ADD ON COURSE 2023-2024

VISUAL COMMUNICATION DESIGN

Duration: 30 Hours   Course code: CS-VSD

Objectives and Course Outcomes:

This course introduces students to a practice-based, hands-on approach to visual communication design. Students learn about vector and raster graphics, how to design with specific audiences in mind, and how to edit their own photographs using some of the most commonly used photo editing software in the visual design industry. Topics will focus on the elements and principles of design, color theory, visual perception theories, typography, symbols, brand identity, logos, and information design. Connections to current and historical contexts of the graphic arts are woven throughout the course. Students also share their work and learn to take part in design critiques and discussions, as both designers and peers.

Module 1: INTRODUCTION TO COURSE   6 Hours

• Defining visual communication design • Graphic design vs art • Design thinking • Visual design tools • Image files • Plagiarism/copyright infringement

Module 2: ELEMENTS AND PRINCIPLES OF DESIGN   6 Hours

• Colour, shape, texture, space, form • Unity/harmony, balance, hierarchy, scale/proportion, emphasis, similarity, contrast

Module 3: INFORMATION VISUALIZATION   8 Hours

• Data visualization • Scientific visualization • Infographics

Module 4: UI, UX, AND DESIGN FOR THE WEB   8 Hours

• User-Interface Design • User-Interaction Design • Human-Computer Interaction

SUGGESTED READING:

WordPress, Digication, Twitter, Snapchat, Instagram, Vimeo, Pinterest, Voice Thread, Aurasma,

PRINCIPAL
The National College-Autonomous
Basavanagudi, Bengaluru-560 004

Duration: 30 Hours	Course code: CS-VSD

Course Description:

This workshop provides hands-on experience and practical skills in print and digital design. Students will learn fundamental design principles, tools, and techniques for creating visually appealing graphics and layouts for both print and digital media.

Course Objectives:
- Understand fundamental design principles for print and digital media
- Learn how to use graphic design software effectively
- Develop skills in creating visually appealing graphics and layouts
- Gain hands-on experience by completing design projects for print and digital platforms

Module 1: Introduction to Design Principles   06 Hours

- Overview of design principles: balance, contrast, alignment, proximity, color theory
- Introduction to typography and font selection
- Understanding visual hierarchy in design

Module 2: Graphic Design Fundamentals   06 Hours

- Introduction to graphic design software (e.g., Adobe Photoshop, Illustrator)
- Basics of raster and vector graphics
- Creating and manipulating shapes, text, and images

Module 3: Print Design Workshop   08 Hours

- Designing layouts for print media (e.g., posters, flyers, brochures)
- Understanding print specifications and guidelines
- Preparing files for print production

Module 4: Digital Design Workshop   08 Hours

- Designing graphics and layouts for digital platforms (e.g., websites, social media)
- Responsive design principles for digital media
- Exporting assets for web and digital platforms

SUGGESTED READING:
- Graphic design software (e.g., Adobe Creative Suite)
- Design templates and resources
- Online tutorials and resources for further learning

ADD ON COURSE 2023-24	
CHEMISTRY OF COSMETICS	
Duration: 30 Hours	Course code: CS-COC

Course Description:

This course provides an in-depth exploration of the chemical principles underlying the formulation, manufacture, and evaluation of cosmetics. Topics include the chemistry of cosmetic ingredients, formulation techniques, safety assessment, and regulatory considerations. Practical laboratory sessions enhance understanding through hands-on experience in cosmetic formulation and analysis.

Course Objectives:
- Understand the chemical composition of cosmetic products
- Explore the principles of cosmetic formulation and production
- Analyse the role of chemistry in determining product efficacy and safety
- Gain insights into emerging trends and innovations in cosmetic chemistry

Module 1: Introduction   06 Hours
Introduction to Cosmetics Chemistry
- Definition of cosmetics
- Historical overview
- Regulatory landscape

Cosmetic Ingredients I: Surfactants and Emulsifiers
- Structure and function of surfactants
- Emulsion types and formulation principles

Module 2:   06 Hours
Cosmetic Ingredients II: Thickeners, Stabilizers, and Preservatives
- Role of thickeners and stabilizers in formulations
- Preservation strategies and safety considerations

Cosmetic Ingredients III: Fragrances, Colorants, and Active Ingredients
- Chemistry of fragrances and essential oils
- Pigments and dyes in cosmetics
- Active ingredients for skin and hair care

Module 3:   08 Hours
Skin and Hair Biology
- Structure and function of the skin
- Hair anatomy and physiology

Interactions of Cosmetics with Skin and Hair
- Absorption kinetics and penetration enhancers
- Irritation and sensitization reactions

Module 4:   08 Hours
Natural and Organic Cosmetics
- Definition and labelling requirements
- Formulation challenges and solutions

Specialized Cosmetic Products
- Sunscreens and UV filters
- Antiperspirants and deodorants
- Hair dyes and colour cosmetics

Textbook: "Cosmetic Science and Technology: Theoretical Principles and Applications" by M.S. Barel, M. Paye, and H. Maibach

References:
1. "Handbook of Cosmetic Science and Technology" edited by Andre O. Barel, Marc Paye, Howard I. Maibach
2. "Introduction to Cosmetic Formulation and Technology" by Gabriella Baki, Kenneth S. Alexander