



# The Islamia University of Bahawalpur

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## Tentative Course Plan University College of Art & Design

Class: BFA Graphic Design

Semester- 5<sup>th</sup>

Session: 2019-23

Instructor	Mr Mian Hasnain Ahmad Jabla	Email: hasnainjabla@gmail.com	
Course Title	Major Studio Graphic- V	Program	Morning
Course Number	CAD-05502	Credit Hours	3(0+3)

Lecture	Wednesday 8:30-11:30	Room #: Lecture Room
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### Course Objective:

The aim of this course to explore and give the clear understanding of how to design visual communication with the understanding of elements and principles of design for print, electronic and digital media. It specifically addresses the visual communication from idea to execution and students will design campaign for digital and traditional media.

### Course Outcomes:

At the end of this course students will be able to;

1. Demonstrate elements, principles, tools & techniques of design.
2. Practice and manipulate graphic by using tools and techniques of designs.  
(Software's, Elements & principles).
3. Initiate and formulate Print & Digital Media Campaigns.

### Methods of Teaching

- Assigned readings
- Group activities & Discussion
- Audiovisual aids lectures
- Web-assisted instruction
- Student-Directed Teaching

### Resource Material

#### 1.Course Software's

- Adobe Photoshop,
- Adobe Illustrator,
- Coral Draw
- Adobe Premier,
- Adobe after Effects

#### 2.Reference Book

I The Elements of Graphic Designs (Aurther: Alex White Year 2000)

II Hoffman, Armin; Graphic design manual, Principles and Practice. (Arthur Niggli Publisher,Multilingual edition.October 1, 2001)

#### 3.Research Papers

I Ken Garland; A word in your eye, University of Reading,Department of Typography & Graphic Communication (1 November 1996)

	III	Geometry of Design: Studies in Proportion and Composition, Princeton.  Elam, Kimberly;Architectural Press (1 August 2001)		
	IV	Principles of Form and Design, Wong, Wucius; Wiley Publications, (1 September 1993)		
	4.Hot Research Papers		5. Web Resources	
	I	Nil	i	Garth David studio <a href="https://www.youtube.com/channel/UC64eec0UYHxflyEWgyZOvLA">https://www.youtube.com/channel/UC64eec0UYHxflyEWgyZOvLA</a>
li	ii		GFX Mentor <a href="https://www.youtube.com/channel/UCP3AIk974-PeB9bg1Mc7wug">https://www.youtube.com/channel/UCP3AIk974-PeB9bg1Mc7wug</a>	
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	Lecture Contents		Tutorial/Laboratory/ Studios
1	Introduction of Graphics	1.Importance of Graphic Design Course. 2.Scope of Graphic Designing		Graphic Studio
2	Principles & Elements of Design	1.Elements of Design, 2.Principles of Designs		Graphic Studio
3	Typography	Importance of Typography In Design		Graphic Studio
4	Understanding of Colors	1.Color Cycle (Philosophy & theories) 2.Primary & secondary Colors		Graphic Studio
5	Photography	1.Tools and vocabulary associated with printing and photography. 2.Basic photography Tools & techniques. 3.How to search images on Google		Graphic Studio
6	Logo Making/Brand Identity	1.To generate, analyze, edit and refine concepts. 2.Tools & techniques involve in to development of a dynamic unified mark		Graphic Studio
7	Layout Design & design system	1.Understanding of proportion and its application in layout design. 2. Introduction to multi-page layout planning, design and software.		Graphic Studio
8	Software's/Tools & techniques Adobe Photoshop	1.Adobe Photoshop 2.Illustrator 3.Indesign, 4.Adobe Premier Pro		Graphic Studio

9	Mid Term Exams	Course/Discussion	
10	Adobe Photoshop	1.Understanding of Tool & its function 2.How to edit and manipulate images in Photoshop and design campaigns for print & digital media	Graphic Studio
11	Adobe Illustrator	1.Software tools & techniques 2. Logo Designing & Camping Designing (Digital & print Media)	Graphic Studio
12	Adobe Premier pro	1.Basic Understanding Tools 2.How to edit video and create video content for digital media.	Graphic Studio
13	Campaign design for Traditional & digital Media	Advertising / Marketing Tools	Graphic Studio
14	Campaign design for Traditional & digital Media	1.Stationery Designing 2.Social Platforms Banners 3.Covers Design	Graphic Studio
15	Visual Content Dynamics and requirements for traditional and digital media	1.Understanding of Basic web platforms 2. Social platforms Dynamics	Graphic Studio
16	Portfolio design (Campaign Design for Traditional & digital media)	1.Logo, 2.Stationery 3.Flyers	Graphic Studio
17	Portfolio design (Campaign Design for Traditional & digital media)	4.Poster 5.Billboard Design 6. Website	Graphic 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%
Total	100%

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 Visual Arts
- 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**