



Department of Architecture

**Course:** 10110602 Design Communication  
**Instructors:** Mr. K Naga Viswatej

**Class:** III Yr B. Arch VI Sem A.Y. 2017-18  
**Internal Assessment:** 50  
**External Theory Exam:** 50  
**Total Marks:** 100  
**Credits:** 3

**Contact Periods/ week:** 4 periods, 3(Theory)  
**Time Table:** Mon (Sec A) & Wed (Sec B)

**Attendance:** Min 75%

**Min. Passing Marks:** 40% each in Internal & External Assessment, 50% in Aggregate

**Objective:**

To equip students with digital and 3d presentation techniques, fundamentals of photography, basic skills about architectural photography, photo journalism and documentation

**LECTURE PLAN**

| S. No. | Week    | TOPIC OF CLASS LECTURE & DISCUSSION  | CLASS ACTIVITIES & ASSIGNMENTS                                 |
|--------|---------|--|--|
| 1      | Week 1  | introductory class, introduction to Journalism and photography as design communication tool in writing       | introduction lecture   |
| 2      | Week 2  | Interviewing techniques  | lecture session  |
| 3      | Week 3  | framing Questionnaires, group discussions  | lecture session  |
| 4      | Week 4  | Presentation   | Assessment - I (30%)<br>Presentation techniques - presentation |
| 5      | Week 5  | Writing Case studies, book reviews, literature reviews   | lecture session  |
| 6      | Week 6  | Writing Case studies, book reviews, literature reviews   | lecture session  |
| 7      | Week 7  | Introduction to photography, types of Cameras, equipment- cameras & lenses, Principles of photo composition. | lecture session  |
| 8      | Week 8  | Introduction to photography, types of Cameras, equipment- cameras & lenses, Principles of photo composition. | lecture session  |
| 9      | Week 9  | Exposure, Aperture, Speed, colour, black & white, Film processing, printing & developing.                    | Lab session  |
| 10     | Week 10 | Exposure, Aperture, Speed, colour, black & white, Film processing, printing & developing.                    | Lab session  |
| 11     | Week 11 | portfolio submission - on photo graphy and artcle writing  | ASSESSMENT-II (30%)<br>Portfolio submission-II                 |

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| 12 | Week 12 | Architectural Photography, Exterior and Interior photography.    | Lecture session   |
| 14 | Week 13 | Architectural Photography, Exterior and Interior photography.    | Lecture session   |
| 13 | Week 14 | Photo journalism, Practical exercises to understand composition. | Workshop - site visit   |
| 15 | Week 15 | Photo journalism, Practical exercises to understand composition. | Lecture session   |
| 16 | Week 16 | <b>Final-class written Examination</b>                           | <b>ASSESSMENT-III (40%)</b><br>· <b>Submission of Final BMC portfolio</b><br>· <b>Site-visit Assignment of brief report with sketches &amp; photographs</b> |

| S.No. | Category of Evaluation | Marks | Note  |
|-------|------------------------|-------|---|
| 1     | Assessment – I:        | 15    | <i>The Marks allotted at each stage is tentative. Categories of evaluation may be increased or decreased (merged) on need-basis</i> |
| 2     | Assessment – II:       | 15    |   |
| 3     | Assessment – III:      | 20    |   |

**Portfolio:** Revisions and Compilation of Drawings submitted and evaluated from time to time.

References:

Harris, M. (2001). Professional Architectural Photography. Focal Press.

Harris, M. (2002). Professional Interior Photography. Focal Press.

Heinrich, M. (2008). Basics Architectural photography. Birkhauser Verlag AG.

Sounders, D. (1988). Professional Advertising Photography. London : Merchurst.

Signatures of the Instructors:

Head of the Department: