

# UNIVERSITY OF THE PUNJAB

## NOTIFICATION

It is hereby notified that the Vice-Chancellor has, in exercise of the powers vested in him under Section 15(3) of the University of the Punjab, Act 1973 and in anticipation of the approval of the Syndicate, approved the recommendations of the Board of Studies in Art & Design & Board of Faculty of Arts & Humanities made at their meetings dated 03-06-2016 & 04-10-2016 respectively regarding Curriculum of BFA Graphic Design and BFA Textile Design (4-Years Programs) of Hamza Foundation Academy for Deaf under Annual System with effect from the Academic Session 2016-2020 and onward.

The Curriculum of BFA Graphic Design and BFA Textile Design are attached herewith vide Annexure-‘A’ & ‘B’.

**Admin. Block,  
Quaid-i-Azam Campus,  
Lahore.**

**No. D/ 1439 /Acad.**

**Sd/-  
Dr. Muhammad Khalid Khan  
Registrar**

**Dated: 30-2- /2017.**

Copy of the above is forwarded to the following for information and necessary action:-

1. Pro-Chancellor  
Minister of Education,  
Govt. of Punjab, Lahore.
2. Members of the Syndicate
3. Dean, Faculty of Arts & Humanities
4. Principal, University College of Art & Design
5. Principal/s of affiliated Colleges
6. Controller of Examinations
7. Director, IT
8. Deputy Controller (Conduct)
9. Deputy Controller (Secrecy)
10. Deputy Controller (Computer)
11. Deputy Registrar (Affiliation)
12. Assistant Registrar (Statutes)
13. Secretary to the Vice-Chancellor
14. P.S. to the Registrar
15. Assistant Syndicate (With file)
16. Assistant (Syllabus)

  
**Deputy Registrar (Academic)  
for Registrar**

**HAMZA FOUNDATION ACADEMY FOR THE DEAF**

**BFA (4-YEAR)  
GRAPHIC DESIGN**



**2016-2020 and Onward**

## Introduction

Bachelor in Graphic Design is a four-year design undergraduate programme for hearing impaired students, offered by the Hamza Foundation Academy affiliated with Collage of Arts and Design Punjab University. Graphic designers are visual problem-solvers who use a wide variety of concepts and media to inform, direct, promote, entertain, engage, and educate specific audiences. Graphic design students are exposed to a full range of topics throughout their curriculum, including communication design, interaction design, branding and identity design, design systems, exhibit and way finding design, user experience design, and professional practices. With a balance of history, theory, problem solving approaches, conceptual exploration, applied problem solving, human interaction, and the integration of technology, students gain the knowledge and skills needed to create innovative and effective design solutions for a wide range of media and audiences

### **“Mission Statement of Hamza Foundation Academy”**

Our aim is to help hearing impaired children to reach the highest possible level of independence in the society.

### **“BFA Graphic Design Program Objectives”**

The objectives are correlated with our mission statement; through this program hearing impaired students will be provided a better learning opportunity so that they will be able to live an independent respectable life.

1. To enable the graduates to apply their knowledge and skills creatively.
2. To develop strong linkages between academia, industry and the indigenous craft sector.
3. To train students to contribute to the community through design solutions, while adapting to their immediate socio-cultural limitations.
4. To build a successful career of its students.

## Study & Evaluation Scheme

**Programme:** Bachelor of Fine Arts (B.F.A.) Graphic design

**Duration:** Four years full time (Annual System)

**Minimum Required Attendance:** 75 %

**Assessment:** Theory (In all theory papers 40% of final marks will be objective type paper and 60% will be evaluated through Assignment based assessments throughout the year).

**BFA (Graphic Design) Part-I**  
**4 Year Programme Annual System**  
**APPENDIX “A”**

**YEAR-1**

<b>Sr.#</b>	<b>Course Title</b>	<b>Total Marks</b>
Paper I	<b>English ( Compulsory)</b> Eng. I: Language in use paper I Eng. II: Academic Reading and Writing Paper II	100 50 50
Paper II	Art Appreciation I	100
Paper III	<b>Pak study\Islamic Studies( Compulsory)</b> Pak Studies Islamic studies	100 50 50
Paper IV	Drawing I	100
Paper V	Basic Communication Design I	100
Paper VI	Exhibition of Work	200
	<b>Total</b>	<b>700</b>

**APPENDIX “B”**

**Detail of Syllabus Part I**

**Paper I English Compulsory**

**Total Marks: 100= Eng. I: 50 + Eng. II: 50**

**Course:** English I (Compulsory)

**Total Marks:** 50

**Aims & Objectives:**

1. To develop the ability to understand basic and simple English.
2. To make the experience of learning English more meaningful and enjoyable.
3. To enable Hearing impaired students in use basic grammar and simple language structure in context.

**Course content:**

• **Functional Grammar:**

Patterns & Parts of speech Subject, Noun, Pronoun, Adjective, Adverb, Verb, Conjunction, Interjection.

- **Vocabulary:** Word formation, Prefix, Suffix, Compound words, Conversion, Synonyms, Antonyms, Homophones and Homonyms, How to look up a dictionary

**Methodology:** The focus will be on facilitating and guiding the Hearing Impaired students to develop language skills using class assignments, Group activities and presentation skills.

## **Course: English-II (Compulsory)**

**Total Marks: 50**

### **Aims & Objective:**

To enable the students in:-

- Read the given short simple paragraph to answer the given questions and topic selection for final project. Write theme lines, slogans, related to their final projects.

### **Course content:**

- **Pre- Requisites of Technical written Communication:** One word substitution, Spelling rules,
- Words often confused & misused, Phrases.
- **Requisites of Sentence writing:** Fragmented sentences, A good sentence, expletives, Garbled sentences, Rambling sentences, Loaded sentences, Parallel Comparison, Squinting construction, Loose & periodic sentences.

**Methodology :** In this curriculum, students will be encouraged to read the text appropriate to their disciplines moreover students will be provided opportunities to write the text (3 to 4 lines paragraph) related to their given assignments.

### **Recommended Books:**

- Murphy, R. (2003). Grammar in use. Cambridge: Cambridge University Press.
- Anderson, M., Boren, J. N., Kilgore, J., & Deagle, M. S., (2012). Curriculum for Developing written language. Austin: Pro.ed.
- How, D. H. Kirkpatrick, T. A., Kirkpatrick, D. L. (2004). Oxford English for under graduates. Karachi. Oxford University Press.
- Eastwood, J. (2004). English Practice Grammar (new edition with tests answers). Karachi: Oxford University Press
- Fisher, A (2001) Critical Thinking CUP
- Goatly, A (2001) Critical Reading Writing An introductory Course. Lono Taylor & Francis
- Hacker, D. (1992). A Writer's Reference. 2<sup>nd</sup> Ed. Boston: St. Martin's

- Hamp-Lyopns. &Heasley, B. (1987) Study Writing: A course in written English for academic and profession purposes. Cambridge: Cambridge University press.
- Howe, D.H Kirkpatrick, T.A &Kirkpatrick, D.L (2004) Oxford English for undergraduates Karachi: Oxford University Press.
- Ellen. K. 2002. Maximize your presentation skills: How to Speak, look and act on your way to the top
- Hargie, O. (ed.) Hand book of communications skills

## **Paper II**

### **Course Title: Art Appreciation I**

**Marks: Total 100**

#### **Course Objectives:**

This Course is designed to increase the understanding of hearing impaired student's with different Styles in Visual Arts and to the history visual arts and aesthetics through study of different civilizations.

#### **Course Content:**

1. Introduction to Early Civilizations
2. Introduction of Art
3. Primitive Art
4. Western Asiatic
  - Mesopotamia
  - Sumerian
  - Babylonians

#### **Recommended Books:**

- What is Art Urdu Version by Shah Nawaz Zaidi PU Press.
- Egyptian Architecture, Sculpture, Painting by KJ. Lange and M. Hirmer.
- Greek Paining by martin Robertson.
- Greek Sculpture by R. Lullies and M.Hirmer.
- Roman Painting by AmedcoMaiure.
- Roman Sculpture ( from Augustan to Constantine by Arthur S..l..l..l)
- Indus Civilization by sir Mortimer Wheeler.
- Buddhist art of Gandhara by Sir John Marshall.
- Indian Art by K. BharathaLyer
- Fine Art in India and Ceylon by Vincent Smith
- Anatomy and drawing by victor petard
- Perspective as Applied to pictures etc. by Rex Vicat Cole.
- Modeling and Sculpture by a Toft.
- The Materials and Methods of Sculpture by J.C.Rich

- Sculpture Principles and practice by Louis Slobodkin.
- Wood carving by Skeaping (Studio Publication).
- History of Wood-Engraving by Douglas Percy Bliss
- Graven Image by Jhon Farleigh.
- How to draw and print lithographs by Adolf Dehn and Lawrence Barrett.
- Acton Mary. "Learning to look at paintings" London Routledge 1997
- Arnheim Rudolph " Art and visual Perception: A psychology of the creative eye" Berkeley university of California press 1989
- Canday John "what is art?" New York Knopf 1990



**Paper III**  
**Course Title: Islamic Studies /Pak. Studies(compulsory)**  
**Marks: Total Marks paper I 50+ Paper II 50=100**

**نصاب مطالعہ پاکستان لازمی**

کل نمبر: 50

معروضی : 10

موضوعاتی مطالعہ مختصر سوالات : 20

20 : Activities based on pictorial presentation as assignment.

لہداف و مقاصد:

- ۱۔ متاثرہ سماعت طلباء و طالبات کو تحریک پاکستان کے متعلق آگاہی دینا۔
- ۲۔ متاثرہ سماعت طلباء و طالبات کے قلوب و اذہان میں وطن سے محبت اجاگر کرنا۔
- ۳۔ متاثرہ سماعت طلباء و طالبات کو عالم اسلام کے متعلق معلومات باہم پہنچانا۔
- ۴۔ متاثرہ سماعت طلباء و طالبات کو بین الاقوامی تعلقات کی اہمیت بتانا۔
- ۵۔ متاثرہ سماعت طلباء و طالبات کو سرگرمیوں کی شکل میں تصویریں جمع کروانا جس سے اُن کی سمجھ بوجھ پاکستان کے بارے میں بہترین سکے۔

**نصاب مطالعہ پاکستان لازمی**

**مختصر سوالات**

- 1 نظریہ پاکستان
- 2 تحریک پاکستان
- 3 قیام پاکستان
- 4 ارض پاکستان
- 5 پاکستان اور عالم اسلام

**سرگرمیاں**

- تحریک پاکستان کے متعلق تصاویر بنانا
- پاکستان کے تاریخی مقامات کی تصاویر بنوانا
- تحریک پاکستان کے رہنماؤں کی تصاویر بنانا

مجوزہ کتاب

رہبر مطالعہ پاکستان

قریشی برادرز



**محضرہ فاؤنڈیشن اکیڈمی فاروی ڈیف نصاب اسلامیات لازمی**  
**(For class B.F.A textile, B.F.A. Graphic)**  
**(برائے متاثرہ سماعت طلباء و طالبات)**

کل نمبر: 50

- آیات لفظی ترجمہ + تاثرہ : 10  
 احادیث : 10  
 موضوعاتی مطالعہ مختصر سوالات : 10

: Activities based on pictorial presentation as assignment.

ہداف و مقاصد:

- ۱۔ متاثرہ سماعت طلباء و طالبات کو قرآن وحدیث کے ساتھ تعلق قائم کرنے کے ساتھ ان سے استفادہ کے قابل بنانا۔
- ۲۔ متاثرہ سماعت طلباء و طالبات کے قلوب و اذہان میں اسلام اور رسول اللہ کی محبت اجاگر کرنا۔
- ۳۔ متاثرہ سماعت طلباء و طالبات کو قرآنی آیات کا تاثرہ کرنے کے قابل بنانا۔
- ۴۔ متاثرہ سماعت طلباء و طالبات کے لیے بنیادی اسلامی تعلیمات کے ادراک کو عام فہم بنانا اور ان کی تعلیم و تربیت اسلامی صحیح پر کرنا۔
- ۵۔ متاثرہ سماعت طلباء و طالبات کو سرگرمیوں کی شکل میں تصویریں جمع کروانا جس سے ان کی سمجھ بوجھ اسلام کے بارے میں بہتر بن سکے۔

**موضوعاتی مطالعہ**

**مختصر سوالات:**

- ۱۔ حیات طیبہ
- ۲۔ عام الحزن:
- ۳۔ خطبہ حجۃ الوداع:
- ۴۔ ہجرت مدینہ:
- ۵۔ غزوہ بدر:
- ۶۔ قرآنی آیات

- البقرہ : 1 - 5  
 الانزاب : 56, 21  
 الحجرات : 13, 10  
 النصف : 13, 1

## احادیث

- ۱- عن عمرو بن الخطاب قال: سمعت رسول الله يقول: إنما الأعمال بالنيات
- ۲- عن عثمان بن عفان عن النبي قال: خيركم من تعلم القرآن وعلمه
- ۳- عن ابن عمر قال: قال رسول الله بنى الإسلام على خمس شهادة أن لا إله إلا الله وأن محمدا عبده ورسوله وإقام الصلاة وإيتاء الزكاة والحج وصوم رمضان
- ۴- عن عمر بن الخطاب قال: فقال رسول الله الإسلام أن تشهد أن لا إله إلا الله وأن محمدا رسول الله وتقيم الصلاة وتؤتي الزكاة وتصوم رمضان وتحج البيت أن استطعت إليه سبيلا
- ۵- عن أبي سعيد قال: قال رسول الله الثا جر الصدوق الأمين مع النبيين والصديقين والشهداء
- ۶- عن عبد الله قال: قال رسول الله طَلَبَ كَسَبَ الحلال فریضة
- ۷- عن انس قال: قال رسول الله وَالَّذِي نَفْسِي بِيَدِهِ لَا يُؤْمِنُ عَبْدٌ حَتَّى يُحِبَّ لَا خِيَةَ مَا يُحِبُّ لِنَفْسِهِ
- ۸- عن معاوية قال: قال رسول الله مَنْ يُرِدِ اللَّهُ بِهِ خَيْرًا يُفَقِّهْهُ فِي الْإِسْلَامِ

## Activities:

- ۱- ہجرت مدینہ کے دوران آپؐ نے کہاں کہاں قیام فرمایا؟ تمام جگہوں کو ایک Map میں Show کریں۔
- ۲- حج کے تمام مناسک کی Pictorial Presentation بنائیں۔
- ۳- زکوٰۃ کس کس کو دی جاسکتی ہے Pictorial Presentation دیں۔
- ۴- اسلامی تہذیب کے ہندو معاشرے پر کیا اثرات مرتب ہوئے۔
- ۵- مسلم فن تعمیر اور فن مصوری کے بارے میں بتائیں۔
- ۶- الہامی کتابوں کی تصویریں دکھائیں۔

بحوالہ کتب:

- ۱- پو لیمر علوم اسلامیہ (لازمی)
- پنجاب یونیورسٹی کے لئے نصاب کے عین مطابق
- غلام حیدر حریری ڈاکٹر عبد الغفور راشد
- ۲- تفہیم اسلامیات (لازمی)
- قریشی برادرز پبلشرز

**Paper IV**  
**Course: Drawing I**  
**Marks : 100**

**Aims and Objectives:**

During this course the students are introduced to different mediums which will enhance their drawing skills. Different exercises will be practiced from the beginning. This course seeks to develop the basic skills of observation and drawings through a systematic study of models and still life under different light condition. The students are encouraged to develop their skills in understanding volumes, shapes, forms and colors.

**Course Content**

- Introduction to drawing tools.
- Introduction of different lines(curved, straight, zigzag)
- Basic Geometric shapes.
- Introduction and exploration of cube (cuboids).
- Section of cubes. (Gadget making).
- Cylindrical forms with the variation of ellipses.(outlines with changing fitness's) Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes.)
- Calligraphy

**Recommended Books:**

- SubodhNarvekar, Learn Pencil Shading skeching-ii
- SubodhNarvekar, Learn Pencil Shading animals and Birds-ii
- Santosh S.Pendnekar, How to do Pencil Shading in Landscape

**Paper V:**  
**Course: Basic Communication Design I**  
**Total Marks: 100**

**Aims and Objective:**

Basic design serves as a bridge to all studio courses in this curriculum. It involves the understanding and manipulation of the formal elements of visual language. In this course, point, line, shapes and texture are discussed in terms of the visual dynamics. A variety of materials are employed as students investigate design principles involving balance, repetition, pattern, proportion and scale and their relationship to various compositional formats.

**Course content:**

- Basic Lines
- Basic Shapes
- Overlapping Shapes
- Textures collection
- Basic Colors
- Color Charts

- Principle of Designs
- Balance
- Repetition
- Pattern
- Proportions
- Simplification
- Symbol Designs
- Introduction to Type
- Poster (Using Shapes, lines, Type)

### **Recommended Books:**

- Miller. Ra Anistatia, & Brown. Jared M.(1998). What loge and how they do it. China:
- Rathor. B. S. (1984) Advertising Management. Bon Himalaya Publishing House.
- Russell. J Thomas, & Lane, W. Ronald (1993). Kleppner's Advertising hall international
- Drew, john, & Meyer, Sarah (2006). Color Management for Logos, A comprehensive Guide for Graphic Designers Switzerland, Rot Vision.
- Hornung, David (2005) Color: A Workshop for Artists and Designers. United kingdom Laurence king Publishing Ltd.
- Vartanin, Ivan (2003) Typo Graphics: The Art and Science of Type Design in Context. Switzerland : Rot Vision.
- Moore Rodney. J (2004) Design Secrets: Layout 50 Real-Life Projects Uncovered. United States of America: Rockport.
- Pipes Alan (2001) Production for Graphic Designer (3<sup>rd</sup> Ed.) Hong Kong: Laurence King publishing.
- Stewart. Bill (1993) Signwork: A Craftsman's Manual (2<sup>nd</sup> Ed) London: Oxford Blackweel Scientific Publications.

## **Paper VI**

**Course: Exhibition of Work**

**Marks total: 200**

### **Methodology:**

Students will display their whole year working of communication design drawing, photography, calligraphy & practical part of their subjects. The students will be given weekly assignments too the annual exhibition of work will carry 60% marks, while the continues assignments will have 40%. The students will be working under supervision of the instructor throughout the week.

### **Recommended Books:**

Curtis Frye, Step by Step MS Excel Ver 2002, 2002  
 Step by Step Ms Powerpoint ver 2002, 2002  
 Faith Wempen, Microsoft Access 2002 Fast And Easy, 2002  
 Steve Bain.Nick wilkinson, Corel Draw 12 The Official guide, 2004

**BFA (Graphic Design) Part-II  
4 Year Programme Annual System  
APPENDIX "A"**

**YEAR-II**

<b>Sr.#</b>	<b>Course Title</b>	<b>Marks Total</b>
Paper I	<b>English ( Compulsory)</b> i) Communication Skills ii) Advanced Academic reading and writing	100 50 50
Paper II	Art appreciation II	100
Paper III	Techniques of printing i) Print Making ii) Methods of printing	100
Paper IV	Computer Graphics I	100
Paper V	Drawing II	150
Paper VI	Advance Communication Design II i) Communication Design ii) Typography	200
Paper VII	Exhibition of work	250
	<b>Total</b>	<b>1000</b>

**APPENDIX "B"**  
**Detail of Syllabus Part II**

Paper I English Compulsory  
Total Marks: 100= Eng.III: 50 + Eng.IV: 50

**Course: English (Compulsory) III**  
**Total Marks 50**

**Aims & Objective:**

- To develop the ability to communicate in simple and basic English.
- To enable the students to use grammar and language structure.

**Course Content:**

- **Functional Grammar:** Articles, Preposition, Tenses, Functions, Synthesis, Transformation, Spotting errors and correction of sentences.
- **Vocabulary**  
Use word formation rules for enhancing vocabulary.

### **Methodology:**

The focus will be on facilitating and guiding students to develop language skills by using class assignments, group activities and presentation skills.

## **Paper II Eng.**

**Course:** English (Compulsory) IV

**Total Marks 50**

### **Aims:**

To enable the students to:

- Write course assignments in the form of tables, map and short paragraph.
- Comprehend the given text and extract the main idea

**The Structure of sentences/ clauses:** Adverb clause, Adjective clause, Noun clause. Sentences: Simple, Double, Multiple and complex, Transformation of sentences: simple to complex & vice versa, simple to compound & vice-versa, Interrogative to assertive & negative & vice-versa.

### **Methodology**

Students will be encouraged to become independent readers, using appropriate skills and strategies for reading and comprehending simple short texts. Moreover students will be provided the opportunities to write the text (3 to 4 lines sentences) related to their given assignments.

### **Recommended Books:**

- Murphy,R.(2003). Grammar in use. Cambridge: Cambridge University Press.
- Anderson,M.,Boren,J.N, Kilgore,J., & Deagle , M.S., (2012). Curriculum for Developing written language.Austin: Pro.ed.
- Mandel. S.200. Effective Presentation Skills: A Practical Guide Better Speaking
- Aaron. J.2003. the compact reader. New York: Bedford
- Axelrod. R.B and Cooper, C.R.2002. Reading Critical Writing well: A reader and guide
- Barnett, S, And Bedau, H.2004.Critical Thinking, Reading and writing: A Brief Guide to Writing 6<sup>th</sup> Ed.
- Behrens & Rosen. 2007. Reading and Writing across the Curriculum
- Gardner,P.S.2005. New Directions: Reading, Writing and Critical Thinking.

**Paper II:**  
**Course: Art Appreciation – II**  
**Total Marks: 100**

**Course Objectives:**

This Course is designed to develop hearing impaired student's perceptual and conceptual skills through the history of visual arts and aesthetics. The introduction to Visual Arts is balance and general understanding of Communication & Textile Design and its definition. The purpose is to facilitate students with the language of Art, Terms & Techniques.

**Course Content:**

1. Introduction to perception
2. Introduction to Visual Arts
  - What is Art
  - Categorizing Visual Arts
  - Fine Arts & Applied Arts
3. The Functions of Art
  - Expression
  - Communication
  - Decoration
4. Elements of Visual Art (definition & meaning)
5. Principles of Visual Art ( definitions & meaning)
6. Difference between following
  - Painting
  - Graphic Design
7. Styles in Visual Arts
  - Neo Classicism
  - Romanticism
  - Realism
  - Renaissance
  - Baroque
  - Impressionism
  - Early Twentieth century Design (Art Posters)

**Recommended Books:**

- Acton. Mary. Learning to look at paintings. London: Routeledge, 1997.
- Arnthim. Rudolph. Art and Visual Perception: A Psychology of the Creative Eye, Berkeley: University of California Press, 1989.
- Canaday. John. What is Art? New York: Knopf, 1990
- Frampton, Kenneth. Modern Architecture: A Critical History (3<sup>rd</sup>ed.) London: Thames and Hudson, 1992
- Finn, David How to look at Sculpture, New York: Harry N. Abrams, 1989
- Giedion, Siegfried Space, time and Architecture: the Growth of a New York tradition (5<sup>th</sup>ed.)

- Rasmussen, Steen Eiler, Experiencing Architecture. Cambridge, MA: MIT Press, 1984
- Sporre, Dennis J. the art of theatre, Upper Saddle River, NJ Prentice Hall, 1993
- Reality through the arts (3<sup>rd</sup>ed.)Upper saddle River, Nj Prentice Hall, 1997
- The Creative impulse(5<sup>th</sup> ed.) Upper Saddle River, NJ: Prentice Hall, 2000
- Yenawine. Philip, How to look at Modern Art. New York Harry N. Abrams 1991
- Down of civilization by Grahame Clark( Thames and Hudson). History of Architecture by sir Banister Fletcher.

### **Paper III:**

**Course:** Techniques of printing

**Marks :** 100 practical 50+50

#### **Objective:**

An Outline knowledge of the method of graphic reproduction in black and white including line and screen block making. Photolithography and screen processes printing.

- i) Print Making
- ii) Methods of printing

#### **I) Print Making**

##### **Course content:**

Autographic methods

Relief Printing

Intaglio printing

Lithography

#### **II) Methods of printing:**

##### **Aims and Objectives**

Introduction of Photo offset processes. Knowledge of terms employed in the different processes and principle of tone reproduction in black and white.

##### **Course content:**

- Paper making
- Paper sizes and classification
- **Methods of printing**
  1. Offset printing
  2. Silk Screen printing or Screen Printing
- Visit of printing press



## **Recommended Books:**

- **Little Book of Screenprinting** Caspar Williamson / Published by Chronicle Books
- **Print Workshop** Christine Schmidt / Published by Potter Craft
- **The Complete Book of Papermaking** by Josep Asuncion (Author), Antoni Vidal (Illustrator), Eric A. Bye (Translator)
- **The Art of Papermaking** by Bernard Toale

### **Paper IV:**

**Course:** Computer Graphics I

**Total Marks:** 100 Practical

#### **Aims and Objectives:**

This course familiarizes students with basic computer programs such as Adobe Photoshop, Adobe Illustrator. Works produced manually or through mediums like photography or printmaking, will be treated digitally. Creating visual effects, composing graphic elements, and preparing images for print and web are central course components.

#### **Course Content:**

- Adobe Illustrator
- Adobe Photoshop

## **Recommended Books:**

- Coler, Martin (1990) How to find and work with and Illustrator: Get the result you want, United Staes: North Light Books.
- How to learn Adobe Photoshop CS

### **Paper V:**

**Course:** Drawing II

**Total marks:** 150

#### **Objective:**

Making the students aware about drawing as a tool to realize and promote aesthetics, visual and textural sensibility.

#### **Course Content:**

- Introduction to Elements of Perspective – Study of basic solids, plan and elevation main aspects of perspective.
- Calligraphy Basic discipline of Urdu Khatati, sense of letter form – Simultaneous judgment of the composition of the letters – spacing – organization – intuitive and logical planning of writing – development of style.
- A Co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students be exposed to Calligraphic examples of various traditional scripts.
- Outdoor sketching – Rapid sketching from any objects from places like – streets, market, stations etc. and also from Museums and Zoo. Students should be exposed to such drawing made by master artists of different times.
- Life and still-life(Pencil, Pen and ink, Charcoal, Pastel, etc.)
- Drawing from imagination

### **Recommended Books:**

- Santosh S.Pendnekar, How to do Pencil Shading in Landscape
- Santosh S.Pendnekar, How to do Pencil Shading in Objects
- Santosh S.Pendnekar, How to do Pencil Shading in fruits & vegetables

## **Paper VI**

**Course:** Advance Communication Design II

**Total Marks:** 200 practical 100+100

### **I) Communication design**

This course focuses on creating effective communication messages. Student will learn to Design Symbols, logos, posters.

#### **Course Content:**

- Logo Development
- Stationery Design
- Posters
- Layout design

### **II) Typography**

An introduction to communication problem-solving through the visual medium of language. The fundamentals of typography and typographic design are explored in experimental and practical projects. Students familiarize with specific terminology regarding font classification, measurement, placement and page arrangement. Emphasis is placed on defining effective design criteria to meet the reader's needs, the communicator's intent and the designer's formal sensibilities.

#### **Course Content:**

- Intro to type faces
- Typographic charts
- Use of typography in different forms
- Typography layouts
- Posters

### **Recommended Books:**

- Gail Deibler Finke, (2002) Powerful Design Page
- Jan White, (1980) Graphic Idea Notebook
- Graham Davis, (2008) The Designer's Tool kit 1000 Colors
- Peg Faimon, Design Alliance
- Lewis, R Anistatia & Brown, Jared M. (1998) What logos Do a How They Do it. China. Rockport., Brain (1987) . A n introduction to Illustration New Jersc Chatwell Books
- Type Directors Club New York. Watson Guptill Publications.
- Miller
- Rather, B.S (1984). Advertising Management. Bombay: Himala Publishing House.
- Russell, J. Thomas, & Lane. W. Ronald (1993) Kleppner's Advertising Procedure (12<sup>th</sup> Ed) United States of America Prentice International.
- Drew John & Meyer, Sarah (2006) Color Management for logos: Comprehensive Guide for Graphic Designers Switzerland Rot Vision.
- Silver Linda (E.d) (1995) Print's Best Letterhead & Business Cards 4: Winning Designs from print Magazine's National Competition. New York RC. Publications Inc.
- The Direct Marketing Creative Guild. (1985) Direct Marketing Design. New York: PBC International Inc.

## **Paper VII**

**Course: Exhibition of work**

**Total marks: 250**

### **Aims and objective:**

During this course the students are introduced to more complex exercise and tool for design including the use of color and textures in design and 3D forms for specific themes/expressions to develop creative/imaginative thinking and formal presentation techniques.

### **Methodology:**

Students will display their whole year working of communication design, drawing, photography, calligraphy & practical part of their subjects. The students will be given weekly assignments too the annual exhibition of work will carry 60% marks, while the continues assignments will have 40%. The students will be working under supervision of the instructor throughout the week.

### **Recommended Books:**

- Rather, B.S (1984). Advertising Management. Bombay: Himala Publishing House.
- Russell, J. Thomas, & Lane. W. Ronald (1993) Kleppner's Advertising Procedure (12<sup>th</sup> Ed) United States of America Prentice

- An Outline of Advertising by Walter A. Gaw.

## BFA Part III (Graphic Design) 4 Year Programme Annual System APPENDIX “A”

### YEAR-III

Sr.#	Course Title	Total Marks
Paper I	Advertising Management	150
Paper II	Basic Digital Photography I	100
Paper III	Computer Graphics II (Layout & Web designing)	100
Paper IV	Drawing III	150
Paper V	Book Illustration Packaging Design	200
Paper VI	Exhibition of Work	250
	<b>Total</b>	<b>900</b>

## APPENDIX “B” Detail of Syllabus Part III

**Paper I:**  
**Course: Advertising and Printing Management**  
**Marks: 150 = 50 theory + 100 Practical**

### **Aims & Objectives:**

Strategic Advertising and print Management is a capstone course, integrating knowledge from different functions of business administration. It incorporates relationship between different business subjects and helps the student to understand and work on different business situations from the point of a practicing manager. The course Prepares students for their entry into the design profession. Students learn how to structure CVs, write applications for work and further studies, handle interviews, improve presentation skills and document their work in the form of an online portfolio. Students regularly visit eminent creative entrepreneurship.

### **Course Content:**

#### **1: Introduction to advertising:**

- What is advertising?

- What is consumer, product consumer relation, consumer classification, consumer and his buying actions, finding out about consumers, interviews, motivation research, projective techniques, combination research.

#### **6: Working of an advertising agency:**

- The working of Art Director
- Copy Writer
- Accounts executive
- Media man  
Artists
- Traffic and production man

#### **8: Free Lance Designer:**

- Contract and designers Brief:

#### **9: Costing and Estimating**

#### **10: C.V Writing**

#### **11: Career counseling**

#### **12: Create Portfolio**

#### **13: Online Blog \ portfolio**

#### **Recommended Books:**

- Cowley Don (Ed.). (1989) How to Plan Advertising London: Cass Educational Limited.
- Rather, B.S (1984). Advertising Management. Bombay: Himala Publishing House.
- Orangesced Design. (2004) Bringing graphic Design in –House: He ad when to Design ti yourself United States of America Rockport.
- Principles of Advertising by Daniel Starch.
- 100. Advertising Agency, Organization and Accounts by A. Essex-Crosey.
- 101. Modern Advertising by Harry Walker Hepner.
- 102. Consumer Behaviors and Behavioural Sciences by Stewart Handerson Britt.
- An Outline of Advertising by Walter A. Gaw.

## **Paper II**

### **Course: Basic Digital Photography I** **Marks total: 100 Practical**

#### **Objectives:**

A studio investigation of photography and the application of the medium to individual expression. Includes a working knowledge of camera controls, digital manipulation, and inkjet and analog printing. Through a combination of lectures, demonstrations, assignments and critiques, students learn to see photographically through an exploration of the basic tools, techniques and aesthetics of digital photography, with an emphasis on the creative use of camera controls, exposure,

digital imaging. They learn the composition rules through portraits and landscape photography. A digital camera with manual controls is required.

**Course Content:**

- Introduction of Digital Camera
- Camera Controls
- Understanding of Exposure Triangle
- Master basic composition - Make, as opposed to take, great photographs
- See the world differently - The interaction of light and shadow
- Get results - Shoot landscape, portraits, and action shots with confidence
- Portraits ( day light) 10
- Landscape 8
- Action shoots 8
- Portfolio

**Recommended Books:**

- Gail Deibler Finke, (2002) Powerful Design Page
- Jan White, (1980) Graphic Idea Notebook
- Graham Davis, (2008) The Designer's Tool kit 1000 Colors
- Peg Faimon, Design Alliance
- Hand outs

**Paper III**

**Course: Computer Graphics II (Layout & Web designing)**  
**Marks total: 100 Practical**

**Objectives:**

This is a continuation of the previous computer graphic design course for students who will work on advanced level print design assignments. These include the development of layout masks for complex multi-paged items like magazines, newspapers and books or the two-dimensional evaluation of a three-dimensional printed item like a box or elaborate packaging. Field trips will be taken to a local publishing house. Creating visual effects, composing graphic elements, and preparing images for print and web are central course components. Using Adobe CS Softwares.

**Course content:**

- Introduction to layout designs
- Magazine layout
- Newspaper \ Newsletter design
- Brushers Design
- App Design
- Web Layout Design

**Recommended Books:**

- Moore, Rodney J. (2004) Design secrets: Layout 50 Real –Life Project Uncovered>United States of America: Rockport.

- Jr. Fred W. Billmeyer, & Saltzman, Max (1981) Principles of color Technology (2<sup>nd</sup> Ed.) New York John Wiley & Sons.
- Testa, Bridget Mitz (1996) Graphic Treasures on the internet bostonAp Professional.
- Curran, Steve (2002) Motion Graphic Graphic Design for Broadem and Film United States of America Rockport Publishers Inc.
- Lynch, John (1955). Mobile Design New York Studio- Corwell.
- Konkow, Robert. B (1989) Design in Motion Exhibits New York PBC International Inc.

**Paper IV:**  
**Course: Drawing III**  
**Marks Total: 150 Practical**

**Course Objectives:**

Students transform observational drawings into printable, ornaments for a certain target group. Students visualize certain arrangements and colors according to theme/topic. Students explore different drawing tools according to effect. To give solution to the shaping problems. Students compose and utilize information. Students have the ability to explore ideas in given constrain. This course will be including life drawings both beneficial for graphic designers and illustrator.

**Course Contents:**

- Transformation
- Printable ornaments
- Product visualization

**Recommended Resource Material**

Curtis, Brian: Drawing from observation.

**Recommended Books:**

- Learn to Draw still life and landscape Falak publications
- Learn Pencil Shading II Falak Publications
- Pack up & paint
- Drawing with observation
- Students notes.

**Paper V**  
**Course: Book Illustration and advertising Packaging Design**  
**Marks total: 200 Practical**

**I) Book Illustration**

**Objective:**

Students are introduced to both, illustration as icon and as narrative. They learn the mechanics of narrative imagery focusing on the more complex format of the storyboard. Research based illustration practices are introduced with emphasis on their immediate environment for inspiration. Emphasis is placed on the elements and dynamics of style and language. Material exploration hones their skills in photography, drawing, painting along with using programs such as Photoshop and Illustrator.

- Use of mediums (Water Color, Poster Color, Tempra Color, etc)
- Basic Pictorial Design,
- Story boards
- Book Jackets
- Outer covers
- Book Illustration in all medias,

**Recommended Books:**

- Lewis, Brain (1987) . An n introduction to Illustration New JerscChatwell Books.
- Coler, Martin (1990) How to find and work with and Illustrator: Get the result you want, United Staes: North Light Books

**Paper VI****Course: Exhibition of work****Marks Total: 250****Aims and objective:**

During this course the students are introduced to more complex exercise and tool for design including the use of color and textures in design and 3D forms for specific themes/expressions to develop creative/imaginative thinking and formal presentation techniques.

**Methodology:**

Students will display their whole year working of Advertising design drawing, photography, calligraphy & practical part of their subjects. The students will be given weekly assignments and will be working under supervision of the instructor throughout the week.

**Recommended Books:**

- Drew John T, Comprehensive Guide for Graphic Designer Switzerland Rot Vision.
- Rosie Dickins, The Usborne Introduction to Art, 2003



**BFA Part IV (Graphic Design)  
4 Year Program Annual System  
APPENDIX “A”**

**YEAR-IV**

<b>Sr.#</b>	<b>Course Title</b>	<b>Total Marks</b>
Paper I	Packaging Design	100
Paper II	Advance Photography (Digital Imaging)	100
Paper III	Drawing IV	150
Paper IV	Course Work\ Internship	150
Paper V	Thesis Exhibition & Research Report	300
	<b>Total</b>	<b>800</b>

**APPENDIX “B”  
Detail of Syllabus Part IV**

**Paper I  
Packaging Design  
Marks: 100**

**Objective:**

Discussion and studio investigation of three dimensional structural principals as they relate to the area of packaging, exhibition and environmental design.

**Course Content:**

- Product formation
- Packaging materials
- Different Product packaging
- Exhibition Stalls

**Paper III:  
Course: Advance Photography (Digital Imaging)**

## **Marks: 100 Practical**

### **Objective:**

The product & model shoots, experimental photography, street photography, Photo walks and latest commercial photography will include to develop a strong portfolio.

### **Course Content:**

- Learn the tools & accessories that you need to succeed in photography
- Develop your eye - How to nail that quintessential picture in any situation
- secrets of exposure, lighting & lenses
- Street Photography
- portraits studio,
- photojournalism,
- still life
- Photography for Advertising
- Post Production
- Photo Walks

### **Recommended Books:**

- Winn L. Rosch, (2003) Digital Photography Manual
- Edward R. Lilley (2002) The Business of Studio Photography
- Catalogue 3 PhotoAlto, The Thinker Royalty-Free Digital Photo Library
- Catalogue 2 PhotoAlto Vol 61>90 Royalty-Free Digital Photo Library
- Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera 3rd Edition by Bryan Peterson
- The Photographer's Eye: Composition and Design for Better Digital Photos 1st Edition by Michael Freeman

## **Paper: IV**

**Course: Drawing IV**

**Marks Total: 150**

### **Course Objectives:**

The course aims to provide students with the opportunity to visualize interpret and draw their ideas which they develop in reflection of research.

### **Course Contents**

- Develop information board according to target group.
- Drawings from imagination
- Transformation, simplification, alienization of drawings.

## **Recommended Books:**

- Santosh S.Pendnekar, How to do Pencil Shading in Landscape
- Santosh S.Pendnekar, How to do Pencil Shading in Objects

## **Paper: V**

**Course: Course work:**  
**Marks Total: 250**

### **Objective:**

- Communication Design & Book Illustration)
- Students will focus on advance exercises in graphic communication design using the latest computer software.
- Students will complete internship in summer vocations.

## **Recommended Books:**

- Silver Linda (E.d) (1995) Print's Best Letterhead & Business Cards 4: Winning Designs from print Magazine's National Competition. New York RC. Publications Inc.
- The Direct Marketing Creative Guild. (1985) Direct Marketing Design. New York: PBC International Inc.
- Hornug, David (2005) colour : A Workshop for Artists and Designers United Kingdom Laurence King Publishing Ltd.
- Pipes , Alan (2001) Production for Graphic Designers (3<sup>rd</sup> .Ed) Hong Kong: Laurence king Publishing.
- The Direct Marketing Creative Guild (1985) Direct Marketing Design New York PBC international Inc.
- Earls, David (2002) Designing Typefaces. Switzerland: Rot Vision.
- Coler, Martin (1990) How to find and work with and Illustrator: Get the result you want, United Staes: North Light Books.
- Cowley Don (Ed.). (1989) How to Plan Advertising London: Cass Educational Limited.
- Vartanian, Lvan, & Martin Lesley A (2003) Graphiscape: New York City Switzerland: Rot Vision.
- Lewis, Brain (1987) . A n introduction to Illustration New JerseChatwell Books

**HAMZA FOUNDATION ACADEMY FOR THE DEAF**

**BFA (4-YEAR)  
TEXTILE DESIGN**



## **Introduction**

Bachelor in Textile Design is a four-year design undergraduate programme for hearing impaired students, offered by the Hamza Foundation Academy affiliated with Collage of Arts and Design Punjab University. The programme encourages students to explore their potential in designing multipurpose and multivariate fabrics. It also prepares graduates for the expertise required in self and industrial-related employment. The programme, with its emphasis on broad based conceptual and technical aspects of design, is expected to facilitate future postgraduate studies in specialized textiles related areas - i.e. art history, textile technology, industrial design, fashion design, new media design and textile conservation.

### **“Mission Statement of Hamza Foundation Academy”**

Our aim is to help hearing impaired children to reach the highest possible level of independence in the society.

### **“BFA Textile Program Objectives”**

The objectives are correlated with our mission statement; through this program hearing impaired students will be provided a better learning opportunity so that they will be able to live an independent respectable life.

1. To enable the graduates to apply their knowledge and skills creatively.
2. To develop strong linkages between academia, industry and the indigenous craft sector.
3. To train students to contribute to the community through design solutions, while adapting to their immediate socio-cultural limitations.
4. To build a successful career of its students.

## **Study & Evaluation Scheme**

**Programme:** Bachelor of Fine Arts (B.F.A.) Textile

**Duration:** Four years full time (Annual System)

**Minimum Required Attendance:** 75 %

**Assessment:** Theory (In all theory papers 40% of final marks will be objective type paper and 60% will be evaluated through Assignment based assessments throughout the year).

**BFA Part I (Textile Design)**  
**4 Year Programme Annual System**  
**APPENDIX "A"**

**YEAR-I**

Sr.#	Course Title	Credits Total(Theory+Practical)
Paper I	English (Compulsory)	100
	English Compulsory I	50
	English compulsory II:	50
Paper II	Art Appreciation	100
Paper III	Islamic Studies	50
	Pak. Studies(compulsory)	50
Paper IV	Drawing I	100
Paper V	Basic Design	100
Paper VI	Exhibition of work	200
	<b>Total</b>	<b>700</b>

# **APPENDIX “B”**

## **Detail of Syllabus Part I**

### **Paper I**

**Course: English I (Compulsory) Part I, II Total Marks 50+50=100**

**Course: English I (Compulsory) Total Marks: 50**

#### **Aims & Objectives:**

1. To develop the ability to understand basic and simple English.
2. To make the experience of learning English more meaningful and enjoyable.
3. To enable Hearing impaired students in use basic grammar and simple language structure in context.

#### **Course content:**

- **Functional Grammar:**  
Patterns & Parts of speech Subject, Noun, Pronoun, Adjective, Adverb, Verb, Conjunction, Interjection.
- **Vocabulary:** Word formation, Prefix, Suffix, Compound words, Conversion, Synonyms, Antonyms, Homophones and Homonyms, How to look up a dictionary

**Methodology:** The focus will be on facilitating and guiding the Hearing Impaired students to develop language skills using class assignments, Group activities and presentation skills.

### **Course: English-II (Compulsory)**

#### **Total Marks: 50**

#### **Aims & Objective:**

To enable the students in:-

- Read the given short simple paragraph to answer the given questions and topic selection for final project. Write theme lines, slogans, related to their final projects.

#### **Course content:**

- **Pre- Requisites of Technical written Communication:** One word substitution, spelling rules, Words often confused & misused, Phrases.
- **Requisites of Sentence writing:** Fragmented sentences, A good sentence, expletives, Garbled sentences, Rambling sentences, Loaded sentences, Parallel Comparison, Squinting construction, Loose & periodic sentences.

**Methodology :** In this curriculum, students will be encouraged to read the text appropriate to their disciplines moreover students will be provided opportunities to write the text (3 to 4 lines paragraph) related to their given assignments.

### **Recommended Books:**

- Murphy, R. (2003). Grammar in use. Cambridge: Cambridge University Press.
- Anderson, M., Boren, J. N., Kilgore, J., & Deagle, M. S., (2012). Curriculum for Developing written language. Austin: Pro.ed.
- How, D. H. Kirkpatrick, T. A., Kirkpatrick, D. L. (2004). Oxford English for under graduates. Karachi. Oxford University Press.
- Eastwood, J. (2004). English Practice Grammar (new edition with tests answers). Karachi: Oxford University Press
- Fisher, A (2001) Critical Thinking CUP
- Goatly, A (2001) Critical Reading Writing An introductory Course. Lono Taylor & Francis
- Hacker, D. (1992). A Writer's Reference. 2<sup>nd</sup> Ed. Boston: St. Martin's
- Hamp-Lyopns. & Heasley, B. (1987) Study Writing: A course in written English for academic and profession purposes. Cambridge: Cambridge University press.
- Howe, D. H. Kirkpatrick, T. A. & Kirkpatrick, D. L. (2004) Oxford English for undergraduates Karachi: Oxford University Press.
- Ellen, K. 2002. Maximize your presentation skills: How to Speak, look and act on your way to the top
- Hargie, O. (ed.) Hand book of communications skills

## **Paper II**

### **Course Title: Art Appreciation I**

**Marks: 100**

### **Course Objectives:**

This Course is designed to increase the understanding of hearing impaired student's with different Styles in Visual Arts and to the history visual arts and aesthetics through study of different civilizations.

### **Course Content:**

1. Introduction to Early Civilizations
2. Introduction of Art
3. Primitive Art



#### 4. Western Asiatic

- Mesopotamia
- Sumerian
- Babylonians

### **Recommended Books:**

- What is Art Urdu Version by Shah Nawaz Zaidi PU Press.
- Egyptian Architecture, Sculpture, Painting by KJ. Lange and M. Hirmer.
- Greek Painting by Martin Robertson.
- Greek Sculpture by R. Lullies and M. Hirmer.
- Roman Painting by Amedeo Maiuri.
- Roman Sculpture ( from Augustus to Constantine by Arthur S.I.I.I)
- Indus Civilization by Sir Mortimer Wheeler.
- Buddhist art of Gandhara by Sir John Marshall.
- Indian Art by K. Bharathalyer
- Fine Art in India and Ceylon by Vincent Smith
- Anatomy and drawing by Victor Petard
- Perspective as Applied to pictures etc. by Rex Vicat Cole.
- Modeling and Sculpture by a Toft.
- The Materials and Methods of Sculpture by J.C. Rich
- Sculpture Principles and practice by Louis Slobodkin.
- Wood carving by Skeaping (Studio Publication).
- History of Wood-Engraving by Douglas Percy Bliss
- Graven Image by John Farleigh.
- How to draw and print lithographs by Adolf Dehn and Lawrence Barrett.
- Acton Mary. "Learning to look at paintings" London Routledge 1997
- Arnheim Rudolph " Art and visual Perception: A psychology of the creative eye" Berkeley university of California press 1989
- Canday John "what is art?" New York Knopf 1990

### **Paper III**

**Course Title:** Islamic Studies /Pak. Studies (compulsory)

**Marks: Total Marks paper I 50+ Paper II 50=100**

## نصاب مطالعہ پاکستان لازمی

کل نمبر: 50

10

معروضی :

موضوعاتی مطالعہ مختصر سوالات : 20

20 : Activities based on pictorial presentation as assignment.

لہر اف و مقاصد:

- ۱۔ متاثرہ سماعت طلباء و طالبات کو تحریک پاکستان کے متعلق آگاہی دینا۔
- ۲۔ متاثرہ سماعت، طلباء و طالبات کے قلوب و اذہان میں وطن سے محبت اجاگر کرنا۔
- ۳۔ متاثرہ سماعت، طلباء و طالبات کو عالم اسلام کے متعلق معلومات باہم پہنچانا۔
- ۴۔ متاثرہ سماعت، طلباء و طالبات کو بین الاقوامی تعلقات کی اہمیت بتانا۔
- ۵۔ متاثرہ سماعت، طلباء و طالبات کو سرگرمیوں کی شکل میں تصویریں جمع کروانا جس سے ان کی سمجھ بوجھ پاکستان کے بارے میں بہترین سکے۔

## نصاب مطالعہ پاکستان لازمی

### مختصر سوالات

- 1 نظریہ پاکستان
- 2 تحریک پاکستان
- 3 قیام پاکستان
- 4 ارض پاکستان
- 5 پاکستان اور عالم اسلام

### سرگرمیاں

تحریک پاکستان کے متعلق تصاویر بنانا  
پاکستان کے تاریخی مقامات کی تصاویر بنوانا  
تحریک پاکستان کے رہنماؤں کی تصاویر بنانا

مجوزہ کتاب

رہبر مطالعہ پاکستان

قریشی برادرز

## محضرہ فاؤنڈیشن اکیڈمی فار دی ڈیف نصاب اسلامیات لازمی

(For class B.F.A textile, B.F.A. Graphic)

(برائے متاثرہ سماعت طلباء و طالبات)

کل نمبر: 50

آیات لفظی ترجمہ + تاظرہ 10 :

احادیث 10 :

موضوعاتی مطالعہ مختصر سوالات 10 :

: Activities based on pictorial presentation as assignment.

اہداف و مقاصد:

- ۱۔ متاثرہ سماعت طلباء و طالبات کو قرآن وحدیث کے ساتھ تعلق قائم کرنے کے ساتھ ان سے استفادہ کے قابل بنانا۔
- ۲۔ متاثرہ سماعت طلباء و طالبات کے قلوب و اذہان میں اسلام اور رسول اللہ کی محبت اجاگر کرنا۔
- ۳۔ متاثرہ سماعت طلباء و طالبات کو قرآنی آیات کا تاظرہ کرنے کے قابل بنانا۔
- ۴۔ متاثرہ سماعت طلباء و طالبات کے لیے بنیادی اسلامی تعلیمات کے ادراک کو عام فہم بنانا اور ان کی تعلیم و تربیت اسلامی نیچ پر کرنا۔
- ۵۔ متاثرہ سماعت طلباء و طالبات کو سرگرمیوں کی شکل میں تصویریں جمع کروانا جس سے ان کی سمجھ بوجھ اسلام کے بارے میں بہتر بن سکے۔

موضوعاتی مطالعہ

مختصر سوالات:

۱۔ حیات طیبہ:

۲۔ عام الخزن:

۳۔ خطبہ حجۃ الوداع:

۴۔ ہجرت مدینہ:

۵۔ غزوہ بدر:

۶۔ قرآنی آیات

البقرہ 1 - 5 :

الاحزاب 56, 21 :

المحجرات 13, 10 :

التصف 13, 1 :

## احادیث

- ۱- عن عمر بن الخطاب قال: سبَّ رسول الله يقول انما الاعمال بالنيات
- ۲- عن عثمان بن عفان عن النبي قال خيركم من تعلم القرآن وعلمه
- ۳- عن ابن عمر قال: قال رسول الله بنى الاسلام على خمس شهادة أن لا إله إلا الله وأن محمدا عبده ورسوله وإقام الصلاة وإيتاء الزكاة والحج وصوم رمضان.
- ۴- عن عمر بن الخطاب قال: فقال رسول الله الاسلام أن تشهد أن لا إله إلا الله وأن محمدا رسول الله وتقيم الصلاة وتؤتي الزكاة وتصوم رمضان وتحج البيت أن استطعت إليه سبيلا.
- ۵- عن أبي سعيد قال: قال رسول الله التاجر الصدوق الأمين مع البين والصدّيقين. الشهاداء.
- ۶- عن عبد الله قال: قال رسول الله طلب كسب الحلال فريضة.
- ۷- عن انس قال: قال رسول الله وألدي نفسي بيده لا يؤمن عبد حتى يحب لا يحبه ما يحب لنفسه.
- ۸- عن معاوية قال: قال رسول الله من يرد الله به خيرا يفقهه في الدين.

## Activities:

- ۱- ہجرت مدینہ کے دوران آپؐ نے کہاں کہاں قیام فرمایا ان تمام جگہوں کو ایک Map میں Show کریں۔
- ۲- حج کے تمام مناسک کی Pictorial Presentation بنائیں۔
- ۳- زکوٰۃ کس کس کو دی جاسکتی ہے Pictorial Presentation دیں۔
- ۴- اسلامی تہذیب کے ہندو معاشرے پر کیا اثرات مرتب ہوئے۔
- ۵- مسلم فن تعمیر اور فن مصوری کے بارے میں بتائیں۔
- ۶- الہامی کتابوں کی تصویریں دکھائیں۔

بحوالہ کتب:

- ۱- پوٹری علوم اسلامیہ (لازمی)
- پنجاب یونیورسٹی کے لئے نصاب کے عین مطابق
- غلام حیدر حریری ڈاکٹر عبد الغفور راشد
- ۲- تفہیم اسلامیات (لازمی)
- قریشی برادرزید پبلشرز

## **Paper IV: Drawing I**

**Course Title: Drawing I**  
**Total Marks: 100**

### **Aims & Objective:**

During this course the students are introduced to different mediums which will enhance their drawing skills. Different exercises will be practiced from the beginning. This course seeks to develop the basic skills of observation and drawings through a systematic study of models and still life under different light condition. The students are encouraged to develop their skills in understanding volumes, shapes, forms and colors.

### **Course Content**

- Introduction to drawing tools.
- Introduction of different lines(curve, straight, zigzag)
- Basic Geometric shapes.
- Introduction and exploration of cube (cuboids).
- Section of cubes. (Gadget making).
- Cylindrical forms with the variation of ellipses.(outlines with changing fitness's)
- Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes.)
- Calligraphy

### **Recommended Books:**

- Subodh Narvekar, Learn Pencil Shading sketching-ii
- Subodh Narvekar, Learn Pencil Shading animals and Birds-ii
- Santosh S. Pendnekar, How to do Pencil Shading in Landscape

## **Paper V:**

**Course Title: Basic Design**  
**Marks: 100 Practical**

### **Course Objectives**

- Students apply colors to achieve certain effects
- Students distinguish and use color families
- Develop color boards and color palettes

- Explore color trends
- Practice color subjectivity
- Learns principle of design
- Practice of elementary design

### **Course Contents**

- Introduction to Colors
- Color boards ,Color Directory (Families)
- Application of Color families
- Color Proportion & Contrast
- Color Schemes
- Principles of design
- Texture of design

### **Recommended Books:**

1. Socha Cohen, Meggie Philo, Paint Effects for Wall and Surface., 2000 Sydney
2. Mitter, Partha. Art & Nationalism in Colonial India (1857-1960) Oxford: 1994
3. Ali, S Amjad. Painting of Pakistan. Islamabad : National Book Foundation, 1995
4. Nesom, Marcella ?Contemporary painting in Pakistan Lahore Ferozsons,1992.
5. Lour Andrea Savoir, Pattern Design: Applications and Variations Published on: 2007-11-01
6. Kim Thittichai, Experimental Textiles: A Journey through Design Interpretation and inspiration, Published on: 2009-09-01

## **Paper VI**

**Course:** Exhibition of work

**Marks:** 200

### **Methodology:**

Students will display their whole year working of Basic design, drawing, calligraphy & practical part of their subjects. The students will be given weekly assignments too the annual exhibition of work will carry 60% marks, while the continues assignments will have 40%. The students will be working under supervision of the instructor throughout the week.

### **Recommended Books:**

1. Socha Cohen, Meggie Philo, Paint Effects for Wall and Surface., 2000 Sydney
2. Mitter, Partha. Art & Nationalism in Colonial India (1857-1960) Oxford: 1994
3. Ali, S Amjad. Painting of Pakistan. Islamabad : National Book Foundation, 1995
4. Nesom, Marcella ?Contemporary painting in Pakistan Lahore Ferozsons,1992.
5. Curtis Frye, Step by Step MS Excel Ver 2002, 2002
6. Rosie Dickins, The Usborne Introduction to Art, 2003



**BFA Part II (Textile Design)**  
**4 Year Programme Annual System**  
**APPENDIX “A”**

**YEAR-II**

<b>Sr.#</b>	<b>Course Title</b>	<b>Credits Total(Theory+Practical)</b>
Paper I	English (Compulsory)	100
	English-III	50
	English-IV	50
Paper II	Introduction to Visual Arts-II (Art Appreciation)	100
Paper III	Drawing II	150
Paper IV	Advance Design –II	150
Paper V	Weaving 1	150
Paper V	Exhibition of work	350
	<b>Total</b>	<b>1000</b>

## **APPENDIX “B”**

### **Detail of Syllabus Part II**

**Paper I English Compulsory**

**Total Marks: 100= Eng.III: 50 + Eng.IV: 50**

**Course: English (Compulsory) III**

**Total Marks 50**

#### **Aims& Objective:**

- To develop the ability to communicate in simple and basic English.
- To enable the students to use grammar and language structure.

#### **Course Content:**

- **Functional Grammar:** Articles, Preposition, Tenses, Functions, Synthesis, Transformation, Spotting errors and correction of sentences.
- **Vocabulary**  
Use word formation rules for enhancing vocabulary

#### **Methodology:**

The focus will be on facilitating and guiding students to develop language skills by using class assignments, group activities and presentation skills.

### **Paper II**

**Total Marks: 50**

**Course: English (Compulsory) IV**

#### **Aims:**

To enable the students to:

- Write course assignments in the form of tables, map and short paragraph.
- Comprehend the given text and extract the main idea

**The Structure of sentences/ clauses:** Adverb clause, Adjective clause, Noun clause. Sentences: Simple, Double, Multiple and complex, Transformation of sentences: simple to complex & vice versa, simple to compound & vice-versa, Interrogative to assertive & to negative & vice-versa.

### **Methodology**

Students will be encouraged to become independent readers, using appropriate skills and strategies for reading and comprehending simple short texts. Moreover students will be provided the opportunities to write the text (3 to 4 lines sentences) related to their given assignments.

### **Recommended Books:**

- How, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.I., (2004) Oxford English undergraduates. Karachi: Oxford University press.
- Murphy, R. (2003). Grammar in use. Cambridge: Cambridge University Press.
- Anderson, M., Boren, J.N, Kilgore, J., & Deagle, M.S., (2012). Curriculum for Developing written language. Austin: Pro.ed.
- Mandel. S. 200. Effective Presentation Skills: A Practical Guide Better Speaking
- Aaron. J. 2003. the compact reader. New York: Bedford
- Axelrod. R.B and Cooper, C.R. 2002. Reading Critical Writing well: A reader and guide
- Barnett, S, And Bedau, H. 2004. Critical Thinking, Reading and writing: A Brief Guide to Writing 6<sup>th</sup> Ed.
- Behrens & Rosen. 2007. Reading and Writing across the Curriculum
- Gardner, P.S. 2005. New Directions: Reading, Writing and Critical Thinking.

### **Paper II:**

#### **Course: Art Appreciation – II**

**Total Marks: 100**

### **Course Objectives:**

This Course is designed to develop hearing impaired student's perceptual and conceptual skills through the history of visual arts and aesthetics. The introduction to Visual Arts is balance and general understanding of Communication & Textile Design and its definition. The purpose is to facilitate students with the language of Art, Terms & Techniques.

### **Course Content:**

1. Introduction to perception
2. Introduction to Visual Arts
  - What is Art
  - Categorizing Visual Arts
  - Fine Arts & Applied Arts
3. The Functions of Art
  - Expression
  - Communication
  - Decoration
4. Elements of Visual Art (definition & meaning)
5. Principles of Visual Art ( definitions & meaning)
6. Difference between the following

- Painting
- Graphic Design
- 7. **Styles in Visual Arts**
  - Neo Classicism
  - Romanticism
  - Realism
  - Renaissance
  - Baroque
  - Impressionism
  - Early Twentieth century Design (Art Posters)

### **Recommended Books:**

- Acton. Mary. Learning to look at paintings. London: Routledge, 1997.
- Arnheim. Rudolph. Art and Visual Perception: A Psychology of the Creative Eye, Berkeley: University of California Press, 1989.
- Canaday. John. What is Art? New York: Knopf, 1990
- Frampton, Kenneth. Modern Architecture: A Critical History (3<sup>rd</sup>ed.) London: Thames and Hudson, 1992
- Finn, David How to look at Sculpture, New York: Harry N. Abrams, 1989
- Giedion, Siegfried Space, time and Architecture: the Growth of a New York tradition (5<sup>th</sup>ed.)
- Rasmussen, Steen Eiler, Experiencing Architecture. Cambridge, MA: MIT Press, 1984
- Sporre, Dennis J. the art of theatre, Upper Saddle River, NJ Prentice Hall, 1993
- Reality through the arts (3<sup>rd</sup>ed.) Upper saddle River, Nj Prentice Hall, 1997
- The Creative impulse (5<sup>th</sup> ed.) Upper Saddle River, NJ: Prentice Hall, 2000
- Yenawine. Philip, How to look at Modern Art. New York Harry N. Abrams 1991
- Down of civilization by Grahame Clark (Thames and Hudson). History of Architecture by sir Banister Fletcher.

**Paper III**  
**Course: Drawing II**  
**Marks: 100 Practical**

**Objective:**

Making the students aware about drawing as a tool to realize and promote aesthetics, visual and textural sensibility.

**Course Content:**

- Introduction to Elements of Perspective – Study of basic solids, plan and elevation main aspects of parallel and 2 angular perspective.
- Calligraphy Basic discipline of beautiful handwriting, sense of letter form – Simultaneous judgment of the composition of the letters – spacing – organization – intuitive and logical planning of writing – development of style.
- A Co-ordinate series of assignments of script writing with different types of traditional and modern tools. Students be exposed to Calligraphic examples of various traditional scripts.
- Outdoor sketching – Rapid sketching from any objects from places like – streets, market, stations etc. and also from Museums and Zoo. Students should be exposed to such drawing made by master artists of different times.
- Life and still-life(Pencil. Pen and ink, Charcoal, Pastel, etc.)
- Animal Drawing
- Nature Drawing

**Recommended Books:**

- Santosh S.Pendnekar, How to do Pencil Shading in Landscape
- Santosh S.Pendnekar, How to do Pencil Shading in Objects
- Santosh S.Pendnekar, How to do Pencil Shading in fruits & vegetables

**Paper IV**  
**Course: Advance Textile Design II**  
**Total Marks: 300 Practical**

**Aims & Objectives:**

- Introduction to textile design and its various trajectories
- Reinforcement of basic design principles and with special emphasis on textile vocabulary

**Course content:**

- 2 D-Design development
- Mood board,
- Story board

### **Recommended Books:**

1. Joe Earle, From Yale University Press, Serizawa: master of Japan's Textile Design, Published on: 2009-10-20
2. Sarah E. Braddock Clarke. Marie O'Mahony, Techno Textile e: Revolutionary Fabrics for Fashion and Design (BK. 2) Published on: 2008-
3. Estel Vilaseca, Cutting-Edge Patterns and Textures (Book & CD Rom) Published on: 2008-04-01
4. Pepin Press, Japanese Patterns (Agile Rabbit Editions) (Spanish Edition) Published on: 2002-01-30
5. Pepin van Roojen, Baroque: Patterns (Agile Rabbit Editions) Published on 2006-03-30
6. Pepin Press, Repeating Patterns 1100- 1800 (1 CD- Rom) Multilingual Edition) Published on: 2008-08-30.
7. Ruth Isset, Color on Paper and Fabric, 2002 London
8. Richard Jones, NanoNature, London

### **Paper V**

**Course:** Weave I

**Total Marks:** 150      Practical

#### **Aims & Objectives:**

- Introduction to different weave structures eg. Plain, twill, satin
- Introduction to yarns. Students shall be able to differentiate between various yarns and fibers.
- Introduction to basic off loom tapestry interlacing methods.
- Orientation with the loom- how to prepare and set up a table loom for plain weave.
- Develop an understanding of graph plotting of a weave structure.

#### **Course Contents:**

- Principles and elements of design
- Texture in weaving
- Weave Structures

- Learning from Tradition
- Technicalities of the loom
- 3D Forms in weaving

## **Recommended Books:**

1. J Paul Getty Museum, Illuminierte Hand Schriften 1687,1997 California.
2. Vivien Bowler, Pictures with Pins, 1974 London.
3. Shigeki Nakamura, Pattern Sourcebook: Around the World: 250 Patterns for projects and Designs Published on: 2008-09-01
4. Lou Andrea Savoir, Pattern Design: Applications and variations Published on: 2007-11-01
5. Graham Leslie McCallum. 4000 Flower & Plant Motifs: Sourcebook Published on: 2005-03-28
6. Robert S. Markel (editor) , Fairchild's Dictionary of textile, Author, Editor) Publisher: Fairchild Pubns, 7 edition (January 10, 1996

## **Paper VI**

**Course: Exhibition and display of work**

**Marks: Total: 350 of Display**

### **Methodology:**

During this course the students are introduced to more complex exercise and tool for design including the use of color and textures in design and 3D forms for specific themes/expressions to develop creative/imaginative thinking and formal presentation techniques.

### **Methodology:**

Students will display their whole year working of advance textile design, drawing, weaving, calligraphy & practical part of their subjects. The students will be given weekly assignments too the annual exhibition of work will carry 60% marks, while the continues assignments will have 40%. The students will be working under supervision of the instructor throughout the week.

## **Recommended Books:**

1. J Paul Getty Museum, Illuminierte Hand Schriften 1687,1997 California.
2. Vivien Bowler, Pictures with Pins, 1974 London.
3. Shigeki Nakamura, Pattern Sourcebook: Around the World: 250 Patterns for projects and Designs Published on: 2008-09-01
4. Pepin press, Repeating Patterns 1100- 1800 (1 CD- Rom) Multilingual Edition) Published on: 2008-08-30.
5. Ruth Isset, Color on Paper and Fabric, 2002 London
6. Richard Jones, NanoNature, London



**BFA Part III (Textile Design)**  
**4 Year Programme Annual System**  
**APPENDIX “A”**

**YEAR-III**

<b>Sr.#</b>	<b>Course Title</b>	<b>Credits Total(Theory+Practical)</b>
Paper I	History of Textile Design	100
Paper II	Digital Textile Design-I	150
Paper III	Drawing III	150
Paper IV	Industrial repeats & techniques	250
Paper V	Exhibition of Work	250
	<b>Total</b>	<b>900</b>

## **APPENDIX “B”**

### **Detail of Syllabus Part III**

#### **Paper I**

**Course:** History of Textile Design-1

**Total Marks:** 100

#### **Aims & Objectives:**

- To study various Mughal eras
- To study influences of British Raj to the Royal Courts of India

#### **Course Contents:**

- Mughal India (1525 AD – 1857 AD)
- History of Shawls
- British/ European colonial influences

#### **Recommended Books:**

1. AkhilAshdhir, History of textile design, 2005
2. Ahmed, Jalaulddin. Art in Pakistan . Karachi Publication, 1970
3. Hasan, Ijaz-al Painting in Pakistan. Lahore : Ferozsos, 1992
4. Ajazuddin, F.S Historical Images of Pakistan, Lahore Ferozsos,
5. Kliatt, Harris, Jennifer, ed 5000 year of textile, March, 2005 by Rhonda Cooper
6. Akhund, Abdul Hamid, Farida Munavarjahan Said and ZohraYusaf. Sadequain: The Holy sinner. Karachi: The Hamdard Press(Pvt)Ltd, 2003
7. Victoria Dutton, Traditional Country Craft, Korea.
8. Internet Research.
9. Movies.

**Paper: II**  
**Course: Digital Textile Design-I**  
**Marks Total: 150 Practical**

**Aims and objectives:**

- Explore typography to the most specially focusing on the usage of an appropriate typeface.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

**Course Content:**

- **Software/ Graphic Design Systems:**  
Students will learn to use the following software/ graphic design systems proficiently.
- Microsoft Word 2007
- Adobe Photoshop

**Recommended Books:**

1. Curtis Frye, Step by Step MS Excel Ver 2002, 2002
2. Step by Step Ms Powerpoint ver 2002, 2002
3. Faith Wempen, Microsoft Access 2002 Fast And Easy, 2002
4. Steve Bain.Nick wilkinson, Corel Draw 12 The Oficial guide, 2004
5. Rosie Dickins, The Usborne Introduction to Art, 2003

**Paper III**  
**Course: Drawing III**  
**Marks Total: 150 Practical**

**Course Objectives:**

Students transform observational drawings into printable, ornaments for a certain target group. Students visualize certain arrangements and colors according to theme/topic. Students explore different drawing tools according to effect and find solutions to the shaping problems. Students compose and utilize information. Students have the ability to explore ideas in given constrain.

**Course Contents:**

- Transformation
- Printable ornaments
- Alienisation
- Product visualization
- Ornaments for a certain target group.

**Recommended Resource Material**

Curtis, Brian: Drawing from observation.

**Recommended Books:**

- Learn to Draw still life and landscape Falak publications
- Learn Pencil Shading II Falak Publications
- Pack up & paint
- Hand outs
- . Students notes.

**Paper: IV**  
**Course: Industrial repeats & techniques**  
**Marks Total: 250 Practical**

**Course Objectives**

The objective of the course is to understand printing technology, apply the technique and dye type according to the fiber type and quality of fabric.

Students can differentiate between the printing and dye types.

Understand of repeat systems and sizes according to machine type

### **Course Contents**

- Types of Printing (Introduction)
- Mechanisms of Printing
- Arrangements, Repeat and Color separations (Industrial requirements) Exposing for screen printing
- Practice I
- Practice Open Screen Printing
- Dyeing (Introduction)
- Care Instruction

### **Recommended Books:**

1. Mastin Miller, The complete guide to Antiques, 2003-In London.
2. Susan Denton, Quilt Making, 1987 London.
3. Valerie Campbell, Harding Fabric Painting for Embroidery, 1990 Singapore.
4. The Restored Sisine Chapel, Rome Florence Venice, 1998 BonechiEdizioni.
5. Sheila McGraw, Stencil, Paint and Block Paint Projects, 2002 Canada
6. Tom Fisher, Bernard P. Corbman, Textile Fiber to Fabric(the Gregg. McGraw-Hill Marketing Series ) Publisher Glencor/mcgraw-Hill: 6 Sub edition (October 1982

### **Paper V**

**Course: Exhibition of work**

**Marks total: 250**

#### **Aims and objective:**

During this course the students are introduced to more complex exercise and tool for design including the use of color and textures in design and 3D forms for specific themes/expressions to develop creative/imaginative thinking and formal presentation techniques.

#### **Methodology:**

Students will display their whole year working of digital textile designs, industrial repeats, calligraphy & practical part of their subjects. The students will be given weekly assignments and will be working under supervision of the instructor throughout the week.

### **Recommended Books:**

1. Mastin Miller, The complete guide to Antiques, 2003-In London.
2. Susan Denton, Quilt Making, 1987 London.
3. Valerie Campbell, Harding Fabric Painting for Embroidery, 1990 Singapore.
4. The Restored Sisine Chapel, Rome Florence Venice, 1998 BonechiEdizioni.
5. Curtis Frye, Step by Step MS Excel Ver 202, 2002
6. Step by Step Ms PowerPoint ver 2002, 2002

**BFA Part IV (Textile Design)**  
**4 Year Programme Annual System**  
**APPENDIX “A”**

**YEAR-IV**

<b>Sr.#</b>	<b>Course Title</b>	<b>Credits Total(Theory+Practical)</b>
Paper I	History of Textile Design –II	100
Paper II	Textile Design III	100
Paper III	Digital Textile Design-II	100
Paper IV	Thesis :Product and Development	200
Paper V	Drawing IV	150
Paper VI	Exhibition	250
	<b>Total</b>	<b>900</b>

## **APPENDIX “B”**

### **Detail of Syllabus Part IV**

#### **Paper I**

**Course:** History of Textile Design II

**Total Marks:** 100

#### **Aims & Objectives:**

The main aim of this course is to enable students to recognize that ‘design’ is integrally linked to the human experience and that it has historically served both as an ‘agent and a mirror of change’. By surveying key historical movements and ideas in design, the objective is to nurture an understanding of how design and material culture embodies and communicates layers of meanings. As designers of the future, the course aims to provide an informed perspective on design and comprehend the historical significance of the designed object within the context of a broader global culture. The course is structured to initiate thinking, research and analytical skills. It also aims to cultivate teamwork and presentation skills.

#### **Course Contents:**

##### **Custom & Traditions of Pakistan**

- Religious Festivals of Pakistan
- Cultural Ceremonies & Festivals of Pakistan
- Provinces Cultures

#### **Recommended Books:**

1. Hasan, Musarrat. Paintings in the Punjab Plain (1849-1949) Lahore Ferozsons, 1998
2. Naqvi, Akbar. Images and identity. New York: Oxford University Press, 1998
3. Basham, A.L the Wonder that was India. New York: The Macmillan. Co. 1959  
Matthias Seidel and Regine Schulz Art and Architecture Egypt, 1935 Germany.
4. Tudy Turner, Awash with Colour 1997 Singapore
5. Canaday, John, What is Art? New York: Knopf, 1990



**Paper: II**  
**Course:** Textile Design III  
**Marks Total:** 100   **Practical:** 100

**Aims and objectives:**

- To develop on individual artistic expression working in groups by exploring various textile practices.
- Students are exposed to the term fiber art and are encouraged to develop their own work methods by exploring the complexities between art & design. They are supposed to develop their own vision with the basic understanding of the disciplines.
- Students will develop on various research methods starting from more general interest, **'Inspiration'** with respect to perspective such as historical, technical, aesthetical, ethical, commercial, ideological etc...  
What am I doing? Why am I doing it? What has been my work process and why?

**Course Contents**

- 3D Fabric rendering
- Exploring textiles as sculpture
- Fiber art (Advanced)
- Space study in relation to studio practice work
- Hand painting and embellishment
- Natural dyeing

**Recommended Books:**

1. Geoffrey Wills, Glass, 1975 London.
2. Doaelas, Mudd All The Money in the World, 2006 New York
3. Jill Kennedy, Silk Painting, New York.
4. Victoria Dutton, Traditional Country Craft, Korea
5. Susan Louise Moyer, Silk Paint 1989
6. Renate Henge, Inspiration Silk Paint from Nature, 1988 Malaysia
7. Judith Miller, Art Nouveau, 2004 New York.
8. Gail Abbott and Jane Bolsover Rowan Living, 2002 England.
9. Kunst Der Antike J. Paul Getty Museum, 1687 Singapore.
10. Quentin Willson, Classic American Cars, 1997 London.
11. Kafee Fassett, Passionate Patchwork, USA.
12. King Fisher, Creative Lettering and Calligraphy, 1990 Spain.

13. Valerie Campbell, Harding Fabric Painting for Embroidery, 1990 Singapore

### **Paper: III**

### **Digital Textile Design-II**

**Total Marks: 100**

#### **Course Objectives**

- Get hold on design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

#### **Course Content:**

- **Software/ Graphic Design Systems:**
- Students will learn to use the following software/ graphic design systems proficiently use for Digital Textile Design.
- Adobe Illustrator CS5
- Adobe Photoshop CS5

#### **Recommended Books:**

1. Curtis Frye, Step by Step MS Excel Ver 2002, 2002
2. Step by Step Ms Powerpoint ver 2002, 2002
3. Faith Wempen, Microsoft Access 2002 Fast And Easy, 2002
4. Steve Bain.Nick wilkinson, Corel Draw 12 The Oficial guide, 2004
5. Rosie Dickins, The Usborne Introduction to Art, 2003

**Paper IV**  
**Course: Final Project**  
**Total Marks: 200**

**Project Objectives**

The aim of the project is to testify students for independent design project planning, development, and execution. The project will be a reflection on the development and research compiled during past courses. Students will:

- Work on a design project in their selected area
- Design solutions
- Exhibit

**Course Contents**

- Development
- Samples
- Prototypes/ Models/ Collection
- Visualization/ Presentation
- Display

**Recommended Books:**

1. Graham Leslie McCallum, 4000 Flower & Plant Motifs A Sourcebook, Published on: 2005-03-28
2. Richard Hofmann, Decorative Flower and leaf Designs ( Dover Design Library) Published on: 1991-09-30
3. Graham Leslie McCallum, 4000 Flower & Plant Motifs A Sourcebook, Published on: 2005-03-28
4. Richard Hofmann, Decorative Flower and leaf Designs ( Dover Design Library) Published on: 1991-09-30
5. Ahmed, Jalaulddin. Art in Pakistan . Karachi ,Publication, 1970
6. Ajazuddin, F.S Historical Images of Pakistan, Lahore Ferozsons, 1992
7. Hasan, Ijaz-al Painting in Pakistan. Lahore : Ferozsons, 1992
8. Hasan, Musarrat. Paintings in the Punjab Plain (1849-1949) Lahore Ferozsons, 1998
9. Ali, S Amjad. Painting of Pakistan. Islamabad : National Book Foundation, 1995

## **Paper V**

**Course: Drawing IV**

**Marks Total: 150**

### **Course Objectives:**

The course aims to provide students with the opportunity to visualize interpret and draw their ideas which they develop in reflection of research.

### **Course Contents**

- Develop information board according to target group.
- Realistic drawings of selected topic.
- Transformation, simplification, alienization of drawings.
- Element development.
- Technical drawings according to the selected techniques.

### **Recommended Books:**

- Santosh S.Pendnekar, How to do Pencil Shading in Landscape
- Santosh S.Pendnekar, How to do Pencil Shading in Objects

## **Paper V**

**Course: Course work:**

**Marks Total: 250**

### **Objective:**

- To search or working on Textile Design products in market.
- Students will focus on advance exercises in textile design using the latest computer software.
- Students will complete internship in summer vocations.

## **Recommended Books:**

1. Graham Leslic McCallum, 4000 Flower & Plant Motifs A Sourcebook, Published on: 2005-03-28
2. Richard Hofmann, Decorative Flower and leaf Designs ( Dover Design Library)  
Published on: 1991-09-30
3. Graham Leslic McCallum, 4000 Flower & Plant Motifs A Sourcebook, Published on: 2005-03-28
4. Richard Hofmann, Decorative Flower and leaf Designs ( Dover Design Library)  
Published on: 1991-09-30