

# The Islamia University of Bahawalpur

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## Tentative Course Plan University College of Art & Design

Class: BFA

Semester-1<sup>st</sup> (foundation)

Session: 2020-24

<b>Instructor</b>	<b>Mr. Imran Faizyab Jatoi</b>	<b>Email: imranfaizjatoi@gmail.com</b>	
<b>Course Title</b>	<b>Basic Design-I</b>	<b>Program</b>	<b>Morning</b>
<b>Course Number</b>	<b>CAD-</b>	<b>Credit Hours</b>	<b>2(0+2)</b>
<b>Lecture</b>	Tuesday 11:00-01:00	Room #: Lecture Studio	
<p><b><u>Course Objective:</u></b></p> <p>Upon completion of the course the student will be able to:-</p> <ol style="list-style-type: none"> <li>i. Understand principles and elements of art and design as they relate to design and other art forms.</li> <li>ii Analyze and evaluate their own work and that of their classmates through oral and written critiques and in class discussions.</li> <li>iii. Evaluate the quality of their own design using appropriate terminology and compare it to that of professional designers.</li> <li>iv. Plan and develop a frame for developing art and design towards end use.</li> <li>v. To use the knowledge gained in art and design basics in the further studies of the advance courses of fine arts and design.</li> </ol> <p><b><u>Course Outcomes:</u></b></p> <p>The basic design elements of 2-D art and design are offered; this includes line, color, shape, form, texture and space. Students learn the structural principles involved in the design of all visual compositions, including variety, emphasis, unity, balance and contrast. The impact of change within each principle is discussed, in terms of how different decisions by the designer can add interest to a focal point within their design and highlight a hierarchy among specific elements.</p>			
<p><b>Methods of Teaching</b></p> <ul style="list-style-type: none"> <li>• Assigned readings</li> <li>• Group activities &amp; Discussion</li> <li>• Audiovisual aids lectures</li> <li>• Web-assisted instruction</li> <li>• Student-Directed Teaching</li> </ul>			
<b>Resource Material</b>	1. Books Prescribed:	N.A	Volume ( edition)
	2. Reference Book	N.A	Volume ( edition)
		3. Research Papers	

	I	<ul style="list-style-type: none"> <li>Introduction to Art: Design, Context, and Meaning, Pamela Sachant, University of North Georgia, Peggy Blood, Savannah State University</li> </ul>	i	Nil	
	II	<ul style="list-style-type: none"> <li>Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design by William Lidwel, Publisher: Rockport</li> </ul>	ii		
	III	<ul style="list-style-type: none"> <li>Graphic Design School: The Principles and Practice of Graphic Design by David Dabner Publisher: Wiley; 6 edition</li> </ul>			
	IV	<ul style="list-style-type: none"> <li>Principles of Two-Dimensional Design 1st Edition by Wucius Wong, Publisher: Wiley</li> </ul>			
	4.Hot Research Papers		5. Web Resources		
	I	Nil	i		
	Ii		ii		
<b>Office Help Hours</b>	Monday to Friday (12:00pm to 12:30pm)				
<b>Grading</b>	Exam (Date to be announced) Mid- Exam (30%) Final Exam (50%) Problem Session/Assignments (20%)				
<b>Problem Session</b>	Monday to Friday (12:00pm to 12:30pm) Teachers office				
<b>SEQUENCE OF TOPICS TO BE COVERED</b>					
Session #	Topics		Chapter #	Tutorial/Laboratory/ Studios	
1	Introduction to elements of art and principles of design ( Lead students through creating an Imaginary composition).		N.A	Lecture Studio	
2	Working with line <ul style="list-style-type: none"> <li>line repetition</li> <li>drawings with line</li> <li>lines and emotion</li> </ul>		N.A	Lecture Studio	
3	Working with shapes <ul style="list-style-type: none"> <li>Basic geometric shapes learning</li> </ul>		N.A	Lecture Studio	

	<ul style="list-style-type: none"> <li>• Tangram basics and tangram images study</li> <li>• Puzzle study</li> <li>• Tessellations study</li> <li>• Name design</li> </ul>		
4	Working with shapes <ul style="list-style-type: none"> <li>• Value scale</li> <li>• Form construction &amp; shading</li> <li>• White on Black</li> <li>• Half picture</li> </ul>	N.A	Lecture Studio
5	Working with shapes <ul style="list-style-type: none"> <li>• Color wheel</li> <li>• Color schemes and practice color schemes</li> </ul>	N.A	Lecture Studio
6	Working with space <ul style="list-style-type: none"> <li>• Size relationship and placement of objects</li> <li>• Overlapping of objects</li> </ul>	N.A	Lecture Studio
7	Working with space in perspective <ul style="list-style-type: none"> <li>• One point perspective study</li> <li>• Two point perspective study</li> <li>• Three point perspective study</li> </ul>	N.A	Lecture Studio
8	Working with textures <ul style="list-style-type: none"> <li>• Photography</li> <li>• Texture application in color</li> <li>• Texture application in pencils and pens</li> </ul>	N.A	Lecture Studio
9	Mid Term Exams	Course/Discussion	
10	Working with balance <ul style="list-style-type: none"> <li>• Symmetrical balance and asymmetrical balance</li> <li>• Balance by color, shape, position and value</li> </ul>	N.A	Lecture Studio
11	Working with contrast <ul style="list-style-type: none"> <li>• Line contrast</li> <li>• Color contrast</li> <li>• Texture contrast</li> </ul>	N.A	Lecture Studio
12	Working with repetition <ul style="list-style-type: none"> <li>• Elements place at regular intervals</li> <li>• Rhythm and movement</li> <li>• Optical design study</li> </ul>	N.A	Lecture Studio

13	Working with emphasis <ul style="list-style-type: none"> <li>Centre of interest study in color</li> </ul>	N.A	Lecture Studio
14	Working with unity <ul style="list-style-type: none"> <li>Harmony of all visual elements in a composition</li> <li>Repeating elements by shape, color and lines.</li> </ul>	N.A	Lecture Studio
15	Working with collage <ul style="list-style-type: none"> <li>creating shapes from photography</li> <li>Creating space design in paper and materials.</li> </ul>	N.A	Lecture Studio
16	Working with elements of art altogether <ul style="list-style-type: none"> <li>Creating in a 8 by 8 inch area</li> </ul>	N.A	Lecture Studio
17	Working with principles of design altogether <ul style="list-style-type: none"> <li>Creating in a 8 by 8 inch area</li> </ul>	N.A	Lecture Studio
18	Final Examination	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%
<b>Total</b>	<b>100%</b>

**Student Responsibilities:**

Each student will be responsible for attending class reading assigned text and other materials when assigned.

- ii. Each class member will be given the opportunity to participate in class discussion and make comments or ask questions related to course content.
- iii. Each student will have the opportunity to develop two written reports on an artist or art happening from material available in the Library.
- iv. Students will be encouraged to attend any campus art exhibit, visit museums, galleries and local exhibits.

**Extra Credit Reports**

- Must pertain to the Basic Design

- Source: Newspapers Articles, Magazines, Television, Videos, Art / Museum Exhibits, etc.
- Should be typed or hand-printed (legible).
- Length: approximately 1 ½ to 2 pages hand-written or 1 typed page (minimum).
- Should be written in your own words. Do not copy for word from the article.
- Reports are due on assigned dates only.
- Include your name, date and source.

**Instructor/Tutor**

**Approved by:**

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