



Tentative Course Plan

University College of Art & Design

Class: BFA

Semester- 7<sup>th</sup>

Session:

Instructor	Mr. Hassan Ali Qureshi	Email: hassanqureshe@gmail.com	
Course Title	Major Studio Graphics – XI	Program	Morning
Course Number		Credit Hours	4 (0+4)

Lecture	Time: Tuesday 11:30 – 05:30	Room #: Lecture room
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Course Objective:

- Students will have an understanding of information design concepts and how the principles of perception affect design projects.
- Develop an understanding of principles that are helpful to developing a professional approach to the design process.
- This course will help students in graphic design work and concepts based on professional creative approaches and techniques.
- Develop an understanding of how to manage the graphic designer/client/vendor relationship, including promotion and billing.

Course Outcomes:

In this course, students examine major forms of artistic expression by exploring the skills and techniques of advance graphic design. They will determine and understand the market challenges of the design field keeping their target audience in mind.

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	i	Nil

		by Alina Wheeler			
	II	Elements of Graphic Design by Alex White	ii		
	III	100 Ideas that Changed Graphic Design by Steven Heller, Veronique Vienne			
	IV	Paul Rand: A Designer's Art  by Paul Rand			
	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	• Campaign strategy		N.A	Lecture room	
2	• Campaign strategy		N.A	Lecture room	
3	• Copy setting		N.A	Lecture room	
4	• ATL/ BTL advertisement		N.A	Lecture room	
5	• Gorilla advertisement		N.A	Lecture room	
6	• Gorilla advertisement		N.A	Lecture room	
7	• Info graphics		N.A	Lecture room	
8	• Info graphics		N.A	Lecture room	
9	Mid Term Exam		Course/Discussion		
10	• Trends of graphics		N.A	Lecture room	
11	• Trends of graphics		N.A	Lecture room	

12	<ul style="list-style-type: none"> <li>Market branding project</li> </ul>	N.A	Lecture room
13	<ul style="list-style-type: none"> <li>Market branding project</li> </ul>	N.A	Lecture room
14	<ul style="list-style-type: none"> <li>Market advertisement project</li> </ul>	N.A	Lecture room
15	<ul style="list-style-type: none"> <li>Market advertisement project</li> </ul>	N.A	Lecture room
16	<ul style="list-style-type: none"> <li>Mini thesis</li> </ul>	N.A	Lecture room
17	<ul style="list-style-type: none"> <li>Mini thesis</li> </ul>	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%
<b>Total</b>	<b>100%</b>

**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**