



ARCHITECTURE

# VISUAL SEMIOTICS FOR VISUAL COMMUNICATION

**Instructor Name : MAINAK GHOSH ( IIT Kharagpur - Architecture and Regional Planning )**

**COURSE DURATION :** Jan-Feb 2017 **CORE / ELECTIVE :** Elective **UG / PG:** UG

**PRE-REQUISITES :** None

**INTENDED AUDIENCE :** B. Arch, B. Des, M. Arch, M. Des, B.F.A., M.F.A., Degree or diploma in mass communication

**INDUSTRIES APPLICABLE TO :** IT companies dealing with GUI, HCI, HCD – Infosys, Wipro, TCS, Honeywell etc.; Creative firms such as advertising agencies, graphic or visual communication design agencies etc.

**COURSE OUTLINE :** The course 'Visual Semiotics for visual communication' is crafted to have a strong understanding of semiotic landscape of visual context. In other words, it gives a deeper knowhow of the grammar of visual language essentially communicated through visual medium in two dimensional form. However it supports multi-modality of visual media such moving images. Objects designed by human beings are subject to visual perception, to its users or viewers. Based on this perception various decisions are taken, or emotions are evoked. The success or failure of the design often depends on the communication it establishes with its viewer through visual means. Now, it is becoming evident, the knowledge of the underlying principles of these perceptions are related to visual semiotics. And thus knowledge and application of the same would result in efficient, engaging and effective visual communication. This introductory course aims at acquainting the students with basic terminology, fundamentals, theory and its process of application. It gives students a better grasp to analyse existing modes of visual communication, as well as to come up with better design propositions.

**ABOUT INSTRUCTOR :** Currently, faculty of Architecture and Regional Planning, IIT Kharagpur, his research interest revolves around visual perception, visual communication, design and cognition in continuum with urban design. Dynamic and high-performing academician and professional with a unique background of post graduation in Design from IIT Kanpur and graduation in Architecture from Jadavpur University. There after consulting experience in the field of design and cognitive study focusing on experiential aspects of users or audience perceiving creative forms. He has several accolades, publications and projects to his credit, driving passionate approach to improvise work practice at personal level as well as organizational level. He has been invited speaker to the Smart City Congress in Paris 2015 and in User Experience International Conference in Hyderabad 2016.

## COURSE PLAN

**Week 1:** Visual Communication

**Week 2:** Visual Semiotics

**Week 3:** Visual Perception and Semiotics

**Week 4:** Usage of Visual Semiotics in Visual Communication