers use when talking color.
- **Color wheel:** a powerful tool for visualizing the relationships between colors.
- **Color schemes:** how to use the color wheel to choose accent colors, complementary colors, and create appealing color schemes.
- **Tools and resources:** apps and guides to help you master designing with color.

4

Layout

Mr. Madhav Sharma

4.1 Understanding Layout

Layout basically means the arrangement of predetermined items such as image, text and style on a page. It establishes the overall appearance and relationships between the graphic elements to achieve a smooth flow of message and eye movement for maximum effectiveness or impact. You just decide on placement, color, text, etc. for items you already have. Graphic layout plays a very important role in creating and achieving a successful design that easily attracts potential customers, is user-friendly, easy to understand and has a universal appeal.

A layout is the heart of any design. No matter how skilled you are there are chances that you might find it hard to try to fit the elements onto the page because they just don't look or feel right. It is therefore extremely important to stick to these layout rules to create the best logo designs. The number one rule in layout is to balance all your elements, so that the message is not distorted. You should always place your elements in the center of the page, keeping the margins on all edges.

5

Publication Design

Dr. Susmita Bala

Introduction

A creative visual arts subject that covers a wide range of topics is graphic design. It could incorporate information technology, page layout, typography, art direction, and other creative elements. Due to this diversity, the field of design practice is divided, allowing for designers to concentrate and narrow their attention. Publications continue to be a tried-and-true method for organizations to tell their story in this new media era of sound bites. Targeted printed materials interact in a way they never have before as a result of the volume of content migrating online, whether to social media platforms or websites with a broad audience. Ink on paper has a tactile quality that conveys importance and reassures. Whether printed or digital, well-designed publications stir the heart and intellect, enlist significant funders, promote grant proposals, and give the public and policymakers access to relevant information. For printed magazines, all you need is a beach chair or a peaceful, comfortable spot without a screen or an internet connection.

The media, the general public, and donors may all access publications since they are physical and ageless, whether they are

Unit-III

Designing and Editing

6

Web Design

Prof. Ashish Chatterjee

Introduction

A straightforward definition of graphic design states that it is the process of creating visual content with a specific message in mind. Graphic design can be used to visually communicate messages and ideas using graphical and textual elements, or it can be used more commercially as a means of creatively expressing ideas and concepts. By communicating the meaning and message of a product, campaign, initiative, or event, graphic design aids in communication with the audience. Graphic design is a versatile field that involves creating visual content for various mediums, such as print, web, and digital media. It covers a broad range of areas, including branding, typography, layout, and illustration. The purpose of graphic design is to communicate information effectively, whether it's to inform, persuade, or entertain. Effective graphic design requires a combination of technical skills and creativity. Graphic designers must be proficient in various software tools, such as Adobe Photoshop, Illustrator, and InDesign, and have a good understanding of design principles, colour theory, and typography. They must also be able to think creatively and come up with innovative solutions to design problems.

Corporate Design

Mr. Madhav Sharma

7.1 Image Editing

Introduction

For print or digital media, graphic designers deal with visual imagery. Since the invention of computers, computers are used for the majority of graphic designers' work. Images on paper, such as drawings, sketches, or pictures, and images that you see on computer screens differ greatly from a graphical perspective. Digital pictures are those that are produced, edited, and shown using computers. Graphic designers are professionals who are responsible for creating visual content for various types of media, including print and digital platforms. They utilize different design software and tools to create visually appealing and effective designs that communicate a specific message to the target audience. In print media, graphic designers work on a variety of projects such as creating brochures, flyers, posters, business cards, and other printed materials. They use typography, colour palettes, and other design elements to create a cohesive and visually pleasing layout. In digital media, graphic designers create visual content for websites, social media, mobile applications, and other digital platforms. They design user interfaces, icons, infographics, and other digital media elements

Unit-IV DTP and Printing

8

DTP and Printing

Prof. Ashish Chatterjee

8.1 History of Print Process

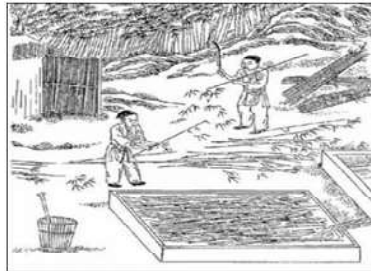
Printing (graphic communication by multiplied impressions) has a long history behind it. starting from earlier times, the history of printing is briefly discussed as under:

3000 BC and Earlier

The Mesopotamians use round cylinder seals for rolling an impress of images onto clay tablets. In other early societies in China and Egypt, small stamps are used to print on cloth.

Second Century AD

A Chinese eunuch court official named Ts'ai Lun (or Cai Lun) is credited with inventing paper.



Press & Post Press

Prof. Ashish Chatterjee

9.1 Contemporary Printing Methods

Contemporary printing methods refer to the modern techniques and technologies used in the printing industry to reproduce text and images on various materials. These methods have evolved over time, incorporating advancements in technology to improve efficiency, quality, and versatility. Here are some of the commonly used contemporary printing methods:

1. **Offset Printing:** Offset printing is a widely used method that involves transferring ink from a plate to a rubber blanket and then onto the printing surface. It offers high-quality prints with sharp details and is suitable for large-scale production.

