



The Islamia University of Bahawalpur

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Tentative Course Plan University College of Art & Design

Class: BFA

Semester- 6th

Session:

Instructor	Mr. Hassan Ali Qureshi	Email: hassanqureshe@gmail.com	
Course Title	Major Studio Graphics – IX	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:

- Develop an understanding of the design process and their application in the development of successful packages.
- They will know how to build a design gradually using thumbnail sketches and mockups and creative attractive layouts that communicate messages effectively.
- This will give them the understanding of how to evaluate design for target audience.
- This will help build their design aesthetics and terminologies used in packaging design.

Course Outcomes:

In this course, students examine major forms of artistic expression by exploring the skills and techniques of packaging design. They will determine the priorities and expectations of the target group of the product and related design audience.

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	Packaging Design: Successful Product Branding From Concept to Shelf Book by Marianne Klimchuk and Sandra A. Krasovec	i	Nil
	II	Package Design Workbook: The Art and Science of	ii	

		Successful Packaging		
	III	Structural Packaging: Workbook Book by Josep Maria Garrofé		
	IV			
	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 Product and packaging designLabel design		N.A	Lecture room
2	<ul style="list-style-type: none">What is information layout and hierarchy?Pizza package design		N.A	Lecture room
3	<ul style="list-style-type: none">Marketing considerations on packaging designTea package and packet design		N.A	Lecture room
4	<ul style="list-style-type: none">Local versus global packagingTooth paste package design		N.A	Lecture room
5	<ul style="list-style-type: none">Measuring on packaging design's successCooking oil creative pouch design		N.A	Lecture room
6	<ul style="list-style-type: none">Packaging dynamicsVector based ice cream box package and label		N.A	Lecture room
7	<ul style="list-style-type: none">What is brand manifestationWater bottle design		N.A	Lecture room
8	<ul style="list-style-type: none">What are surface graphicsPackaging material possibilities		N.A	Lecture room
9	Mid Term Exam		Course/Discussion	
10	<ul style="list-style-type: none">Role of packaging (a historical perspective)		N.A	Lecture room

	<ul style="list-style-type: none"> Rattle set design 		
11	<ul style="list-style-type: none"> Speakers/ sound system design 	N.A	Lecture room
12	<ul style="list-style-type: none"> Speakers/ sound system design 	N.A	Lecture room
13	<ul style="list-style-type: none"> Perfume bottle design Ramzan/ Islamic geometry/ calligraphy 	N.A	Lecture room
14	<ul style="list-style-type: none"> Innovative chair design 	N.A	Lecture room
15	<ul style="list-style-type: none"> Graphics on ceramics 	N.A	Lecture room
16	<ul style="list-style-type: none"> Graphics on ceramics 	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.

Instructor/Tutor

Approved by:

Dean/ Chairman/ HOD/ Subject Specialist/ Program Coordinator