

**“APPLICATION OF GRAPHIC DESIGNING  
COURSE IN THE CURRICULUM OF  
SECONDARY SCHOOL STUDENTS  
- A STUDY”**



DISSERTATION SUBMITTED IN THE PARTIAL  
FULFILMENT OF DEGREE OF MASTER OF EDUCATION  
2018-2020

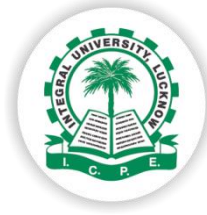
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## CERTIFICATE

This is to certify that the M. Ed Dissertation entitled “**APPLICATION OF GRAPHIC DESIGNING COURSE IN THE CURRICULUM OF SECONDARY SCHOOL STUDENTS - A STUDY**” submitted by **MIRZA SUBOOR BAIG (Enrollment no. 1600101245)** in partial fulfillment of the requirement For the award of the degree of **Master of Education (M. Ed.)** Has Been completed under my guidance supervision.

In my humble judgment, the work as far as known to me is original and can be considered in a contribution to our knowledge of the subject.

Date

(Supervisor)

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## **DECLARATION**

This is to certify that I have completed this dissertation work myself in the department of education, Integral University, Under the supervision of **Dr. ADNAN KHAN LODI**. I am fully responsible for all the quotations, citations, calculations and interpretations.

**MIRZA SUBOOR BAIG**

**M. Ed.**

# **ACKNOWLEDGEMENT**

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**MIRZA SUBOOR BAIG**

**M.Ed. Student**

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# **CHAPTER - 1**

## **INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

Education is an attempt on the part of the adult members of the human society to shape the development of the coming generation in accordance with its own ideals of life. Man is capable of making necessary adaptation, education helps him to alter his behavior acquire new skills according to the demands of the-new situations.

Educating the child is directing the child's capacities, adjustments, interest, urges and needs into the most desirable channels. Education is the process of human enlightens and empowerment for the achievement of a letter and higher quality of life. Education is the key to national prosperity and welfare. In the development of a country education plays a vital role.

Education is the most important component of human resources. Therefore society wants to utilize the individual talent properly. We want to get maximum benefit through minimum resources so we should make our efforts for maximum achievement of our youth and trained them in such a way that they may utilize the resources available. A sound and effective system of education results in the unfoldment of learner's potentialities, enlargement of their competencies and their interest, adjustment and value.

Education is a tricolor process. Teacher, student and environment, there are the three component or pole of the teaching learning process. Every component has its own importance.

They are equally responsible for the success and failure of the educational programmed. It is detained to a large extent by the quality of learning process. when the teamer failed to attain the pre-specified goals. Something was wrong with the teacher either with the plans he made or with the way in which he carried them out. The success of the learner mainly depends on the ability of the teacher. Teacher is the main implementer of all educational policies.

A teacher is one who shows or helps to learn how to do something or the one who guides the destiny of the students committed to his care. A component and conscious teacher is a vital spark in education and it is he who has to impart to the student creative use of the knowledge. He/she enlarge and enrich the mind of the students and plays an important role in shaping and molding the personality of the child.

## **1.1.1 INTRODUCTION OF GRAPHIC DESIGNING**

Graphic area unit visual pictures or styles on some surface, like a wall, canvas, screen, paper, or stone to tell, illustrate, or entertain. In up to date usage, it includes a representation of knowledge, as in c manufacture, in typesetting and therefore the graphic arts, and in academic and recreational software system. pictures that area unit generated by a laptop area unit known as lighting tricks.

Examples are photographs, drawings, line art, graphs, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color.

Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, web site, or book without any other element. Clarity or effective communication may be the objective, association with other cultural elements may be sought, or merely, the creation of a distinctive style.

Graphics is practical or creative. The latter is a recorded version, like a photograph, or interpretation by a man of science to spotlight essential options, or Associate in Nursing creative person, during which case the excellence with unreal graphics might become blurred. It also can be used for design.

## **1.1.2 GRAPHICS BACKGROUND**

The earliest graphics known to anthropologists studying prehistoric periods are cave paintings and markings on boulders, bone, ivory, and antlers,

which were created during the Upper Paleolithic period from 40,000–10,000 B.C. or earlier. Many of those were found to record astronomical, seasonal, and chronological details. a number of the earliest graphics and drawings are known to the trendy world, from almost 6,000 years ago,

are that of engraved stone tablets and ceramic cylinder seals, marking the start of the historical periods and also the keeping of records for accounting and inventory purposes.

Records from Egypt predate these and papyrus was employed by the Egyptians as a fabric on The subject is taught in a very broad type of ways, each course teaching its own distinctive balance of craft skills and intellectual response to the client's needs.

From 600–250 BC, the Greeks played a significant role in geometry.

which to plan the building of pyramids; they also used slabs of limestone and wood.

From 600–250 BC, the Greeks played a significant role in geometry.

They used graphics to represent their mathematical theories like the Circle Theorem and also the Pythagorean theorem .In art, "graphics" is usually accustomed distinguish add a monotone and made of lines, as opposition painting.

### **1.1.3 ADVANTAGE GRAPHIC EDUCATION**

The majority of colleges, colleges, and universities round the world educate students on the topic of graphic design and art.

The subject is taught in a very broad type of ways, each course teaching its own distinctive balance of craft skills and intellectual response to the client's needs.

Some graphics courses prioritize traditional craft skills—drawing, printmaking, and typography—over modern craft skills. Other courses may place a stress on teaching digital craft skills. Still, other courses may downplay the crafts entirely, concentrating on training students to get novel intellectual responses that engage



with the brief. Despite these apparent differences in training and curriculum, the staff and students on any of those courses will generally consider themselves to be graphic designers.

The typical pedagogy of a graphic design (or graphic communication, communication, graphic arts or any number of synonymous course titles) are going to be broadly supported the teaching models developed within the Bauhaus school in Germany or Vkhutemas in Russia.

The teaching model will tend to show students to a spread of craft skills (currently everything from drawing to motion capture), combined with an endeavor to have interaction the scholar with the globe of visual culture.

### **1.1.4 USE OF APPLICATION(GD)**

Graphic design is applied to everything visual, from road signs to technical schematics, from interoffice memorandums to reference manuals. Design can aid in selling a product or idea. it's applied to products and elements of company identity like logos, colors, packaging and text as a part of branding (see also advertising). Branding has become increasingly more important within the range of services offered by graphic designers. Graphic designers often form a part of a branding team .

Graphic design is applied within the show biz in decoration, scenery and visual story telling. Other samples of design for entertainment purposes include novels, vinyl album covers, comic books, DVD covers, opening credits and shutting credits in filmmaking, and programs and props on stage. this might also include artwork used for T-shirts and other items screen printed available.

From scientific journals to news reporting, the presentation of opinion and facts is usually improved with graphics and thoughtful compositions of visual information - referred to as information design. Newspapers, magazines, blogs, television and film documentaries may use graphic design.

With the arrival of the online, information designers with experience in interactive tools are increasingly wont to illustrate the background to news stories. Information design can include data visualization, which involves using programs to interpret and form data into a visually compelling presentation, and might be tied in with information graphics.

## **1.1.5 SKILLS**

A graphic design project may involve the stylization and presentation of existing text and either preexisting imagery or images developed by the graphic designer. Elements is incorporated in both traditional and digital form, which involves the use of visual arts, typography, and page layout techniques. Graphic designers organize pages and optionally add graphic elements. Graphic designers can commission photographers or illustrators to create original pieces. Designers use digital tools, often observed as interactive design, or multimedia design. Designers need communication skills to convince an audience and sell their designs.

The "process school" is anxious with communication; it highlights the channels and media through which messages are transmitted and by which senders and receivers encode and decode these messages. The semiotic school treats a message as a construction of signs which through interaction with receivers, produces meaning; communication as an agent.

## **1.1.6 TOOLS**

The method of presentation (e.g. Arrangements, style, medium) is very important to the planning. the event and presentation tools can change how an

audience perceives a project. The image or layout is produced using traditional media and guides, or digital image editing tools on computers. Tools in special effects often tackle traditional names like "scissors" or "pen". Some graphic design tools like a grid are employed in both traditional and digital form.

In the mid-1980s publishing and art software applications introduced computer image manipulation and creation capabilities that had previously been manually executed. Computers enabled designers to instantly see the consequences of layout or typographic changes, and to simulate the consequences of traditional media. Traditional tools like pencils is useful even when computers are used for finalization; a designer or stage director may sketch numerous concepts as a part of the creative process. Digital Styluses is used with tablet computers to capture hand drawings digitally.

## **1.1.7 OCCUPATION**

Graphic design career paths cover all parts of the creative spectrum and infrequently overlap. Workers perform specialized tasks, like design services, publishing, advertising and PR. As of 2017, median pay was \$48,700 annually. the most job titles within the industry are often country specific. they'll include graphic designer, stage director, creative director, animator and entry level production artist. counting on the industry served, the responsibilities may have

different titles like "DTP Associate" or "Graphic Artist". The responsibilities may involve specialized skills like illustration, photography, animation or interactive design. Employment in design of online projects was expected to extend by 35% by 2026, while employment in traditional media, like newspaper and book design, expect to travel down by 22%. Graphic designers are expected to constantly learn new techniques, programs, and methods.

Graphic designers can work within companies devoted specifically to the industry, like design consultancies or branding agencies, others may match within publishing, marketing or other communications companies. Especially since the introduction of private computers, many graphic designers work as in-house designers in non-design oriented organizations. Graphic designers might also work freelance, performing on their own terms, prices, ideas, etc. A graphic designer typically reports to the stage director, creative director or senior media creative

. As a designer becomes more senior, they spend less time designing and longer leading and directing other designers on broader creative activities, like brand development and company identity development. they're often expected to interact more directly with clients, for instance taking and interpreting briefs.

## **1.2 STATEMENT OF THE PROBLEM**

**“APPLICATION OF GRAPHIC DESIGNING COURSE IN THE CURRICULUM OF SECONDARY SCHOOL STUDENTS - A STUDY”**

## **1.3 SIGNIFICANCE OF THE PROBLEM**

Computer is the basic need in the life of students ,Nowadays knowledge of technology is very important to enhance the teaching learning method in the area of education . Every school is delivering the content through smart classes and various technology ,Hence the students get assessments for the topic to make presentation with the help of computer PowerPoint and No individual can do every work on its own. Everyone requires some idea or a professional help to make the things better and look beautiful. Graphics Design is most important in terms of art and individuality. A good design should be clean, legible and attractive which enables us to get some response from the audience.

A design explores the designer's ability and artistic skills. It is a method of communication between the viewers and the designers.

A design enables a person to express his vision and ideas to communicate effectively and efficiently through his work. prints design and editing and we search for experts, so as to modernize we can learning the software which help us to design ,edit make posters , files , projects , assignments, and all type of paper work in the modernize and innovative form . so to dissolve the problem of above matter we have to apply the graphic designing software in the curriculum of secondary school students because Graphic design is an important tool that enhances how you communicate with other people. It serves to convey your ideas in a way that is not only effective, but also beautiful. Here are just a few factors to consider before investing in graphic design services. A well crafted design of graphics seeks to attract the attention of a large amount of people. The **graphic design** plays an important role in today's modern competitive global environment. The graphics designing has become an integral part of any business and occasion. For a customized website capable of providing all your need, the graphics arrangement on the website should be appropriate as well as look attractive and adorable.

The **graphic designing** is important in almost every field that includes- marketing, magazine layout etc.

A good graphic design should effectively communicate the message of the sender to the target audience using tools of visual communication.

A design explores the designer's ability and artistic skills. It is a method of communication between the viewers and the designers.

## **1.4 OBJECTIVE OF THE STUDY**

-To find the present status of the secondary school students related to the graphic design.

-To identify the need of graphic designing course.

-To design a course for secondary school students.

-To find the present scenario of secondary school students with regard to their exposure to computer.

-To find the level of application of computers in the real life of secondary school students.

-To develop a framework for secondary school students which will be applied to their curriculum.

-To find the level of application of graphic designing In the real life of secondary school students.



## **1.5 HYPOTHESIS OF THE STUDY**

- 1) There is no exposure to computers among secondary school students of lucknow city.
- 2) There is no application of computers in real life of secondary school students.
- 3) There is no application of graphic design In real life of secondary school students.

## **1.6 DELIMITATION OF THE STUDY**

Delimitations are restrictions and boundaries which an investigator sets due to limited time, energy and resources. This study is-

- 1-The study is confined to senior secondary school only.
- 2- The sample is restricted to 120 students only.
- 3- The study is confined to lucknow district only.
- 4- The study is confined to graphic design only.

## 1.7 OPERATIONAL DEFINITIONS OF KEY

### TERMS

**Graphic:-** Graphic area unit visual pictures or styles on some surface, like a wall, canvas, screen, paper, or stone to tell, illustrate, or entertain. In up to date usage, it includes a representation of knowledge, as in c manufacture, in typesetting and therefore the graphic arts, and in academic and recreational software system. pictures that area unit generated by a laptop area unit known as lighting tricks.

Examples are photographs, drawings, line art, graphs, diagrams, typography.

**Design:-** A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made.

**Graphic Designing:-** Graphic design is the process of visual communication and problem-solving through the use of typography, photography, iconography and illustration. The field is considered a subset of

visual communication and communication design, but sometimes the term "graphic design" is used synonymously.

**Graphic Education:-** Graphic education is the knowledge provided to enhance the designing sector for modifying the innovation and idea with the help of technology .

**ICSE Board:-** The Indian Certificate of Secondary Education (**ICSE**) is an examination conducted by the **Council** for the Indian School Certificate Examination, a private **board** of secondary education in India. Its is used for data collection.

**CBSE Board:-** The Central **Board** of Secondary Education (CBSE) is a national level **board** of education in India for public and private schools, controlled and managed by Union Government of India. Its is used for data collection.

# **CHAPTER - 2**

## **REVIEW OF RELATED LITERATURE**

## **2.1 INTRODUCTION OF REVIEW LITERATURE**

A literature review may be a comprehensive summary of previous research on a subject. The literature review surveys scholarly articles, books, and other sources relevant to a selected area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should provide a theoretical base for the research and facilitate your (the author) determine the character of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived. It's assumed that by mentioning a previous author in the sector of study, that the author has read, evaluated, and assimilated that work into the work hand. A literature review creates a "landscape" for the reader, giving her or him a full understanding of the developments within the field. This landscape informs the reader that the author has indeed assimilated all (or the overwhelming majority of) previous, significant works within the field into her or his research.

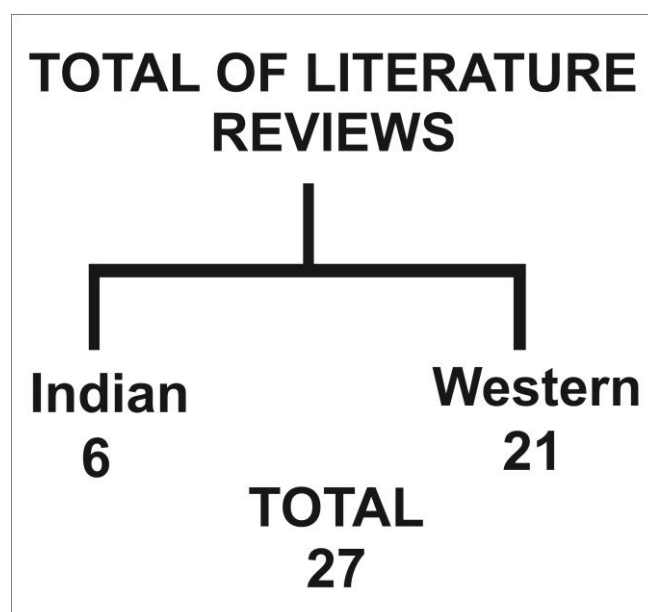
## **2.2 REVIEW OF PRECEDINGS**

In the preceding chapter the researcher made a detailed discussion on introduction, a brief explanation about the problem selected, its need and

significance ,objective and hypothesis work formulated and operational definition were given.

In the present chapter it is intended to present review of study conducted so far on the graphic designing course and curriculum in secondary school.

Attempt has been made to develop and overall idea about the nature , finding about the previous study and to arrive at a rational for the present study. An attempt has also been made to analyze their findings in qualitative forms an effort has been made to highlight the method and procedure adapted in the concerned study with the ability of limited information regarding them. In order to justify the need for the present some of the available studies carry out in India as well abroad has been reviewed.



## **2.3 REVIEW ON LITERATURE**

### **1) The Effectiveness of Teaching Methods Used in Graphic Design Pedagogy in Both Analogue and Digital Education Systems**

**Salman Alhajri**

Purpose: this paper investigates the effectiveness of teaching methods employed in graphic design pedagogy in both analogue and digital education systems.. the study suggests a group of recommendations to develop a framework that will be ideal in developing a brand new curriculum of graphic design teach for undergraduate students.

### **2) Graphical Designs and External Combinatory , October 2019**

**Konstantin Golubev**

A graphical design could be a proper subset of vertices of a graph on which many Eigen functions of the Palladian operator have norm zero. In this paper, we show that external independent sets make external graphical designs, that is, a design on which the utmost possible number of Eigen-functions have norm zero

### **3) The Perceptions of Graphic Design Concept on Students Study on Graphic Design , April 22, 2019**

### **Sevtap Kanat**

The purpose of this study is to look at the graphic design concept perceptions of university students who take graphic design education by using metaphors. The research was done out with 160 students from the Department of Graphic Design at Inonu University, Hacı Bayram Veli University and Necmettin Erbakan University. a complete of 142 students (87 female and 55 male) were considered to be surveyed. The analysis of the survey data was evaluated by the content analysis method from qualitative research techniques. consistent with the analysis, the participants created 96 metaphors. the foremost repeated metaphors for graphic design are; Dreaming (7), Universe (6) and Freedom (6).

### **4) Investigating Creativity in Graphic Design Education from Psychological Perspectives, January 2017**

#### **Salman Alhajri**

The current research would try to study 'creativity in graphic design education from psychological perspectives'. an intensive review of literature would be conducted on graphic design education, creativity and its psychological aspects. The results of the study revealed that the psychological aspect of creativity must be adequately understood so as to reinforce creativity in graphic design education.



## **5) The Effect of Social Development on Graphic Design Practice**

**(August 2017 )**

### **Zarqa University**

This study aims to explore the effect of social development on graphic design practice and how interactive technologies present new challenges for designers to deal with ethically and culturally. Explores the issues of graphic design in terms of a form of art verses a understanding of the meaning of graphic design and the role of graphic Although the call for “Design as Design” needs

## **6) Monitoring the development of artistic creativity in graphic design classes (Jan 2018)**

### **M. DuhM. Kač Nemanič**

we tend to investigated the variations among intermediate students (age seventeen to eighteen years) in Slovenian secondary colleges. A positive impact of experimental approach shows that it's doable to considerably improve the event of the students' creative ability by introducing smaller method changes. we tend to additionally studied the role of gender in creative artistic development and located that the experimental program is suitable for each women and boys.

## **7) Graphic Design for Senior High Schools ,April 2016**

**Publisher: Adom Series Publications Limited**

The study of Graphic style has taken a rather new type because of this teaching programmed free by the Ministry of Education in Republic of Ghana. The writer, an acquaintance within the field of art and a talented tutor within the subject, therefore, saw the requirement and additional significantly the urgency to help students with a written language that specifically meet the necessities of the programmed. Tutors of the topic particularly would notice this book as terribly relevant in polishing off the teaching and learning activities within the schoolroom

**8) Plagiarism in Graphic Design ,January 2018**

**Project: Visual Plagiarism**

Mohd Amin ,Mohd Noh , Anith Liyana Amin Nudin Nik Narimah Show  
all 5 authors Mohd Fauzi Harun Mohd Fauzi Harun

The purpose of this paper is to spot students' and tutorials' understanding and also the conducive factors in visual plagiarism so as to produce applicable solutions to be applied within the art and style program and so to boost academic integrity among the university community. This analysis utilized a qualitative analysis with the aim to analyze the various opinions . {the tutorial the tutorial the educational} community ought to contemplate any measures to handle the

problem not solely in terms of restrictions and punishments however most significantly to teach students to price people's ideas and works and to boost academic integrity.

## **9) The Drawing in the Future Students - Graphic Designers**

**Teaching, June 2018**

### **Licenses by Svitlana Lopukhova**

The aim of the article is to spot the skilled and education principles of the optimum and only ways of teaching such a basic educational discipline as Drawing in trendy conditions, to see the correlation between the traditions of the "universal" educational faculty and innovations within the teaching method. Conclusions. The importance of drawing in style education within the conditions of speedy development of digital technologies is stressed, the correlation between the traditions of the tutorial faculty and new achievements within the field of style is decided.

## **10) By Design. Engaging Graphic Design Students in Curriculum**

**Development, April 2018**

**Jeanne-Louise MoysJ** To achieve this, we tend to aimed to develop a replacement freshman module. As a part of our continued student collaboration

method, we tend to want to require a partnership approach to the planning of the module by attractive students to participate during a focus cluster to share their ideas regarding what a replacement module required to have and what kinds of assessment they thought would be applicable. . The case study is getting used to encourage colleagues across completely different disciplines to imbed student engagement initiatives among the info style method.

## **11) Graphic Design for Computer Graphic**

### **Aaron Marcus**

High speed show of advanced computer-generated pictures needs accrued communication between computers and human operators. 3 totally different phases of this communication square measure considered; outer faces, interfaces and interfaces square measure introduced, and their graphic styles square measure studied. . The mutual contributions of graphic style and special effects, and potential interaction between each disciplines square measure stressed

## **12) A study of the computer graphic design course, March 2018**

### **J.-C. Xie**

Computer graphic style software package is one in every of the obligatory courses for dig-ital media students. once facing numerous sorts of drawing software

package, lecturers ought to opt for one that permits easy and simple teaching so as to stimulate student interest and motivation. In such the simplest way, students are often trained to become conversant in a technical artistic tool. it's expected that through continuous discussion and modification, student work would be ready to improve.

### **13) The use of Art and Design images in graphic course in Higher education. (October 2009)**

#### **Pandora Mather-Lees**

This study aimed toward deciding the academic desires for technology and style courses of today's students UN agency grow with technology and also the digital World. The participants during this study, within which a mixed technique was used, were the seventh year students finding out in state secondary faculties of TRNC. the info were analyzed through content analysis, arithmetic averages, and variance. At the top of the analysis, {the desires the requirements the wants} for technology and style course were determined in 3 completely different categories; general needs, desires for style, and wishes for info technologies

### **14) Determination of Educational needs of technology and design course in secondary students (july2019)**

### **Calateltin ozden**

This study geared toward crucial the academic wants for technology and style courses of today's students United Nations agency grow with technology and therefore the digital World. the info were analyzed through content analysis, arithmetic averages, and variance. At the tip of the analysis, {the wants the requirements the wants} for technology and style course were determined in 3 totally different categories; general needs, wants for style, and desires for info technologies

### **15) The drawing in the future student graphic designers teaching (june2018)**

### **Svetlana lopukhova**

The aim of the article is to spot the skilled and education principles of the optimum and only ways of teaching such a elementary educational discipline. Conclusions. The importance of drawing in style education within the conditions of fast development of digital technologies is stressed, the correlation between the traditions of the tutorial college and new achievements within the field of style is decided, the essence of the offered methodology is represented and also the task of the teacher is about.

## **16) Faith–Learning Interaction in Graphic Design Courses in Protestant Evangelical Colleges and Universities -January 2010**

**Lorraine Bower**

Integration or connectedness between religion and learning could be a core aim of Protestant evangelical schools and universities. It's pursued in a very range of various ways that within the educational programs of those establishments, even in commercially adjusted courses that they provide, like graphic style. The aim here is to demonstrate a number of the ways in which religion. I argue not for a lot of proscriptive approach, however a broader and a lot of cooperative approach to connecting non secular information therewith of graphic style.

## **17) Graphic Design for Senior High Schools ,April 2016**

**Dickson Adom**

The study of Graphic design has taken a slightly new form due to the current teaching syllabus released by the Ministry of Education in Ghana. The writer, an exponent in the field of art and a skilled tutor in the subject, therefore, saw the need and more importantly the urgency to assist students with a reading material that exactly meet the requirements of the syllabus.

## **18) Graphic design and user-centered design: designing learning tools for primary school, November 2018**

Souto Virginia Tiradentes Souto

The aim of this study was to verify whether or not the user-centered style technique is effective within the style of graphic learning tools for school. The results show, among alternative things, that there was a larger level of issue in coming up with comes while not the participation of kids, than coming up with with them.

## **19) Representational Approaches in Graphic Design ,January 2019**

Mansour Kolahkaj

Graphic style tries to convey the message to the viewers through an efficient and innovative method. The results indicated that all told 3 functions of graphic style mentioned earlier, sure objectives are met as well as quality, introducing, simple communication, attracting attention, establishing believability, guiding direction, being convinced Keywords illustration, Graphic, communication.

## **20) Graphical Designs and External Combinatory ,October 2019**

**Konstantin Golubev**



In this paper, we have a tendency to show that external freelance sets create external graphical styles, that is, a style on that the most doable range of eight functions have mean zero. we have a tendency to investigate the behavior of graphical styles beneath the operation of weak graph product.

## **21) The relationship of microcomputer graphics**

### **-Edison (1992)**

Examined the relationship of microcomputer graphics and alphanumeric modes of data presentation with ninth grade high school biology students' process skills and conceptual understanding of selected genetic concepts. This study revealed that the microcomputer graphics and alphanumeric modes of data presentation resulted in students' ability to use specific process skills in problem solving.

22) An online font library: evaluation by graphic design students

### **Hsin-Liang Chen and Gilok Choi**

School of Information, University of Texas at Austin, Austin, Texas, USA.(2006)

23) Enhance the creative potential of Omani graphic design students

### **Salman Alhajri ,**

Graphic Design, Sultan Qaboos University, Sultanate of Oman.(2014)

24) Evaluating the online studio as a retraining ground for mature-age graphic design students

**Mr. Patrick McNamara**

Charles Sturt University, School of Communication and Creative Industries(2016)

25) Bridging Ugandan Graphic Design Courses Closer to Chinese and Western Education Standards ,Nsiima Juliet Kategaya School of Art and Design, Wuhan University of Technology, Wuhan, China(2018) Curriculum & course design preparing graphic design & visual communication students by

**Ryan G. Wilso**

26) CREATE CONCENTRATIONS:SECONDARY DESIGN CURRICULUM by **Linnea Roberta Gustafson (2015)** Escondido Union High School District Graphic Design EUHSD Board Approval Date: 6/21/16

27) GRAPHIC DESIGN CURRICULUM FRAMEWORK..This document was prepared by: Office of Career, Technical, and Adult Education Nevada Department of Education 755 N. Roop Street, Suite 201

**Carson City, NV 89701**

# **CHAPTER – 3**

## **RESEARCH DESIGN AND METHODOLOGY**

## **3.1 MEANING OF RESEARCH METHODOLOGY**

In the previous chapter researcher discussed about review of literature of the study and in present chapter the researcher will deal with research methodology includes two terms research & methodology.

Research methodology is that the specific procedures or techniques accustomed establish, select, process, and analyze data a couple of topic. during a analysis paper, the methodology section permits the reader to critically judge a study's overall validity and responsibility. The methodology section answers 2 main questions: however was the info collected or generated? however was it analyzed?

According to J. W. Beat-'Research is considered to be more formal, systematic. intensive, process of carrying on the scientific methods of analysis. It involves a more systematic structure of investigation usually resulting in soiree sort of final record of procedures and reports of result are conclusion"

According to Webster's dictionary-Research is defined study to discover & acts".

## **3.2 EDUCATIONAL RESEARCH**

Educational analysis refers to the systematic assortment and analysis of

Educational analysis refers to the systematic assortment and analysis of knowledge associated with the sphere of education. analysis could involve a spread of ways and numerous aspects of education as well as student learning, teaching ways, teacher coaching, and schoolroom dynamics.

Educational analyses usually agree that research ought to be rigorous and systematic. However, there's less agreement regarding specific standards, criteria and analysis procedures. instructional researchers could draw upon a spread of disciplines as well as science, sociology, social science, and philosophy .Methods is also drawn from a variety of disciplines. Conclusions drawn from a private analysis study is also restricted by the characteristics of the participants WHO were studied and therefore the conditions beneath that the study was conducted.

### **3.3 RESEARCH OF DESIGN**

The survey research method was employed in the study. The researcher visited selected school and administered the tool to the sample which consisted of both male and female students from different school of Lucknow city. sampling Techniques was employed to select the sample.

### **3.3.1 VARIABLES OF STUDY:**

The characteristics or conditions that the experimenter manipulates control or observes called variable.

### **INDEPENDENT VARIABLES:**

They are defined as a characteristic that experimenter manipulate to identify a particular factors.

### **DEPENDENT VARIABLES:**

It is called dependent variable because it depends on the independent variables.

Dependent variables are what we measure in the experiment and what is affected during the experiment.

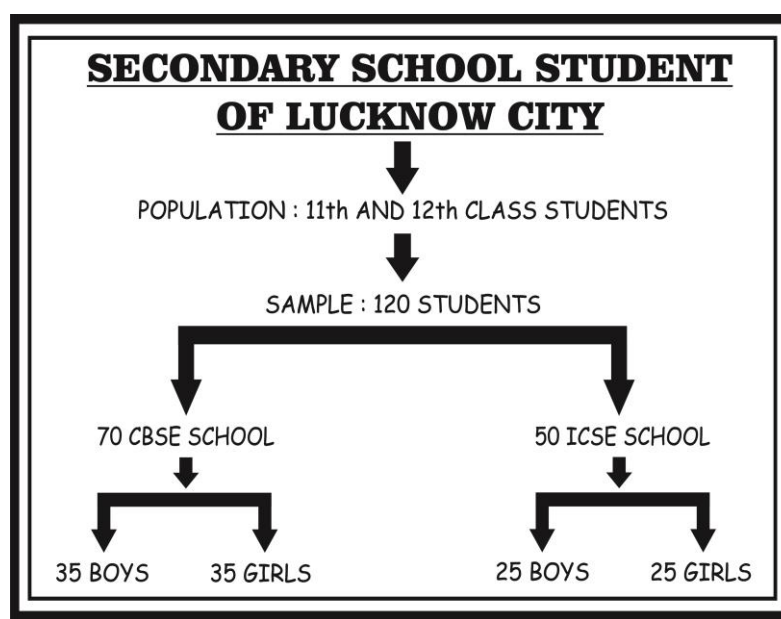
### **3.4 POPULATION:**

Population is the group of interest to the researcher of which the result of the study can be generated. In the present study, all the selected student form Secondary Schools of Lucknow City. will be the respondent of this problem. These students belong to the different stream.

### 3.5 SAMPLE:

A sample is any number of persons selected to represent the population according to some rule of plan. Thus a sample is a smaller representation of the population. The purpose of selecting a sample is to gain information about a population. In this study convenience sample technique has been used. In convenience sample, researcher is selected the sample according to his/her convenience. There are many schools and colleges situated in Lucknow city. Researchers select the sample of six secondary schools of Lucknow city. Researcher selected the sample one hundred twenty students of which one hundred and four were Male and fifty six were Female students.

### 3.6 POPULATION CLASSIFICATION



### **3.7 ICSE INSTITUTIONS**

<b>Sr. No.</b>	<b>INSTITUTION</b> I.C.S.E	<b>MALE STUDENTS</b>	<b>FEMALE STUDENTS</b>	<b>TOTAL NO. OF STUDENTS</b>
1	ST. FRANCIS XAVIER SCHOOL CANTT ,LUCKNOW.	9	9	18
2	CATHEDRAL SR. SEC. SCHOOL,LUCKNOW.	8	8	16
3	CHRIST CHURCH COLLEGE, LUCKNOW.	8	8	16
TOTAL		25	25	50

### **3.8 CBSE INSTITUTIONS**

<b>Sr. No.</b>	<b>INSTITUTION</b> C.B.S.E	<b>MALE STUDENTS</b>	<b>FEMALE STUDENTS</b>	<b>TOTAL NO. OF STUDENTS</b>
1	TECHNO ACADAMIC SCHOOL, DASAULI ,LUCKNOW.	12	12	24
2	C.I.S SCHOOL , MANASNAGAR, LUCKNOW.	12	12	24
3	VISHNU NARAYAN INTER SCHOOL.	11	11	22
TOTAL		35	35	70



### **3.9 METHOD OF DATA COLLECTION**

Proper selection of data is very essential in educational Researches. It aims to provide a definite answer to research inquiry, The main purpose of data collection is to verify the hypothesis. In scientific educational researches the data is collected by means of some standardized research or self made instrument. In absence of proper research toolkit becomes difficult to obtain the required information about the sample population. This questionnaire was used to obtain some information about **Graphic designing**.

### **3.10 DATA COLLECTION**

For Data collection, I went to those colleges from where I could get proper and correct information. As my topic was "**APPLICATION OF GRAPHIC DESIGNING COURSE IN THE CURRICULUM OF SECONDARY SCHOOL STUDENTS**" Therefore I selected those institutions only from where I could get both the students.

### **3.11 STATISTICAL TECHNIQUE USED**

**Statistical Techniques are used to convert voluminous data into few numerical values so that it becomes possible to draw valid conclusions. Statistical Techniques used in present study are as follows:**

### **3.11.1 THE MEAN**

The Mean of distribution is commonly understood is the arithmetic average. It is perhaps the most frequency used and well understood average,

### **POPULATION MEAN FORMULA**

$$\mu = \frac{\sum X}{N}$$

$\Sigma$  represents the summation

X represents scores

N represents number of scores.

### **3.11.2 STANDARD DEVIATION**

The standard deviation is given by the formula:

### **SAMPLE STANDARD DEVIATION FORMULA**

$$\sigma = \sqrt{\frac{\sum_i^n (x_i - \bar{x})^2}{n - 1}}$$

**s** means 'standard deviation'.

**S** means 'the sum of'.

**x bar** means 'the mean'

### **3.11.3 DEGREE OF FREEDOM**

The degrees of freedom in a statistical calculation represent how many values involved in a calculation have the freedom to vary . Formula for Degrees of Freedom

The statistical formula to determine degrees of freedom is quite simple. It states that degrees of freedom equal the number of values in a data set minus 1, and looks like this:

$$\text{Degree of Freedom} = N - 1$$

Where N is the number of values in the data set (sample size).

### **3.11.4 t-TEST**

This function gives a single sample Student t test with a confidence interval for the mean difference. The single sample t method tests a null hypothesis that the population mean is equal to a specified value. If this value is zero (or not entered) then the confidence interval for the sample mean is given (Altman, 1991; Armitage and Berry, 1994).

The test statistic is calculated as:

## t-TEST FORMULA

$$t = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}}$$

$$t = \frac{(\bar{X}_1 - \bar{X}_2)}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Where,  $\bar{x}$  is the sample mean.

$s^2$  is the sample variance.

$n$  is the sample size.

$\mu$  is the specified population mean .

$t$  is a Student t quartile with  $n-1$  degrees of freedom..

### **3.11.5 LEVEL OF SIGNIFICANCE**

Level of significance is the predetermined level, which is used to identify real difference between the parameters of populations. A difference is marked significance when the gap between the parameters of means points to or signifies a real difference between the parameters of populations from which the sample were if  $P > 0.05$  then the values are taken significance, it  $P < 0.05$  then the values are not significance.

All these statistical measures would be used for the analysis of data in the present study.

# **CHAPTER - 4**

**PRESENTATION, ANALYSIS AND**

**INTERPRETATION OF THE DATA**

## **4.1 INTRODUCTION**

The present chapter presents the analysis of data results and their interpretation.

Each section is followed by a brief discussion of the results obtained.

Analysis of data means to make the raw data meaningful Or to draw some results from the data after the proper treatment. The null hypothesis are tested with the help of analysis of data so as to obtain some significant results. Thus the analysis of data serve the following main function.

- (1) To make the raw data meaningful.
- (2) To test null hypothesis.
- (3) To draw some inference or make generalization.
- (4) To estimate parameters.

After analysis the data, the next step is to interpret the results. The process of interpretation is essential on the starting what the results or finding show? What do they answers to the original problem?

Interpretation calls for a critical examination of the results of one's analysis in the light of all the limitations of his data gathering and his subjective attitude which should be avoided.



One must be critical of one's own thinking. DATA: This chapter deals with analysis, discussion and interpretation of the data. In chapter data were critically analyzed and responded through textual discussion tabular and graphical devices. Table and figure are used to clarify significant relationship. They are so constructs that they are self explanatory. Table's discussion may be used to point out generalization so significant interpretation textural figures sample point out only one relationship.

## **4.2 ANALYSIS AND INTERPRETATION OF DATA**

### **TESTING OF HYPOTHESIS NO. 1**

**HYPOTHESIS- 1- There is no exposure to computers among secondary school students of lucknow city.**

**For testing above hypothesis mean and standard deviation of the score of these sub-groups were computed.**

#### **TABLE NO. 4.1**

**Difference between the Yes & No responses in the 1 to 6 questions of the questionnaire.**

RESP.	POPULATION	MEAN	S.D	t - TEST (DF= 119)	SIGNIFICANT
YES	120	5.05	21.74	2.015	SIGNIFICANT
NO		0.95	5.009		

The Mean of Yes and No responses is 5.05 and .0.95 respectively. Their SD value is 21.74 and 5.009 respectively. With the help of these SD values and the Mean values, critical value (t) is calculated it is 2.015 . It is significant at 0.05 level. So, that null hypothesis is Rejected.

And "THERE IS EXPOSURE TO COMPUTER AMONG SECONDARY SCHOOL STUDENT OF LUCKNOW CITY".

## **TESTING OF HYPOTHESIS NO.2**

**HYPOTHESIS- 2-** There is no application of computers in real life of secondary school students.

For testing above hypothesis mean and standard deviation of the score of these sub-groups were computed.

**TABLE NO. 4.2 Difference between the Yes & No responses in the 7 to 11 questions of the questionnaire.**

RESP.	POPULATION	MEAN	S.D	t - TEST (DF= 119)	SIGNIFICANT
YES	120	4.333	18.51	2.03	SIGNIFICANT
NO		0.816	4.60		

The Mean of Yes and No responses is 4.333 and 0.816 respectively. Their SD value is 18.51 and 4.60 respectively. With the help of these SD values and the Mean values, critical value (t) is calculated it is 2.03. It is significant at 0.05 level. So, that null hypothesis is Rejected.

And "THERE IS APPLICATION OF COMPUTER IN REAL LIFE OF SECONDARY SCHOOL STUDENTS".

### **TESTING OF HYPOTHESIS NO.3**

**HYPOTHESIS- 3-) There is no application of graphic design In real life of secondary school students.**

**For testing above hypothesis mean and standard deviation of the score of these sub-groups were computed.**

**TABLE NO. 4.3 Difference between the Yes & No responses in the 12 to 20 questions of the questionnaire.**

RESP.	POPULATION	MEAN	S.D	t - TEST (DF= 119)	SIGNIFICANT
YES	120	6.475	21.22	1.98	SIGNIFICANT
NO		2.525	9.85		

The Mean of Yes and No responses is 6.475 and 2.525 respectively. Their SD value is 21.22 and 9.85 respectively. With the help of these SD values and the Mean values, critical value(t) is calculated it is 1.98 . It is significant at 0.05 level. So, that null hypothesis is Rejected.

And "THERE IS APPLICATION OF GRAPHIC DESIGN IN REAL LIFE OF SECONDARY SCHOOL STUDENTS".

## **4.3 TO FIND OUT THE QUESTION WISE RESPONSE WITH REFERENCE TO YES / NO RESPONSES**

- 1- Does your school have a computer subject in syllabus ?
- 2- Do you get the practical session with computer ?
- 3- Do you know who is the father of computer ?
- 4- Do you have computer at your home ?
- 5- Do you know how to switch on and shutdown the computer ?
- 6- Do you have the basic knowledge about how to operate computer ?
- 7- Do you have the knowledge of hardware and software of computer ?
- 8- Do you use internet in computer or mobile ?
- 9- Do you know how to connect to internet ?
- 10- Can you install the software in your system for various uses ?
- 11- Can you classify the devices into output and input ?
- 12- Have you ever used the paint software to draw, design or paint anything ?
- 13- Are you familiar with any designing software ?
- 14- Do you know how the posters, business cards, banner flex, and etc are made?

15- Have you heard about the graphic designing software namely CORAL DRAW ,  
PHOTOSHOP, ILLUSTRATOR ?

16- Are you interested in learning graphic designing ?

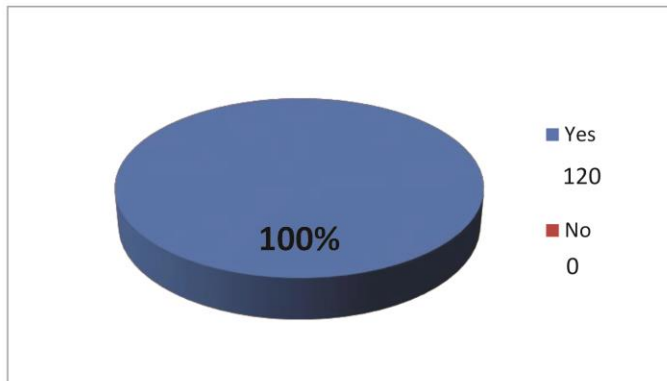
17- Do you want it to be a part of your syllabus ?

18- Do you think is it important to learn graphic designing ?

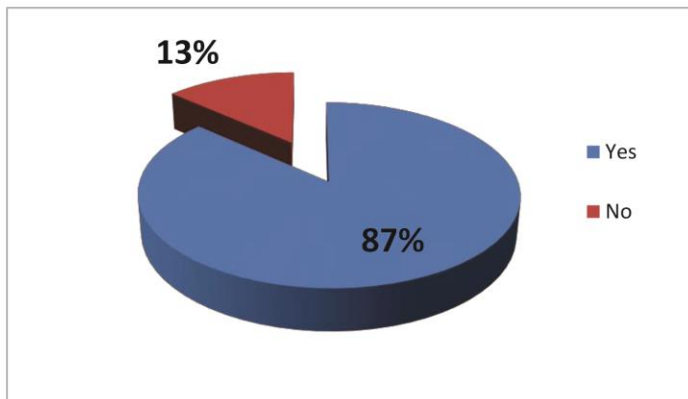
19- Are you learning or doing crash course outside the school ?

20- So, finally you agree to learn graphic designing and become innovative ?

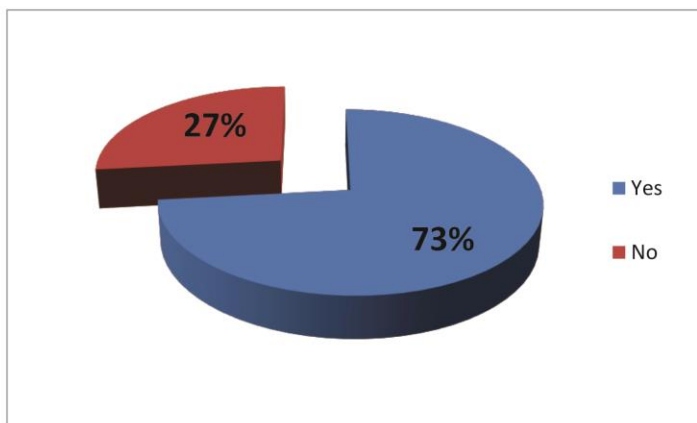
Q1      Yes      120  
          No        0



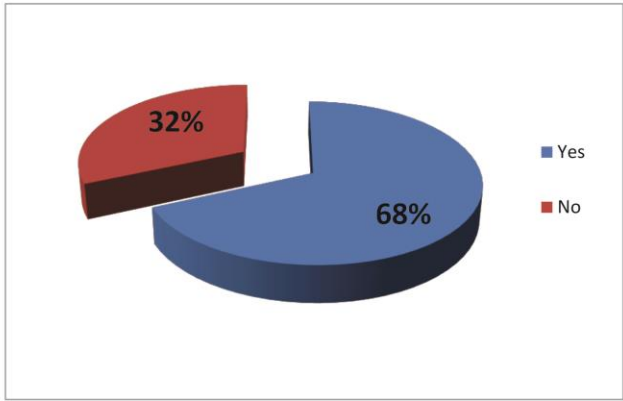
Q2      Yes      104  
          No        16



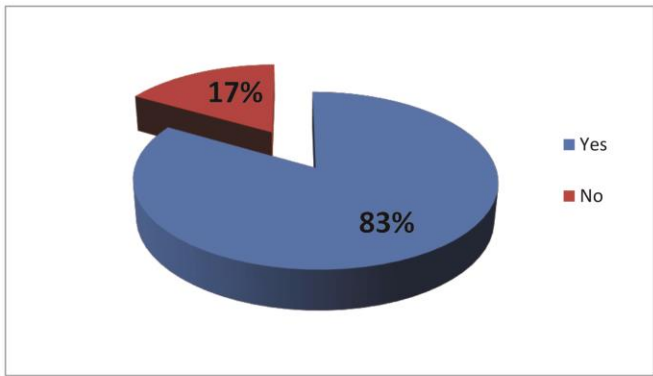
Q3      Yes      88  
          No        32



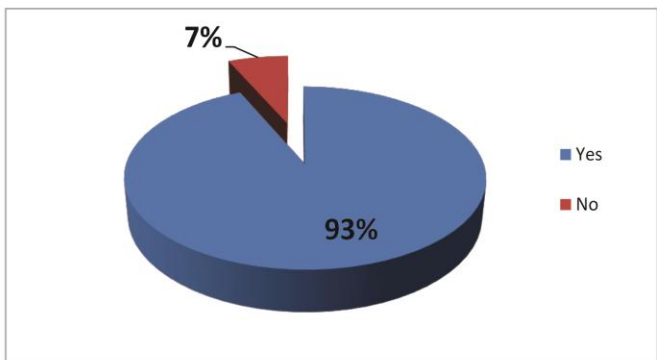
Q4  
Yes 82  
No 38



Q5  
Yes 100  
No 20

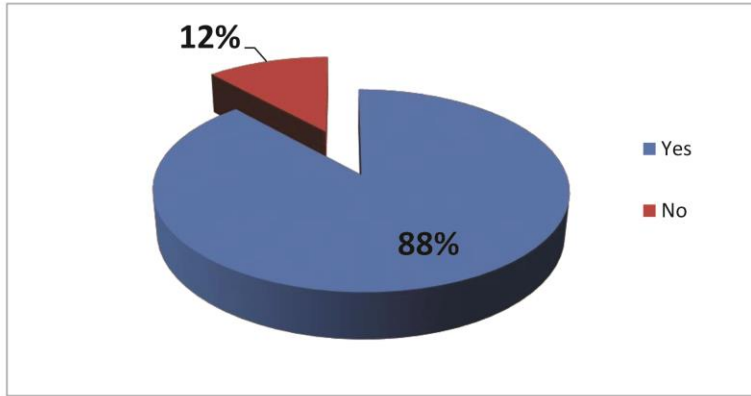


Q6  
Yes 112  
No 8

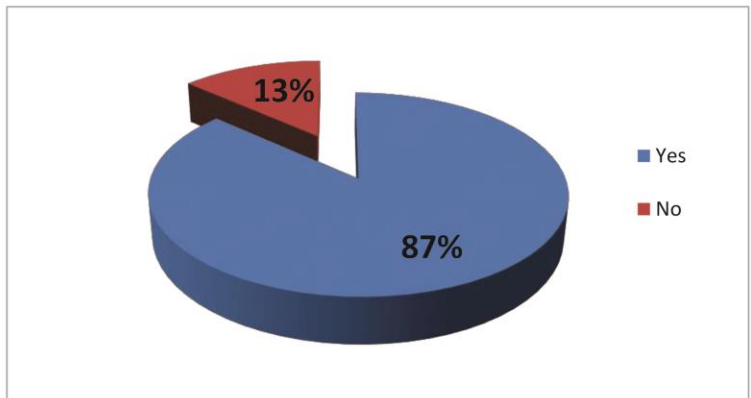




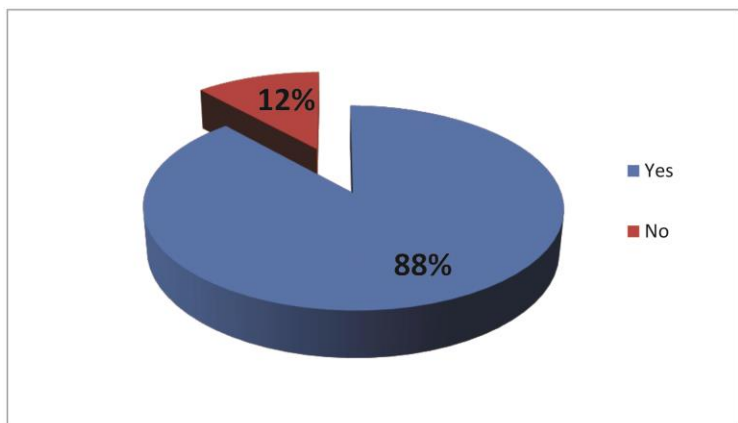
Q7  
Yes 106  
No 14



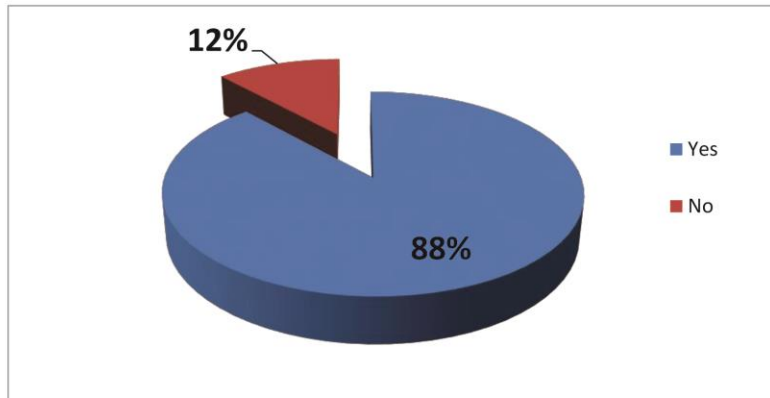
Q8  
Yes 104  
No 16



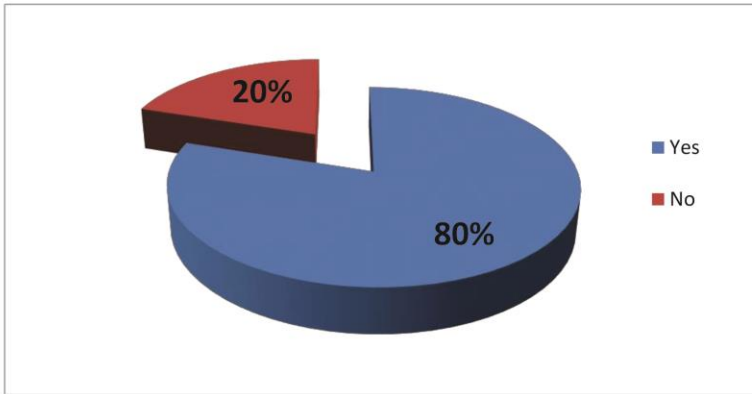
Q9  
Yes 106  
No 14



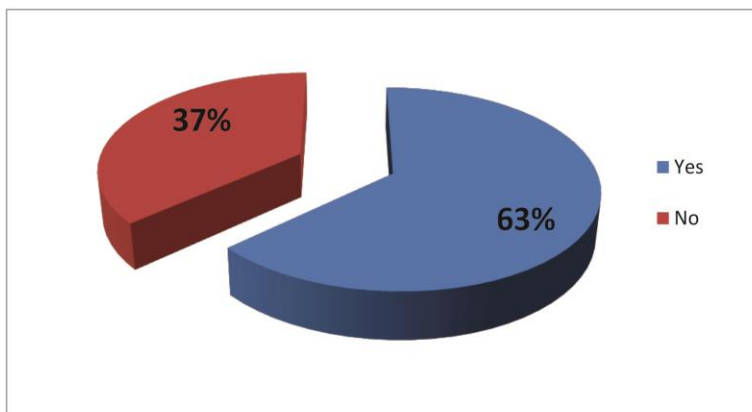
Q11      Yes      106  
             No      14



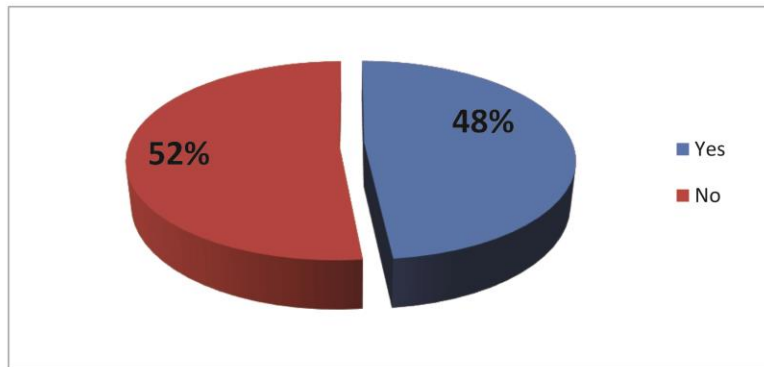
Q12      Yes      96  
             No      24



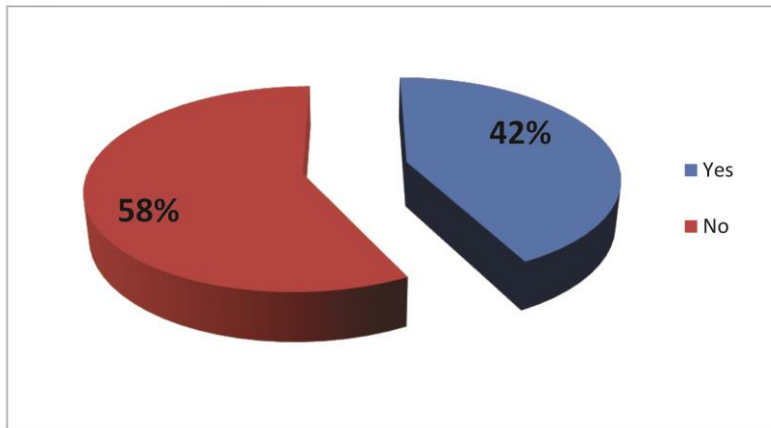
Q10      Yes      76  
             No      44



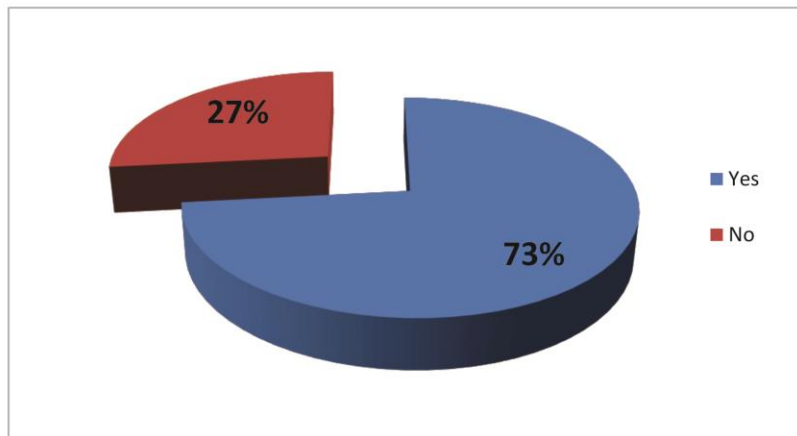
Q13      Yes          58  
             No          62



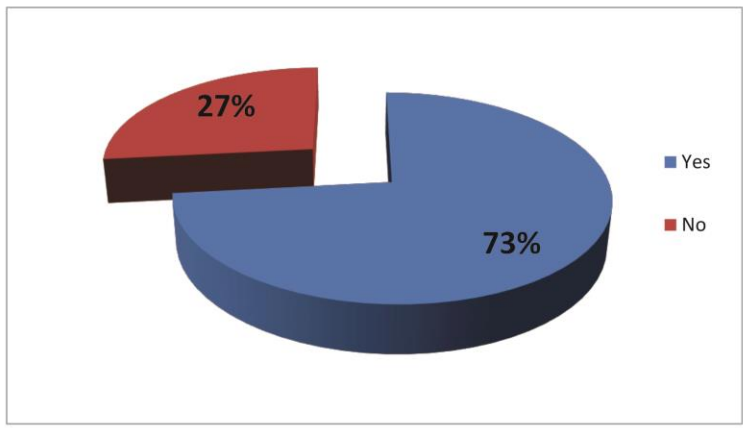
Q14      Yes          51  
             No          69



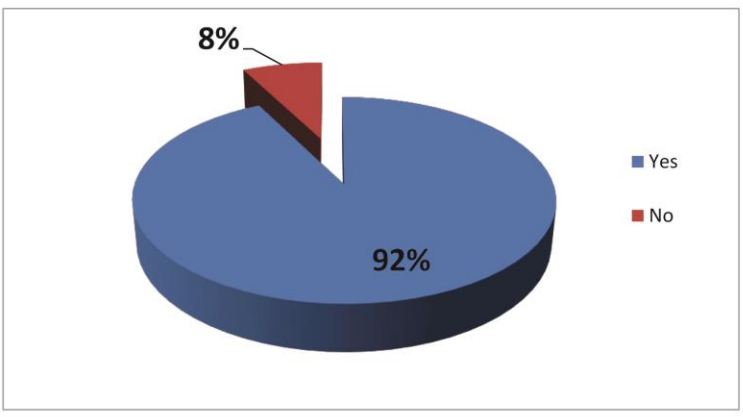
Q15      Yes          88  
             No          32



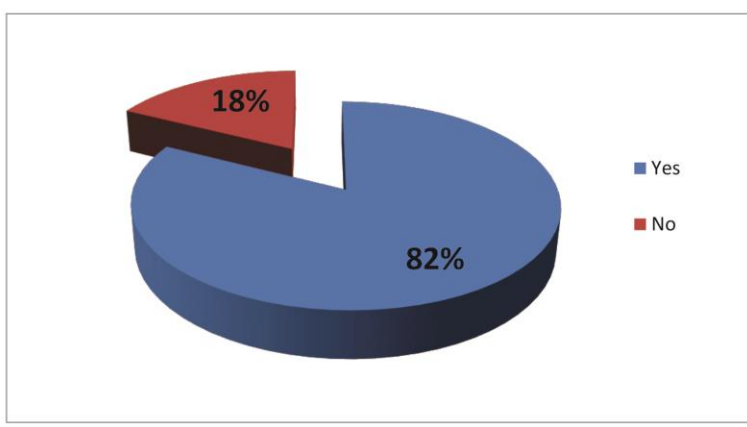
Q16 Yes 88  
No 32



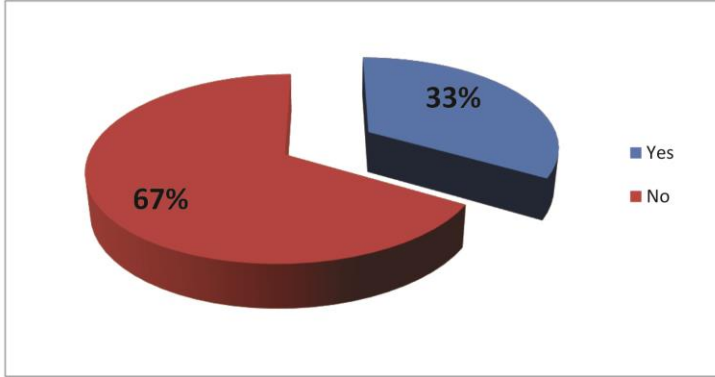
Q17 Yes 111  
No 9



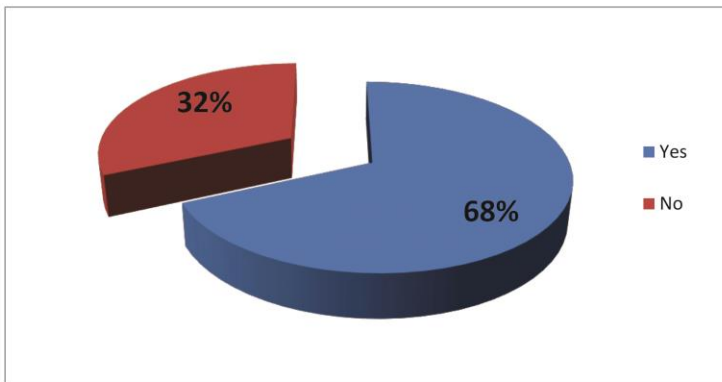
Q18 Yes 99  
No 21



Q19	Yes	40
	No	80



Q20	Yes	82
	No	38



# **CHAPTER - 5**

**SUMMARY, FINDINGS, CONCLUSION, EDUCATIONAL**

**IMPLICATION AND SUGGESTIONS**

## 5.1 INTRODUCTION

**Graphic design** is the process of visual communication and problem-solving through the use of , photography, and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. Graphic area unit visual pictures or styles on some surface, like a wall, canvas, screen, paper, or stone to tell, illustrate, or entertain. In up to date usage, it includes a representation of knowledge, as in c manufacture, in typesetting and therefore the graphic arts, and in academic and recreational software system. pictures that area unit generated by a laptop area unit known as lighting tricks.

Examples are photographs, drawings, line art, graphs, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color. Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flyer, poster, web site, or book without any other element. Clarity or effective communication may be the objective, association with other cultural elements may be sought, or merely, the creation of a distinctive style. Graphics is practical or creative. The latter is a recorded version, like a

photograph, or interpretation by a man of science to spotlight essential options, or Associate in Nursing creative person, during which case the excellence with unreal graphics might become blurred. It also can be used for design. They use typography, visual arts, and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), way finding, advertising, web design, communication design, product packaging, and signage..

Computer graphic design software is one of the compulsory courses for digital media students. When facing various kinds of drawing software, teachers need to choose one that enables simple and easy teaching in order to stimulate student interest and motivation. Teachers must also be able to teach by example and enhance the students'. It is expected that through continuous discussion and modification, student work would be able to improve.

## **5.2 STATEMENT OF THE PROBLEM**

**“APPLICATION OF GRAPHIC DESIGNING COURSE IN THE CURRICULUM OF SECONDARY SCHOOL STUDENTS - A STUDY”**



## **5.3 SIGNIFICANCE OF THE PROBLEM**

Computer is the basic need in the life of students ,Nowadays knowledge of technology is very important to enhance the teaching learning method in the area of education . Every school is delivering the content through smart classes and various technology ,Hence the students get assessments for the topic to make presentation with the help of computer PowerPoint and No individual can do every work on its own. Everyone requires some idea or a professional help to make the things better and look beautiful. Graphics Design is most important in terms of art and individuality. A good design should be clean, legible and attractive which enables us to get some response from the audience. A design explores the designer's ability and artistic skills. It is a method of communication between the viewers and the designers. A design enables a person to express his vision and ideas to communicate effectively and efficiently through his work. prints design and editing and we search for experts, so as to modernize we can learning the software which help us to design ,edit make posters , files , projects , assignments, and all type of paper work in the modernize and innovative form . so to dissolve the problem of above matter we have to apply the graphic designing software in the curriculum of secondary school students because Graphic design is an important tool that enhances how you communicate with other people. It

serves to convey your ideas in a way that is not only effective, but also beautiful.

Here are just a few factors to consider before investing in graphic design services.

A well crafted design of graphics seeks to attract the attention of a large amount of people.

The **graphic design** plays an important role in today's modern competitive global environment.

## **5.4 DELIMITATION OF STUDY**

1-The study is confined to senior secondary school only.

2- The sample is restricted to 120 students only.

3- The study is confined to lucknow district only.

4- The study is confined to graphic design only.

## **5.5 HYPOTHESIS OF THE STUDY**

1- There is no exposure to computers among secondary school students of lucknow city.

2- There is no application of computers in real life of secondary school students.

3- There is no application of graphic design In real life of secondary school .

## **5.6 OBJECTIVE OF THE STUDY**

-To find the present status of the secondary school students related to thr graphic design.

-To identify the need of graphic designing course.

-To design a course for secondary school students.

-To find the present scenario of secondary school students with regard to their exposure to computer.

-To find the level of application of computers in the real life of secondary school students.

-To develop a framework for secondary school students which will be applied to their curriculum.

-To find the level of application of graphic designing In the real life of secondary school students.

## **5.7 FINDING OF THE STUDY**

1) Difference between the Yes & No responses in the 1 to 6 questions of the questionnaire

2) Difference between the Yes & No responses in the 7 to 11 questions of the questionnaire.

3) Difference between the Yes & No responses in the 12 to 20 questions of the questionnaire.

## **5.8 CONCLUSION OF THE STUDY**

**ON THE BASIS OF THE FINDINGS DISCUSSED IN THE FOREGOING ANALYSIS THE FOLLOWING CONCLUSION IS DRAWN :**

As according the rejection of the hypothesis the result says that the application of graphics of graphic designing course in the curriculum of secondary school students gave the positive study.

1) Difference between the Yes & No responses in the 1 to 6 questions of the questionnaire and these six questions high degree of analysis give the wider scope for the exposure to computers among secondary school students of lucknow city.

2) Difference between the Yes & No responses in the 7 to 11 questions of the questionnaire then these five questions help us to get the graph to towards positivity of using computers with the interest and have the knowledge of hardware and software impacts, this indicate that the application of computers in real life of secondary school students are involved .3) Difference between the Yes

& No responses in the 12 to 20 questions of the questionnaire now these eight questions give the enhancement of student who want to upgrade themselves as well as their practical knowledge and idea in the innovation and designing field. The marking of Answers show their eager and interest towards the graphic software , which will help them to the modernize world of technology. This also led to know that they are already a bit in application of graphic design In real life of school .

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# APPENDIX



## QUESTIONNAIRE

**NAME:** \_\_\_\_\_ **Time Limit: 20**  
**min. SCHOOL:** \_\_\_\_\_ **BOARD:**  
**ICSE/CBSE** **MEDIUM: Eng/Hin** **GENDER: Male /**  
**Female STREAM:** \_\_\_\_\_

### **Instructions**

The questionnaire is for the Research Purpose only. All questions are compulsory

1- Does your school have a computer subject in syllabus ?

YES  NO

2- Do you get the practical session with computer ?

YES  NO

3- Do you know who is the father of computer ?

YES  NO

4- Do you have computer at your home?

YES  NO

5- Do you know how to switch on and shutdown the computer ?

YES  NO

6- Do you have the basic knowledge about how to operate computer ?

YES  NO

7- Do you have the knowledge of hardware and software of computer ?

YES  NO

8- Do you use internet in computer or mobile ?

YES  NO

9- Do you know how to connect to internet ?

YES  NO

10- Can you install the software in your system for various uses ?

YES     NO

11- Can you classify the devices into output and input ?

YES     NO

12- Have you ever used the paint software to draw, design or paint anything ?

YES     NO

13- Are you familiar with any designing software ?

YES     NO

14- Do you know how the posters, business cards, banner flex, and etc are made?

YES     NO

15- Have you heard about the graphic designing software namely CORAL DRAW ,  
PHOTOSHOP, ILLUSTRATOR ?

YES     NO

16- Are you interested in learning graphic designing ?

YES     NO

17- Do you want it to be a part of your syllabus ?

YES     NO

18- Do you think is it important to learn graphic designing ?

YES     NO

19- Are you learning or doing crash course outside the school ?

YES     NO

20- So, finally you agree to learn graphic designing and become innovative ?

YES     NO

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# "APPLICATION OF GRAPHIC DESIGNING COURSE IN THE CURRICULUMM OF SECONDARY SCHOOL STUDENTS" – A STUDY

## SYLLABUS

### THEORY LESSON

1. What is Design
2. Introduction to design
3. Role of Design inSchool / Society / profession.
4. Impact/function of Design
5. Indigenous Design Practices on paint or minor software.
6. Printing/publishing technology
7. Role of design in the changing social scenario.
8. Role and responsibility of Designers.
9. Designing Ethics
- 10.Startup with **CorelDRAW**
- 11.Briefing about tools

### PRACTICAL LESSON - 1

1. Introduction about graphics
2. About Vector & Raster images
3. About corel Draw
4. Terminal objectives
5. Creating new document
6. Document Setup

## **PRACTICAL LESSON – 2**

1. Curve Tools
2. Status bar
3. Colour Palettes
4. TUTORIAL

## **PRACTICAL LESSON – 3**

1. Object Tools
2. Clone
3. Grouping Objects
4. Locking Objects
5. TUTORIAL

## **PRACTICAL LESSON – 4**

1. Smart Tools
2. Formatting Lines and Outlines
3. Using Curve Objects
4. Cropping an Object
5. TUTORIAL

## **PRACTICAL LESSON – 5**

1. Interactive fill tools...
2. Applying pattern fills.
3. Combine
4. Shaping
5. TUTORIAL

## **PRACTICAL LESSON – 6**

1. Text
2. Tabs
3. Fit Text Path
4. Writing tools
5. TUTORIAL

## **PRACTICAL LESSON – 7**

1. Power Clip
2. Lens effect
3. Bitmap adjustment
4. Tracing Bitmap
5. Color mode
6. TUTORIAL

## **PRACTICAL LESSON – 8**

1. Object Manager
2. Export
3. Print
4. Publish to PDF
5. Publish to Web
6. TUTORIAL
7. ASSIGNMENTS

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