Publication DESIGN for effective communication

ONLINE COURSE

19th-23rd Dec 2020
Scope

This course is aimed towards understanding, learning and creation of publication design for various official and professional requirements. The course will help to create professionally designed and communicative publication material for both print and digital media.

Course Content

- Fundamentals of layout, Composition, Visual hierarchy, Typography Principles
- History of publication design
- Knowing your tools and softwares
- Design Theory
- Publication for digital media

For Whom?

The course is designed for faculty members at TEQIP-III institutes. Participants (students, faculty members and industry employees) from non-TEQIP-III institutions are also welcome to register by paying fees.

Course Faculty

Dr. Subir Dey
Asst. Professor
Department of Design
IIT Delhi

Dr. Mohammad Shahid
Asst. Professor
Department of Design
IIT Hyderabad

The course is designed on a practice based model of learning. Participants will be practicing the graphic design theory simultaneously. Hence they will be able to validate their learning with the course progression. The course will also emphasize on a short project on publication design.

Learning Objectives

- To learn the fundamentals of Graphic Design and its significance in real life
- To learn designing of publications through different tools
- To understand the application of Publication design in professional context

Learning Outcomes

Enhanced skills in graphic design for creating visual communication materials and design publications for different needs like annual reports, books, brochures, magazines etc. Complete a short publication design project that can be added to your portfolios

Registration

The maximum number of seats for this course is 30 on a first come first serve basis. No registration fee for TEQIP-III participants. However, a refundable security deposit of INR 2,000 for completion of registration process is mandatory.

For the non-TEQIP-III participants mandatory registration fee for participation is as follows:
- INR 3,000/- + GST: Research Scholars
- INR 10,000/- + GST: Faculty
- INR 15,000/- + GST: Industry participants

18% GST is applicable to the fees

Fee is payable online (via net banking) to the following IIT Delhi CEP Account:
Account holder: IITD CEP Account
Account number: 36819334799
Name of the Bank: SBI, IIT Delhi
IFSC Code: SBIN0001077
SWIFT Code: SBININBB547
MICR Code: 110002156
IITD PAN number: AAATI0393L
GSTN: 07AAATI0393L1ZI

Important Dates
Deadline for registration: 31 October 2020
Confirmation of registration: 10 November 2020
Deadline for payment: 15 November 2020
REGISTRATION FORM

Publication Design for effective communication
19th-23rd Dec 2020

Please fill the form using block letters

Name of the applicant: ____________________________________________________

Designation: _____________________________________________________________

Department: _____________________________________________________________

Institute/ Organization: ___________________________________________________

Address: __________________________________________________________________

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Transaction details/UTR number (in case of Non TEQIP-III participants)
________________________________________________________________________

E-mail ID: ___________________________________________ Mobile number: _______________________ 

Place: ________________________________________________________________

Date: ___________________________ Signature of Applicant

Declaration (Only applicable to TEQIP-III participants)

Dr./Prof./Ms/Mr/Mrs. ________________________________________________________ is a faculty member of ________________________________ and is permitted to attend the online course on "Publication Design" by IIT Delhi from 19th – 23rd December 2020.

Signature of Head (with date & official seal)