



Tentative Course Plan  
University College of Art & Design

Class: BFA Graphic Design

Semester- 5<sup>th</sup>

Session:

Instructor	Shakeel Sarwar	Email:	m_shakeel_sarwar@yahoo.com
Course Title	Major Studio Graphics-VI	Program	Morning
Course Number		Credit Hours	3(3+0)
Lecture	Monday 08:30 - 11:30	Room #: Computer Lab	

Course Objective:

This course focuses on the overall layout and interactive design of magazines, newspapers, journals, corporate reports, and other publications. Students will produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems—called environmental graphics—for business and government. They also develop material for Internet Web pages, interactive media, and multimedia projects. Students will produce the credits that appear before and after television programs and movies. Students learn and apply fundamentals of various software applications (such as Illustrator and Photoshop), web design, image editing, drawing and graphic animation. Advertising and marketing projects coordinate technical skills with organization, management, communication, ethics and teamwork.

Course Outcomes:

Students will be able to;

1. Understand the elements of graphic design.
2. Read, understand and communicate in the language of graphic design.
3. Use technology such as Phototshop, Illustrator, and Internet Explorer.
4. Students will learn to solve problems using critical thinking.

Methods of Teaching

- Group Activities & Discussion
- Audio Visual aids lectures
- Web-assisted instruction
- Student-Directed Teaching

Resource Material	1.Books Prescribed:		N.A	Volume (	edition)
	2.		N.A	Volume (	edition)
	2.Reference Book			3.Research Papers	
	I	The Elements of Typographic Style by Bringhurst, Robert		ii	Nil
	III	The Anatomy of Type by Stephen Coles			
	IV	Thinking with Type by Ellen Lupton			
	4.Hot Research Papers			5. Web Resources	
	I	Nil		i	
	Ii			ii	
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	Tuesday (12:00pm to 02:00pm) Teachers office		
SEQUENCE OF TOPICS TO BE COVERED			
Session #	Topics	Chapter #	Tutorial/Laboratory/ Studios
1	<ul style="list-style-type: none"><li>Introduction</li><li>What is Design?</li></ul>	N.A	Computer Lab
2	<ul style="list-style-type: none"><li>Typography (Introduction)</li></ul>	N.A	Computer Lab
3	<ul style="list-style-type: none"><li>Symbol &amp; Typefaces</li></ul>	N.A	Computer Lab
4	<ul style="list-style-type: none"><li>LogoType</li></ul>	N.A	Computer Lab
5	<ul style="list-style-type: none"><li>Presentations/Display</li></ul>	N.A	Computer Lab
6	<ul style="list-style-type: none"><li>Anatomy of TypeFace</li></ul>	N.A	Computer Lab
7	<ul style="list-style-type: none"><li>Type Family</li></ul>	N.A	Computer Lab
8	<ul style="list-style-type: none"><li>Presentations/Display</li></ul>	N.A	Computer Lab
9	Mid Term Exams	Course/Discussion	
10	<ul style="list-style-type: none"><li>Kinetic Typography</li></ul>	N.A	Computer Lab
11	<ul style="list-style-type: none"><li>Typographic Poster (Classical vs Trend)</li></ul>	N.A	Computer Lab
12	<ul style="list-style-type: none"><li>Typographic Poster (Digital and Manual Through Collage</li></ul>	N.A	Computer Lab
13	<ul style="list-style-type: none"><li>Presentations/Display</li></ul>	N.A	Computer Lab
14	<ul style="list-style-type: none"><li>Typographic Art vs Typographic Design</li></ul>	N.A	Computer Lab
15	<ul style="list-style-type: none"><li>Advance Layout (Short vs Long)</li></ul>	N.A	Computer Lab
16	<ul style="list-style-type: none"><li>Advance Layout (Verbaly Oriented vs Visualy Oriented)</li></ul>	N.A	Computer Lab
17	<ul style="list-style-type: none"><li>Presentations/Display</li></ul>	N.A	Computer Lab
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%
<b>Total.com</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.

And also;

- i. Use digital illustration, photo editing software, and layout software to create designs
- ii. Create visual elements such as logos, original images, and illustrations that help deliver a desired message
- iii. Design layouts and select colors, images, and typefaces to use
- iv. Review designs for errors before printing or publishing them

**Instructor/Tutor**

**Approved by:**

**Dean/ Chairman/ HOD/ Subject Specialist/ Program Coordinator**