

# International Summer School Manipal University Jaipur [ISSMUJ]-2022

**[Hybrid Mode]**

## Course/Project Overview

**Name of Course: Logo and Collateral Design**

Name of instructor: Ms. Aanchal Trehan  
Session: June-July 2022  
Language of instruction: English  
Number of contact hours: 36  
Credit awarded: 03

### Objective of Course

This class will teach students to conceptualize an idea into a one frame design. By the end of the class, students will complete a personal logo and brand collateral that represents them in some aspect. This can then be produced into a sticker for personal use. Students will also explore ways to incorporate an object/activity with the letters to show a cohesive design.

### Syllabus

- Fundamentals of CorelDraw UI and Tools
- Raster VS Vector Graphics
- Branding and it's Research
- Logo Design
- Business Cards
- Letterheads
- Envelopes
- Printed & Digital Brochures

### Organization of course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs (self-study/project)
2nd week:	10 hrs (classes)	2 hrs (Mid term exam/assessment/discussion)
3rd week:	10 hrs (classes)	2 hrs (End term exam)

**Mode of lectures:** Online lecture/online videos/case study/ discussion/ workshop/ hands-on

### Course/Project Plan

Lecture no.	Topic	Lecture mode	Instructor
L: 1-3	About workspace and basic tools   Alignments, repeat command   Transformations, Basic use of text, Power clip	Online	Ms. Aanchal Trehan
L: 4-5	Basics of using vector graphics and node editing with graphic objects.   Basics of using vector graphics and node editing with text.	Online	Ms. Aanchal Trehan
L: 6-7	Gradient colours, colour usage and discover several ways to apply colour to an object and/or its outline. RGB and CMYK colours and screen vs. printed colours. Grid system and placement of elements on a page. Text Formatting.	Online	Ms. Aanchal Trehan
L: 8-9	Interactive tools – shadow, glow & 3D effect & project discussion.   Mesh tool – to give 3D look and more colour details in illustration.	Online	Ms. Aanchal Trehan
L: 10-11	Assignment: An object drawing	Online	Ms. Aanchal Trehan
L:12-13	Branding and Research	Online	Ms. Aanchal Trehan
L:14-15	Selection of the Brand	Online	Ms. Aanchal Trehan
L: 15-19	Logo Designing - Different types of Logos (Typography, sizes, colour palette). Tips and Tricks while designing a logo.	Online	Ms. Aanchal Trehan
L:20-21	MTE-1 Brand Logo	Online	Ms. Aanchal Trehan
L: 22-25	Brochure Designing - Different types of brochures (folds, sizes, papers used). Tips, while designing a brochure	Online	Ms. Aanchal Trehan
L: 26-30	Letter Head Designing – Importance of letterhead, Text formatting etc.	Online	Ms. Aanchal Trehan
L: 31-34	Visiting Card Designing – Company Name promotions, Brand value etc.	Online	Ms. Aanchal Trehan
L: 35-36	ETE- Designing a Collateral related to brand	Online	Ms. Aanchal Trehan

### **Brief profile of the instructor**

I am currently a doctoral candidate at NIFT Delhi with total 10 years of teaching experience as an Academician. I am specialized in teaching subjects like Pattern making, Draping, Garment construction and CAD. I am also expert in various design software's including Corel Draw, Adobe photoshop and Adobe Illustrator.

