VISUAL COMMUNICATION DESIGN FOR DIGITAL MEDIA

PROF. SAPTARSHI KOLAY

Department of Architecture And Planning
IIT Roorkee

INTENDED AUDIENCE : Students and professional from the discipline of Visual Communication design, User experience design or equivalent domain. It is a Elective Course for UG and PG of design and architecture domain, including B.Des, M.Des, B.Arch, M.Arch, B.FA, M.FA etc.

INDUSTRIES APPLICABLE TO : Any User Experience design, Interaction design and Visual design companies

COURSE OUTLINE :

The course will impart knowledge on the different aspects of visual communication design, emphasizing on virtual media platform. In contemporary visual design pedagogy, virtual media technology is an emerging paradigm. The course will emphasize on understanding of visual cognition, which is the key factor to achieve user-friendly design. Usage of contemporary technology like, eye tracking will also be introduced as user testing tool. The course will enable the students to learn visual design in virtual media through a methodological approach.

ABOUT INSTRUCTOR :

Prof. Saptarshi Kolay is presently an Assistant Professor at Architecture and Planning department of Indian Institute of Technology Roorkee. After completing his under graduation in Architecture form Jadavpur University, he went on to explore User Centric design at Design Programme of Indian Institute of Technology Kanpur. Along with teaching he is pursuing his PhD from the Department of Architecture and Planning, IIT-Roorkee. He was selected in student-exchange programme for Aalto University, Finland and Escola De Arte and Desino, Spain. He has received Rafiq Azam Travel Bursary, Yuva-Ratna award and has participated in Design workshop by MIT, Media lab. His current research interest includes gerontology, way-finding design, visual communication design and contemporary art and design, etc. He has conducted one NPTEL course, titled Visual Communication Design for Digital Media.

COURSE PLAN :

Week 1**:** Introduction to Visual Design Introduction to Virtual Media Technology

Week 2**:** Applications of Visual Design in Virtual Media Paradigm Design Thinking and Visual Cognition

Week 3**:** Contemporary Trends in Virtual-Media Visual Design Methodology (continues to week 4)

Week 4**:** Visual Design Methodology Case Studies of Visual Design in Virtual Media Technology