



Tentative Course Plan  
University College of Art & Design

Class: BFA		Semester- 8th		Session:	
Instructor	Mr. Hassan Qureshi			Email: hassanqureshe@gmail.com	
Course Title	Graphic Design Thesis - XIV			Program	Morning
Course Number				Credit Hours	4 (0+4)
Lecture	Time: Tuesday 08:30 – 04:30			Room #: Lecture room	

Course Objective:

- Professional learning on dedicated self-driven projects.
- Development of individual skill, concept and research line.
- Resolved understanding of design as fine art and commercial practice.
- Variable and optimum application of design possibilities.

Course Outcomes:

In this course, students will be producing an individual project along with the understanding of market strategies, requirements and challenges. Graduates will broaden their interests and develop areas of specialist knowledge in professional design fundamentals.

Methods of Teaching

- Teacher assigned worksheets for each unit presented, including written responses.
- 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	Grid Systems in Graphic Design Book by Josef Müller-Brockmann	i	Nil
	II	Designing Brand Identity: An Essential Guide for the Whole	ii	

		Branding Team  by Alina Wheeler		
	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	<ul style="list-style-type: none"><li>Brainstorming and ideation</li><li>Thesis questionnaire I</li></ul>		N.A	Lecture room
2	<ul style="list-style-type: none"><li>Brainstorming and ideation</li><li>Portfolio review session</li><li>Idea/ time/ resources</li></ul>		N.A	Lecture room
3	<ul style="list-style-type: none"><li>Brainstorming and ideation</li><li>Content research and analysis</li><li>Thesis questionnaire II</li></ul>		N.A	Lecture room
4	<ul style="list-style-type: none"><li>Brainstorming and ideation</li><li>Content research and analysis</li></ul>		N.A	Lecture room
5	<ul style="list-style-type: none"><li>Concept model development</li><li>Copy development</li><li>Sketches approval</li></ul>		N.A	Lecture room
6	<ul style="list-style-type: none"><li>Concept model development</li><li>Skill application</li><li>Digital image creation</li></ul>		N.A	Lecture room
7	<ul style="list-style-type: none"><li>Concept model development</li><li>Project planning and market strategy</li></ul>		N.A	Lecture room
8			N.A	Lecture room

	<ul style="list-style-type: none"> <li>• Concept model development</li> <li>• Design aesthetics and metacognition</li> <li>• Design trends</li> <li>• Design style</li> </ul>		
9	Mid Term Exam	Course/Discussion	
10	<ul style="list-style-type: none"> <li>• Project development</li> <li>• Review and critique</li> </ul>	N.A	Lecture room
11	<ul style="list-style-type: none"> <li>• Project development</li> <li>• Process and presentation</li> </ul>	N.A	Lecture room
12	<ul style="list-style-type: none"> <li>• Project development</li> <li>• Process and presentation</li> </ul>	N.A	Lecture room
13	<ul style="list-style-type: none"> <li>• Project development</li> <li>• Portfolio compilation</li> </ul>	N.A	Lecture room
14	<ul style="list-style-type: none"> <li>• Project production</li> <li>• Production of project requisites</li> </ul>	N.A	Lecture room
15	<ul style="list-style-type: none"> <li>• Project production</li> <li>• Infrastructure development</li> </ul>	N.A	Lecture room
16	<ul style="list-style-type: none"> <li>• Project execution and installation</li> </ul>	N.A	Lecture room
17	<ul style="list-style-type: none"> <li>• Project execution and installation</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**