

AA-108 BASIC DESIGN

Course Title :	Basic Design	Course Code	AA-108
Year	1	Course Group	Practical
Teaching Scheme in Periods (L:T:P)	30:0:60	Credits	2
Methodology	Lecture + Practice	Total Contact Periods:	90
CIE	60 Marks	SEE	40 Marks

COURSE OUTCOMES (CO)

Sl. No	Course Outcome
CO1	Develop an understanding of the fundamental elements and principles of design through hands-on exercises.
CO2	Build visual sensitivity and creative thinking using abstract and spatial design explorations.
CO3	Enable students to apply design principles such as balance, proportion, rhythm, and unity in compositions
CO4	Introduce the design process , from problem identification to conceptualization and solution development.
CO5	Differentiate between functional and aesthetic aspects of design through applied exercises.
CO6	Encourage experimentation with materials, forms, textures, and colors to enhance design skills.

COURSE CONTENTS

Unit 1: Fundamentals of Design – Basic Exercises

Course Content

- Meaning and importance of design
- Elements of design: point, line, plane, shape, form, space
- Visual characteristics: size, scale, texture, color
- Introduction to composition in design

Exercises

1. Point and Line Composition

- Creation of compositions using only points and lines
- Exploration of density, direction, and movement

2. Plane and Shape Exercises

- 2D compositions using geometric and organic shapes
- Positive and negative space studies

3. Form and Space Exploration

- Transformation of 2D shapes into 3D forms (paper models)
- Understanding solid–void relationships

4. Texture and Color Study

- Visual texture using pencil, ink, or mixed media
- Basic color wheel and color harmony exercises

Outcome

Students understand basic design elements and develop visual sensitivity and composition skills.

Unit 2: Design Principles – Applied Exercises

Course Content

- Principles of design: balance, proportion, scale
- Rhythm, repetition, and pattern
- Emphasis, hierarchy, and focal points
- Unity, harmony, contrast, and variety

Exercises

1. Balance and Proportion Composition

- Symmetrical and asymmetrical compositions
- Scale variation exercises

2. Rhythm and Pattern Development

- Pattern generation using repetitive motifs
- Linear and radial rhythm compositions

3. Emphasis and Hierarchy Exercise

- Creating a focal point using contrast and scale

- Visual hierarchy using shapes and tones

4. Unity and Contrast Study

- Compositions demonstrating harmony with controlled contrast
- Limiting elements to achieve unity

Outcome

Students apply design principles consciously and create visually balanced compositions.

Unit 3: Design Process and Spatial Application

Course Content

- Functional vs aesthetic design
- Design process: problem identification to solution
- Application of design principles in built spaces

Exercises

1. Functional vs Aesthetic Composition

- Two compositions: one function-driven, one aesthetics-driven
- Comparative presentation and explanation

2. Design Process Exercise

- Simple design problem (e.g., poster panel / wall mural / screen)
- Steps: problem identification → concept → development → final output

3. Abstract to Spatial Transformation

- Convert a 2D abstract composition into a simple 3D spatial model
- Understanding scale, proportion, and human interaction

4. Built Space Interpretation

- Analyze a small interior space using principles of design
- Diagrammatic representation (no technical drawings)

Specific Learning Outcomes (SLOs)

Basic Design – Exercise Based

Unit 1: Fundamentals of Design – Basic Exercises

After completing this unit, the student will be able to:

- 1.1** Explain the meaning and importance of design in the built environment.
- 1.2** Identify and use basic elements of design such as point, line, plane, shape, form, and space.
- 1.3** Create two-dimensional compositions using design elements effectively.
- 1.4** Demonstrate understanding of size, scale, texture, and color in visual compositions.
- 1.5** Develop balanced and visually appealing compositions through basic design exercises.
- 1.6** Translate abstract design ideas into simple two- and three-dimensional forms.

Unit 2: Design Principles – Applied Exercises

After completing this unit, the student will be able to:

- 2.1** Apply principles of design such as balance, proportion, and scale in compositions.
- 2.2** Create patterns and rhythmic compositions using repetition and variation.
- 2.3** Establish emphasis and visual hierarchy using contrast, scale, and placement.
- 2.4** Demonstrate unity and harmony while maintaining contrast and variety.
- 2.5** Analyze and improve compositions based on design principles.
- 2.6** Present design exercises clearly with appropriate visual communication.

Unit 3: Design Process and Spatial Application

After completing this unit, the student will be able to:

- 3.1** Differentiate between functional and aesthetic aspects of design through exercises.
- 3.2** Apply the design process from problem identification to final solution.
- 3.3** Convert abstract compositions into simple three-dimensional spatial models.
- 3.4** Apply design principles to small built or interior spaces.
- 3.5** Demonstrate creative thinking and problem-solving through design development.
- 3.6** Justify design decisions through drawings, models, and verbal explanation.