

## **MCG-223: Graphics & Design (3 CHs)**

**Pre-requisite:** None

### **Course Description:**

This course is designed to introduce mass communication students to the world of graphics and design. It aims to equip them with necessary tools to function in a modern newsroom, where page designing, advertisements, and graphics, all heavily rely on computers and technology.

### **Course Objective:**

The course will facilitate students to:

- Understand and use graphics and design for various purposes such as disseminating information, creating advertisements and awareness.

### **Course Learning Outcomes:**

By the end of the course, the students will be able to:

- Design page layout for print newspapers
- Create info graphics and posters.
- Develop print advertisements.
- Create basic websites and blogs.

### **Course Content:**

- Layout designing: Adobe In-Design, Quark Express
  - Newspaper, page making.
  - Magazines
  - Pamphlets
- Graphic designing: Adobe Illustrator, Adobe Photoshop
  - Infographics
  - Typography
  - Posters
  - Print advertisements
- Web-design: HTML5, Adobe Dreamweaver, online tools

- Blogs (WordPress)
- Websites (News websites, brand websites)
- Online portfolios, galleries

### **Textbooks:**

- Niederst Robbins, J. (2012). *Learning web design*. Sebastopol, CA: O'Reilly.
- White, A. (2002). *The elements of graphic design*. New York: Allworth Press.

### **Reference Books:**

- Samara, T. *Making and breaking the grid*.
- Kelley T. (2013) *Creative Confidence: Unleashing the creative potential within us*. New York. Crown Publishing Group
- Sturken, Marita & Lisa Cartwright. *Practices of Looking. An Introduction to Visual Culture*, Oxford University Press, 2001
- Nicholas Mirzoeff (2009). *An Introduction to Visual Culture* (2 Ed.). London, Routledge