**** The Islamia University of Bahawalpur

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**Tentative Course Plan**

**University College of Art & Design**

**Class: B- Design Semester- 5th Session: 2018-22**

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| **Instructor** | **Mr. Farjad Faiz** | **Email: farjadfaiz@gmail.com** | |
| **Course Title** | **Major Studio Graphic Design-VII** | **Program** | **Morning** |
| **Course Number** | **CAD-05502** | **Credit Hours** | **03** |

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| **Lecture** | | Monday 12:00-3:00 Room # Computer Lab | | | | | |
| **Course Objective:**   * Develop and sketch illustration concepts to prepare them for digital creation. * Use shape and freehand drawing tools to create complex shapes and patterns. * Use gradients to create lighting and shadow effects. * Import bitmap and vector art into Illustrator and create guides for illustration. * Create simple iconographic illustrations and shapes. * Develop proficiency in drawing or tracing using the Pen tool. * Create illustrations inspired by 1930s era WPA-style posters. * Create objects with 3D proportions and lighting effects and place them in perspective on a plane.   **Course Outcomes:**  This Course illustration is a challenging and expressive area of graphic design. Working in Illustrator, Students can develop their unique personal style as an artist. In this course, Students will learn advanced illustration and Adobe Illustrator techniques for communicating their creative concepts. Through detailed, step-by-step lectures, Students will learn how a professional illustrator approaches creating editorial illustrations, icons, retro poster designs, 3D illustrations, and restaurant identity designs. Open-ended projects will help Students to develop portfolio-quality illustrations. Students will develop their own style and artistic flair, making your work more powerful and distinctive. | | | | | | | |
| **Methods of Teaching**  The Class will be conducted in demonstration, Practical and discussion environment. | | | | | | | |
| **Resource Material** | | 1.Books Prescribed: Volume ( edition)  2. Volume ( edition) | | | | | |
| 2.Reference Book | | 3.Research Papers | | | |
| I | The Graphic Design Exercise Book(Author), Carolyn Knight (Author)  * › Visit Amazon's Carolyn Knight Page * Find all the books, read about the author, and more. * See * Author) Publisher: How (April 12, 2010) | i | Nil | | |
| II | White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web and Multimedia Design (Author), author) Publisher: Focal Press; 1 edition (March 25, 2010) | ii |
| III | How to Be a Graphic Designer without Losing Your Soul (New Expanded Edition) Adrian Shaughnessy (Author)   * › * Find all the books, read about the author, and more. * See for this author * Are you an author? * (Author) Publisher: Princeton Architectural Press; New edition (September 22, 2010) |  |
| IV | The Best of Brochure Design 11    Kiki Eldridge (Author)  * › * Find all the books, read about the author, and more. * See for this author * Are you an author?   (Author) Publisher: Rockport Publishers; 1 edition (October 1, 2010) |  |
| V | New Masters of Poster Design: Poster Design for the Next Century John Foster (Author)   * › * Find all the books, read about the author, and more. * See for this author * Are you an author? * (Author) Publisher: Rockport Publishers; 1 edition (April 30, 2008) |  |
| 4.Hot Research Papers | | 5. Web Resources | | | |
| i | Nil | i |  | | |
| ii | ii |  | | |
| **Office Help Hours** | | Monday to Friday (12:00pm to 12:30pm) | | | | | |
| **Grading** | | Exam (Date to be announced)  Mid- Exam (30%) Final Exam (50%) Problem Session/Assignments (20%) | | | | | |
| **Problem Session** | | Monday to Friday (12:00pm to 12:30pm) Teachers office | | | | | |
| **SEQUENCE OF TOPICS TO BE COVERED** | | | | | | | |
| Session # | Topics | | | | Chapter # | Tutorial/Laboratory/Studios | |
| **1** | * Conceptual Composition | | | | **N.A** | Computer Lab | |
| **2** | * Pen Tool Studies | | | | **N.A** | Computer Lab | |
| **3** | * Color and Interpretation | | | | **N.A** | Computer Lab | |
|  | * Light, Shadow, and Perspective | | | | **N.A** | Computer Lab | |
| **5** | * Illustration in Sequence | | | | **N.A** | Computer Lab | |
| **6** | * Theme, Repetition, Symmetry, and Type | | | | **N.A** | Computer Lab | |
| **7** | * Telling a Story | | | | **N.A** | Computer Lab | |
| **8** | * Getting to Know Illustrator | | | | **N.A** | Computer Lab | |
| **9** | * **Mid Term Exam** | | | | Course/Discussion | | |
| **10** | * Advanced Selection, Organizing, and Painting | | | | **N.A** | | Computer Lab |
| **11** | * Building a Character | | | | **N.A** | | Computer Lab |
| **12** | * Transformations and Distortions | | | | **N.A** | | Computer Lab |
| **13** | * Working with Type | | | | **N.A** | | Computer Lab |
| **14** | * Modifying and Combining Objects | | | | **N.A** | | Computer Lab |
| **15** | * + Of Path and Pen Tools | | | | **N.A** | | Computer Lab |
| **16** | * Building a Character 2 | | | | **N.A** | | Computer Lab |
| **17** | * POSTER DESIGN | | | | **N.A** | | Computer Lab |
| **18** | * **Final Term Exam** | | | | Course/Discussion | | |

**Student Evaluation criteria:**

|  |  |
| --- | --- |
| Attendance | 5% |
| Workshop / Assignments/Case study | 5% |
| Surprise Test/Sudden Test , Quizzes | 5% |
| Class Participation | 5% |
| Mid Term Paper | 30% |
| Final Term paper | 50% |
| **Total** | **100%** |

**Student Responsibilities**:

Each student will be responsible for attending class.

ii. Each class member will be given the opportunity to participate in class discussion and make comments or ask questions related to course content.

1. Student will be encouraged to attend any campus art exhibit, visit museums, galleries and local exhibits.

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**Instructor/Tutor**

**Approved by:**

**Dean/ Chairman/ HOD/ Subject Specialist/ Program Coordinator**