



The Islamia University of Bahawalpur

Abbasia Campus, Bahawalpur, Pakistan Ph: +92 - 62 - 9239114, Fax: +92 - 62 - 9250099 Email:qec@iub.edu.pk

Tentative Course Plan University College of Art & Design

Class: BFA

Semester- 4th

Session:

Instructor	Mr. Hassan Ali Qureshi	Email: hassanqureshe@gmail.com	
Course Title	Major Studio - IV	Program	Morning
Course Number		Credit Hours	3 (0+3)

Lecture	Time: Tuesday 08:30 – 11:30	Room #: Lecture room
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Course Objective:

- To develop an understanding of principles that are helpful to developing a professional approach to the design process.
- Develop an understanding of design fundamentals, classic themes and mechanisms, and different approaches to representation.
- To familiarize the student with basic principles and fundamentals in visual art and design.
- To develop basic skills using tools and theory used in design process.
- To understand the creative process, develop techniques and methods of creative problem solving.

Course Outcomes:

In this course, students examine major forms of artistic expression by understanding graphic design terminologies, aesthetics and market strategies. They will determine the principles of graphic design and how to implement them in design for the required target market by having an understanding of the market strategies.

Methods of Teaching

- Demonstrations, explanations, presentation and brief lectures used to introduce assignments and as appropriate or needed during the course of work.
- Instructor-led and student-led critiques in the studio where work is put up for viewing.
- Internet research as required for various topics.
- Guest speakers\field trips for supplemental exposure.

Resource Material	1.Books Prescribed:		Volume (edition)
	2.		Volume (edition)
	2.Reference Book		3.Research Papers	
	i	Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina	i	Nil

		Wheeler		
	II	Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara	ii	
	III	Elements of Graphic Design by Alex White		
	IV	100 Ideas that Changed Graphic Design by Steven Heller, Veronique Vienne		
	V			
	4.Hot Research Papers		5. Web Resources	
	i	Nil	i	
ii	ii			
Office Help Hours	Monday to Friday (8:30am to 3:00pm)			
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	<ul style="list-style-type: none">Introduction to Graphic designGraphic making from nature		N.A	Lecture room
2	<ul style="list-style-type: none">Inspiration for graphics makingPakistani truck art and graphical articulation		N.A	Lecture room
3	<ul style="list-style-type: none">Logo making		N.A	Lecture room
4	<ul style="list-style-type: none">Logo and stationary		N.A	Lecture room
5	<ul style="list-style-type: none">Logo and stationarySelf-branding			
6	<ul style="list-style-type: none">Vector artDigital image making on vector software		N.A	Lecture room
7	<ul style="list-style-type: none">Layout design/ use of gridFlyers and brochure design		N.A	Lecture room
8	<ul style="list-style-type: none">Layout design/ use of gridFlyers and brochure design		N.A	Lecture room
9	Mid Term Exam			

		Course/Discussion	
10	<ul style="list-style-type: none"> Principles of graphic design Vector making of still lives 		
11	<ul style="list-style-type: none"> 3D surface as 2D design Architecture as vector art 	N.A	Lecture room
12	<ul style="list-style-type: none"> Art movement as design inspiration 	N.A	Lecture room
13	<ul style="list-style-type: none"> Typography as Art movement 	N.A	Lecture room
14	<ul style="list-style-type: none"> Poster design Fine art graphics 	N.A	Lecture room
15	<ul style="list-style-type: none"> Typography poster design Famous quote 	N.A	Lecture room
16	<ul style="list-style-type: none"> Commercial/ product poster design 	N.A	Lecture room
17	<ul style="list-style-type: none"> Final projects 	N.A	Lecture room
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:

Student performance in classes is formally verified at the middle of each full semester. If a student’s attendance has been infrequent or performance unsatisfactory, he or she may receive notification. At any time, the instructor may withdraw the student from class for insufficient attendance.

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Instructor/Tutor

Approved by:

Dean/ Chairman/ HOD/ Subject Specialist/ Program Coordinator