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, been pleased to approve the recommendations of the Committee constituted by the Academic Council at its meeting held on 20-05-2010, regarding revision of the Syllabi & Courses of Reading of the following disciplines w.e.f. the Academic Session 2009-2013:-

1. Bachelor of Fine Arts (4 years program) in Painting with Print making and Sculpture under Annual System to teach in fourth year only those students who make specialization in MFA in these subjects.
2. Bachelor of Fine Arts (4 years program) in Graphic Design under Annual System.
3. Bachelor of Fine Arts (4 years program) in Textile Design under Annual System.

The revised Syllabi & Courses of Reading for above mentioned disciplines are enclosed herewith vide Annexure-A, B, & C.

Admin Block,
Quaid-e-Azam Campus,
Lahore.
No. D/7336/ Acad.

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

1. Dean, Faculty of Arts & Humanities.
2. Principal, University College of Art & Design.
3. Controller of Examinations
4. Deputy Controller (Computer)
5. Deputy Controller (Examination)
6. Deputy Controller (Conduct)
7. Deputy Registrar (General)
8. Deputy Registrar (Affiliation)
9. Secretary to the Vice-Chancellor
10. Secretary to the Registrar
11. Assistant Registrar (Statutes)
12. Assistant (Syllabus)

Sd/-
Prof. Dr. Muhammad Akhtar
Registrar

Dated: 24-11-2010

Additional Registrar (Academic)
The following Appendix 'A' (Outlines of Tests) and Appendix 'B' (Syllabi and Courses of Reading) for Parts I, II, III and IV (First, Second, Third and Fourth Year) Examinations of the Four-Year Bachelor of Fine Arts (Graphic Design) Professional Degree Course from session 2009-10 to 2012-13.

**BFA (Graphic Design) Part-I Examination**

**4 Year Programme Annual System**

**APPENDIX ‘A’**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Subject</th>
<th>Hours</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper I</td>
<td>English (Compulsory)</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Compulsory English I: Language in use</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>English Compulsory II: Academic Reading and Writing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper II</td>
<td>Introduction to Visual Arts (Art Appreciation)</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>Paper III</td>
<td>Islamic Studies/Pak. Studies (Compulsory)</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>Paper IV</td>
<td>Test of Drawing</td>
<td>3 days</td>
<td>100</td>
</tr>
<tr>
<td>Paper V</td>
<td>Advertising Design</td>
<td>4 days</td>
<td>100</td>
</tr>
</tbody>
</table>

Materials to be supplied by the University. The examination work will be the property of the University.

Paper VI: Exhibition of work

Total: 700 marks

**DRAWINGS**

(In pencil, Pen and Ink, Charcoal, Pastel, etc).

- Life Drawing: 6
- Other Drawings: 2

**ADVERTISING DESIGN**

- Layout and Typography: 3
- Colour Charts: 3
- Basic Designs: 3
- Posters: 3
- Packages: 2
- Lettering Charts: 2
- Arabic Calligraphy: 2

**GRAPHIC ARTS**

- Linocut: 1
- Woodcut: 1
- Lithography: 1
- Scraperboard: 1

**ENLARGED PHOTOGRAPHS**

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**ANATOMICAL DRAWING**

**PERSPECTIVE DRAWING**

**SKETCH BOOKS**

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APPENDIX ‘B’
(Syllabi and Courses of Reading)

Paper I  Compulsory English I: Language in Use.

Aims:
1. To develop the ability to communicate effectively
2. To enable the students to read effectively and independently any intermediate level text
3. To make the experience of learning English more meaningful and enjoyable
4. To enable the students to use grammar and language structure in context

Objectives: (Contents)

A: Listening and Speaking Skills*
To develop the ability to:
- Understand and use English to express ideas and opinions related to students’ real life experiences inside and outside the classroom
- Give reasons (Substantiating) justifying their view
- Understand and use signal markers
- Extract information and make notes from lectures
- Ask and answer relevant questions to seek information.

B: Reading comprehension skills
To enable the students to read a text to:
- Identify main idea/topic sentences
- Find specific information quickly
- Distinguish between relevant and irrelevant information according to purpose for reading
- Recognize and interpret cohesive devices
- Distinguish between fact and opinion

C: Vocabulary Building Skills
To enable the students to:
- Guess the meanings of unfamiliar words using context clues
- Use word formation rules for enhancing vocabulary
- Use the dictionary for finding out meanings and use of unfamiliar words

D: Writing Skills
To enable students to write descriptive, narrative and argumentative texts with and without stimulus input

E: Grammar in context
- Tenses: meaning & use
- Modals
- Use of active and passive voice

Listening and Speaking skills will be assessed informally only using formative assessment methods till such time that facilities are available for testing these skills more formally.

Methodology
The focus will be on teaching of language skills rather than content using a variety of techniques such as guided silent reading, communication tasks etc. Moreover, a process approach will be taken for teaching writing skills with a focus on composing, editing and revising drafts both individually and with peer and tutor support.
Recommended reading:

**English Language II (Compulsory): Academic Reading and Writing.**

Aims:
To enable the students to:
- Read the lines (literal understanding of text), read between the lines (to interpret text) and read beyond the lines (to assimilate. Integrate knowledge etc.)
- Write well organized academic texts including examination answers with topic/thesis statement/supporting details
- Write argumentative essays and course assignments

**Reading and Critical Thinking**
1. Read academic texts effectively by:
   - Using appropriate strategies for extracting information and salient points according to a given purpose
   - Identifying the main points supporting details, conclusions in a text of intermediate level
   - Identifying the writer’s intent such as cause and effect, reasons, comparison and contrast, exemplification
   - Interpreting charts and diagrams
   - Making appropriate notes using strategies such as mind maps, tables, lists, graphs.
   - Reading and carrying out instructions for tasks, assignments and examination questions
2. Enhance academic vocabulary using skills learnt in Compulsory English I course
3. Acquire efficient dictionary skills such as locating guide words, entry words, choosing appropriate definition, and identifying pronunciation through pronunciation key, identifying part of speech, identifying syllable division and stress patterns

**Writing Academic Texts**
Students will be able to:
1. Plan their writing: identify audience, purpose and message (content)
2. Collect information in various forms such as mind maps, tables. Charts, lists
3. Order information such as:
   - Chronology for a narrative
   - Stages of a process
   - From general to specific and vice versa
   - From most important to least important
   - Advantages and disadvantages
   - Comparison and contrast
   - Problem solution pattern
4. Write argumentative and descriptive forms of writing using different methods of developing ideas like listing, comparison, and contrast, cause and effect, for and against
   - Write good topic and supporting sentences and effective conclusions
Use appropriate cohesive devices such as reference words and signal markers

5. Redraft Checking content, structure and language, edit and proof read.

**Grammar in Context**
- Phrase, clause and sentence structure
- Combining sentences
- Reported Speech

**Methodology**
In this curriculum, students will be encouraged to become independent and efficient readers using appropriate skills and strategies for reading and comprehending texts at intermediate level. Moreover, writing is approached as a process. The students will be provided opportunities to write clearly in genres appropriate to their disciplines.

**Recommended Readings:**

**Paper II Introduction to Visual Arts-I (Art Appreciation):**

**Course Objectives**
This course is designed to develop student’s perceptual and conceptual skills through the history of visual arts and aesthetics.

**Week 1**
1. Introduction to perception
   - Perceptual Model
   - Objective and Subjective Reality
   - Class discussion on Visual and Conceptual and intellectual faculties of mind

**Week 2**
2. Classification of Intellectual Levels
3. Introduction to Visual and Time Arts
   - What is Art
   - Difference between Humanities and Sciences
   - Difference between Artifact and a Work of Art
   - Categorizing Visual Arts
   - Human Enterprise

**Week 3**
4. The Functions of Art
   - Enjoyment
   - Political and social commentary
   - Therapy

**Week 4**
5. Types of Criticism
   - Intrinsic Criteria
Week 5
6. Critical Method
   • Introduction
   • Analysis
   • Interpretation
   • Evaluation/Judgment

Week 6
7. Formal And Contextual Analysis
8. Elements of Visual Art
   • Line
   • Color
   • Texture
   • Mass/Volume
   • Form
   • Space/Perspective
   • Chiaroscuro

Week 7
9. Principles of Visual Arts
   • Plan
   • Balance
   • Focal Area
   • Harmony
   • Variety
   • Rhythm
   • Unity of Composition

Week 8
10. Difference between two dimensional and three dimensional Arts
    • Painting
    • Sculpture
    • Architecture

Week 9
11. Reading the Space and time in Visual Arts

Week 10
12. Styles in Arts
   • Classical
   • Renaissance
   • Baroque

Week 11
   • Neo-Classicism
   • Romanticism
   • Realism

Week 12
   • Impressionism
   • Neo-Impressionism
   • Post-Impressionism

Week 13
   • Abstract Art/ Cubism
   • Dadaism
   • Surrealism
• Futurism

Week 14
13. Art and Nature

Week 15
14. Art and Beauty

Week 16
15. Art and Religion

Suggested reading:


Paper III Pakistan Studies

This Course examines the Philosophy of the creation of Pakistan and focuses on the history of Punjab and Lahore to understand the socio-cultural perspective of the place where we live.

Suggested readings:


Islamic Studies

This course aims to examine the principles of Islam with particular reference to social value such as tolerance, sharing, thinking, and reflecting, magnanimity, steadfastness, honesty and justice. Study of the Hadith and Quran regarding the above principles of life and their manifestation. In the art and design of the Muslim world.
Suggested readings:

1. Aalum-e-Islamia, Ghulam Ahmad Barari, Dr. Abdul Ghafoor Rashid, Polimer, Publishers, Urdu, Bazar, Lahore.

**Paper IV  Test of Drawing**

This course seeks to develop the basic skills of observation and drawing through a systematic study of models and still life under different light condition. The students are encouraged to develop their skills in understating volumes, shapes, forms and colors.

**Paper V  Basic Design**

Basic design serves as a bridge to all studio courses in the freshman curriculum. It involves the understanding and manipulation of the formal elements of the visual language. In this course, point, line, shapes and texture are discussed in terms of the visual dynamic they set up. 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.

Suggested readings:


**Paper VI  Exhibition of Work**

**Color and Texture:**

**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 learn color and texture development techniques through practice and create simple thematic textile designs for apparel and interior
on paper. The students will be given weekly assignments and will be working under supervision of the instructor throughout the week.


**Material and Environment:**

**Aims and objective:**
This course aims at the understanding of nature and properties of material used in Textile Art in relation to its environment. Visits to different local craft sites and lecture/discussion by outside experts from the case of this course.

**Methodology:**
Students will learn different materials and environment to develop designs through practice and create 3D soft sculptures. The students will be given weekly assignments and will be working under supervision of the instructor throughout the week.

**Suggested readings:**
1. Estel Vilaseca, Cutting-Edge Patterns and Textures (Book & CD Rom) Published on: 2008-04-01.

**Introduction to Computers:**

**Aims and objective:**
Through this course the students understand the basics of hardware and software memory systems, files and the use of internet. They are introduced to basic word, adobe photo shop, coral draw, power point etc.
Methodology:
Students will learn basic computer techniques of adobe Photoshop to develop designs through practice and create digital designs. The students will be given weekly assignments and will be working under supervision of the instructor throughout the week.
## BFA (Graphic Design) Part-II Examination
### 4 Year Programme Annual System

**APPENDIX ‘A’**

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper I</td>
<td>English (Compulsory)</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>(i)</td>
<td>Communication skills</td>
<td></td>
<td>40 Marks</td>
</tr>
<tr>
<td>(ii)</td>
<td>Advanced Academic reading and Writing</td>
<td></td>
<td>60 Marks</td>
</tr>
<tr>
<td>Paper II</td>
<td>Art Appreciation II</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>Paper III</td>
<td>Techniques of Printing-I (Graphic Arts)</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>Paper IV</td>
<td>Techniques of Printing-II (Commercial Printing)</td>
<td>3 Days</td>
<td>100</td>
</tr>
<tr>
<td>Paper V</td>
<td>Test of Drawing</td>
<td>3 Days</td>
<td>150</td>
</tr>
<tr>
<td>Paper VI</td>
<td>Composition (Graphic Media)</td>
<td>6 Days</td>
<td>200</td>
</tr>
</tbody>
</table>

The University will supply primed hard-boards.
2 ½' * 42' Size and tempers or oil colours to the candidate.
The painting will be property of the University.

<table>
<thead>
<tr>
<th>Paper VII</th>
<th>Exhibition of work</th>
<th>Total</th>
<th>250</th>
</tr>
</thead>
</table>

Minimum number of work to be submitted for the Exhibition.

**DRAWING**

- In Pencil, Pen and Ink, Charcoal, pastel, etc.
- Life Drawings: 6
- Animal Drawings: 2
- Nature Drawings: 2

**COMPOSITIONS:**

- Illustrated Dummies: 4
- Fair Dummy: 1
- Book Illustrations: 4
- And their Book Jackets: 4

In the following Media:-

- (i) Photography
- (ii) Miniature
- (iii) Woodcut
- (iv) Intaglio
- (v) Lithography
- (vi) Poster-colour or Gouache

Posters
Advertisements
Packages
(Photography to be used in Advertisements and Packages)
Lettering Charts: 2
Arabic Calligraphy: 2
APPENDIX ‘B’
(Syllabi and Courses of Reading)

Paper I  English (Compulsory):

(i) Communication Skills

Aims:
To enable the students to meet their real life communication needs

Contents:
- Oral Presentation skills (prepared and unprepared talks)
- Preparing for interviews (scholarship, job, placement for internship, etc.)
- Writing formal letters
- Writing different kinds of applications (leave, job, complaint, etc.)
- Preparing a Curriculum Vitae (CV), bio-date
- Writing Short reports

Recommended Readings:
1) Ellen, K. 2002. Maximize Your Presentation Skills: How to Speak, look and act on your way to the top
2) Hargie, O. (ed.) Hand book of Communications Skills

(ii) Advanced Academic Reading and Writing:

Aims:
To enable the students to:
- Read Academics text critically
- Write Well organized academic text e.g. assignments, examination answers
- Write narrative, descriptive, argumentative essays and reports (assignments).

Contents:
1. Critical Reading
Advanced reading skills and strategies building on foundations of English I & II courses in semesters I and II of a range of text types e.g. description, argumentation, comparison and contrast

2. Advanced Academic writing
Advanced writing skills and strategies building on English I & II in semesters I and II:

- Writing summaries of articles
- Report writing
- Analysis and synthesis of academic material in writing
- Presenting an argument in assignments/term-papers and examination answers

Recommended Readings:
4. Behrens & Rosen. 2007. Reading and Writing across the Curriculum

Paper II  **Art Appreciation – I (Ancient Civilizations).**

**Art Appreciation-I**

*(Ancient Civilizations)*

Evolution of Art

Egyptian

Western Asiatic

Indus Valley Civilization

Greek

Roman

Buddhist

Drawing

Pencil, Pen and Ink, Charcoal, Pastel, etc.

Life and still-life

Plant and Nature Drawing

Perspective

Anatomy

Painting

(Oil, Water-colour and Gouache)

Portrait and life painting

Still-Life painting

Landscape Painting

Modeling and Plaster casting

Clay, Plaster

Graphic Arts

Wood-cut and Lithography

Reference books:

- Dawn of civilization by Grahame Clark (Thames and Hudson): History of Architecture by Sir Banister Fletcher.
- Egyptian Architecture, Sculpture, Painting by K. Lange and M. Hirmer.
- Greek Painting by Martin Robertson.
- Greek Sculpture by R. Lullies and M. Hirmer.
- Roman Painting by Amedeo Maiure.
- Roman Sculpture (From Augustan to Constantine by Arthur Strong L.L.D.
- Indus Civilization by Sir Mortimer Wheeler.
- Indian Art by K. Bharatha Lyer.
- 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.

Paper III  Techniques of Printing-I: (Graphic Arts).
Autographic Methods and their History
Relief Printing
Intaglio Printing
Plano graphic Printing

Paper IV  Techniques of Printing-II.

PART 'A' PHOTOGRAPHY:  50 Marks

Brief History of Photography:

Developers and Fixing Solutions for Black and White Photography:
The reduction of latent image.
(i) Visual observation. Inspection of the negative.
(ii) The factorial system
(iii) Time and temperature at constant Dilution
(iv) Dilution and Temperature at constant time.
The measurement of the contrast of negative. Developers. Printing paper Developers. The hypo-fixing solution.

Camera lenses and diaphragms:

Aberrations of lenses:

Camera shutters and shutter speeds:

Properties of Photographic Emulsion:

The Processes of Development:

The control of negative contrast:
The growth of density with the tone of development.
The scale of tone reproduction verses contrast.

Printing processes:
Negative and positive process. Tone reproduction with printing paper. Processing developing Paper.

Printing Paper Developer:
The temperature of the Paper Developer. The developer formulas for printing paper.
Colour Characteristics of Light filters and Films:
Subject contrast depends on colour and brightness intensity. Color sensitive emulsions and light filters. Filter material.

Enlarging and Projection Printing:

The Preparation of lantern and film strips:
Pictures by projection. Lantern slides. The contact film slide printer. Making a transparent slide.

Intensification and reduction:

Toning processes:
Method for adding colour in photographs. The application of colour by hand. The toning process. Sepia toning by direct developing. The choice of print for toning.

PART B: METHODS OF PRINTING:
History of Paper.
Paper and its uses.
An outline knowledge of the methods of graphic reproduction in black and white including line and screen block making. Photolithography and screen process printing.

Basic differences between letter press and offset printing.
Advantages and disadvantages of Photo-Offset process. Knowledge of terms employed in the different processes and principle of tone reproduction in black and white.

Photoengraving:
Qualities required in black and white originals. An outline knowledge of line and Halftone black and white negative making.

Camera Operating:

Selection of sensitive emulsions black and white.
Photolithography history and fundamentals of lithographic process.
Difference between lithography, Photo-lithography, offset and Photo-offset.

Printing down and preparation of printing plates.
Surface and deep-etch methods.

Silk-screen printing outline knowledge of the process.
Production of photographic stencils, Characteristics of the stencil process for black and white.

Paper V Test of Drawing.
(Pencil, Pen and Ink, Charcoal, Pastel, etc.)
Life and Still-Life.
Animal Drawing.
Nature Drawing.

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Paper VI  **Composition:**
(water-colour, Poster-colour, Tempera, etc.)
Basic pictorial design.
Book illustration in all media.
Advertising design
Poster, Advertisement, Book-Jackets.
Lettering and Calligraphy.

**Photography for Advertising**

**Book Binding**

**Graphic Arts**
Copper-Engraving, Etching, Drypoint, Aquatint.

Paper VII  **Exhibition of Work:**

**Reference Book:**
The Story of Art by Gombrich.
Meaning of Art by Herbert Read.
Humanities by L. Dudley and A. Faricy.
Elementary Typography by Bernard Rogers.
Writing and Illumination and Lettering by Edward Johnston.
Modern Lettering and Calligraphy by Rath bare Halen.
History of Wood-Engraving be Douglas Percy Bliss.
Graven Image by John Farleige.
How to Draw and print Lithographs by Adolf Dehn and Lawrence Barrett.
New Ways of Gravure by S.W. Hayter.
Modern Methods and Materials of Etching by Henry Sternberg.
Bookcraft and Book Binding by John Mason.
Some Notes on Book binding by Douglas Cockerell.
Fine Art in India and Ceylon by Vincent Smith.
Indian Temple Sculpture by A. Goswami.
Fundamentals of Photography with Laboratory Experiments by Paul E. Bucher.
Photolithography (Latest Edition) by Bruce E. Tory.
Photo Engraving in Relief by W. G. Smith, E.L. Turner and C. D. Hallen.
BFA (Graphic Design) Part-III Examination  
4 Year Programme Annual System  
APPENDIX ‘A’

<table>
<thead>
<tr>
<th>Paper I</th>
<th>Advertising and Printing Management</th>
<th>3 Hours</th>
<th>150</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper II</td>
<td>Techniques of Printing-III</td>
<td>3 Hours</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Commercial Printing</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>There will be two parts as under:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part ‘A’: Photography</td>
<td>75 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part ‘B’: Methods of Printing</td>
<td>75 Marks</td>
<td></td>
</tr>
</tbody>
</table>

Paper III: Test of Drawing  
3 days 150  
3 hours per day  

Paper IV: Book Illustration and Advertising  
30 Days 200  
3 hours per day  

The month’s project will be to illustrate a book in any Graphic Art media, (6 illustration and advertise it). The university on the advice of the Examiners will provide the book to be Illustrated and advertised. Materials to be supplied by the University. The examination work will be the property of the University.

Paper V: Exhibition of work  
250  
Total 900

Paper V: Minimum number of works to be submitted for the Exhibition.

**DRAWING**  
(In Pencil, Pen and Ink, Charcoal, pastel, Water-colours).
- Life Drawings 6
- Animal Drawings 3
- Nature Drawings 3

**GRAPHIC DESIGN**  
Illustrated Book 1  
(for reproduction by photo litho)
- Illustrations 6
- Book-Jacket 1

**MAGAZINE:**
- Layout 1
- Advertisements 2
- Illustrations 3
- Magazine cover 1

**PROJECT:**
- Symbol 1
- Poster 1
- Calendar or Barochure 1
- Newspaper Advertisement 1
- Magazine Advertisement 1
- Packages 2

(2 items for the magazine to be carried out in photography)

(2 items of project must be carried out in Photography)
APPENDIX ‘B’
(Syllabi and Courses of Reading)

Paper I Advertising and Printing Management:

Introduction to advertising:
What is advertising?
Growth of advertising

Research preparatory to advertising:
Product and Brand, What is product, product analysis, selling points of product,
image of a product, the competitors, brand loyalty.

The Consumer:
What is a consumer, product consumer relation, consumer classification,
consumer and his buying actions, fact finding about consumers, interviews,
motivation research, projective techniques, combination research.

Factors influencing demand:
Psychological factors:
The self, the concept of self image, consumer attitudes, individual differences in
consumers emotions.

Sociological Factors:
Imitation and suggestion, the family, household consumption, family buying
trends, opinion formations, occupational attitudes, fashion, sex and class
f distinction, literacy and education, religion.

Economic Factors:
Various income groups, the price and value, the price and buying decision.

The Advertising agency: Functions, working and organization:

Functions
Terms of business, handling of clients: planning a campaign, finalizing.

Working of an advertising agency:
The working of Art Director
Copy Writer
Accounts executive
Media man
Artists
Traffic and production man

Organization:
Managing the departments, studio, copy, traffic, mechanical, media.
An outline of accounts, production orders, art department charges, printing orders,
space charges, discounts and commissions. An outline knowledge of the
following budgetary control of client's advertising expenditure and budgetary
control of agency operations, Public Relation.

Advertising for special purposes:
Industrial Advertising,
Retail Advertising,
Cooperative Advertising.
Free-Lance designer:
Contract and designers Brief:

Costing and Estimating:
Factory Management in relation to Printing Outline. Study of Law related to
Advertisement and Printing Industrial Law, Labour Law of Pakistan, Copy rights etc.

Reference Books:
5. Consumer Behaviour and Behavioural Sciences by Stewart Handerson Britt.

Paper II Techniques of Printing-III: (Commercial Printing)
Part 'A': (Photography).

Properties of Photographic Emulsions:
Theory of the latent image. The visible image. Measurement of the density. The
relation between exposure and density. The characteristics of emulsion. The
latitude of emulsion. The reciprocity law. Additive system of Photographic
exposure.

The control of Negative Contrast
The method of controlling negative contrast. Control of contrast by varying the
time of development. Contrast control by variation in the dilution of the
developer.

Printing Process:
Contrast control in a print (long and short scale papers). Fitting the papers to the
negative. Other printing Processes.

Colour characteristics of Light Filters and Films:
The measurement of filter factor. Light filter transmission characteristics. The use
of light filters.

The preparation of Latten and Film strips for Projection:
Film slides from small negatives. Exposing the negatives. Developing the
negatives. Film slide material. The film reel for developing the positive roll. The
film slide developer and fixing baths. Contrast and projection density, projecting a
film and lantern slide.

Dye-staining processes:
prints.

Colour Photography:
Early work in colour photography. The three qualities of colour. The additive and
subtractive methods of mixing colours. Additive colour processes. Subtractive
colour processes. Reversal processes, colour prints from colour transparencies.
Colour separation negatives for use in dye transfer. Koda colour process and
colour prints. Colour correction by masking. Black and white print from colour
transparencies by intermediate negatives.

Motion Picture Photography:
Mechanics for producing the illusion of motion. The movie-camera mechanism.
Lenses and view finders. The reversal process, equipment, formulas and
techniques. Projection equipment. Editing and tilting the film. The meaning of
Shadows highlights and rhythm.
Part 'B': Method of Printing:
Print quality and printability.
Ink formation, colour fading of print. Selection of suitable inks for different types of work.
An outline knowledge of the methods of graphic reproduction, including line and screen block making, photogravure, photolithography, collotype and screen process printing in colour.

Basic difference between letter-press and offset printing reproduction.
Knowledge of terms employed in the different processes and principles of tone reproduction in colour. Means of identifying the process by which a print has been reproduced. Suitability of each process for various purposes.

Photoengraving Qualities required in originals for coloured reproduction.
Colour separation and colour masking. Filter and filter factors. Printing on metal, line etching, tint laying and colour line-work, half-tone etching in color.

Camera Operating, I lamination of original, selection and control of light sources for coloured originals.

Photolithography colour work in Line and Half tone.
Advantages of deep etch plates over surface plates.

Photogravure.

Silk Screen Printing
Outline knowledge of the process. Production of Photographic stencils. Characteristics of the process. Advantages and disadvantages of the silk screen process.

Collotype Photographic Work.
Preparation of the dichromate gelatin and the printing plate. The nature of the printing surface.

Estimating for the designer

Paper III Test of Drawing
(Pencil, Pen and Ink, Charcoal, Pastel, Water-colour etc.)
Life and Still life
Animal Drawing
Nature Drawing

Paper IV Book Illustration and Advertising
(Water Colour, Past. Colour, Tempera.)
Wood engraving, Lithography, etc.
Book Illustration in all media.
Advertising design
Lettering and Calligraphy.

Photography for Advertising:

Paper V Exhibition of Work

Reference Books:
Silk Screen colour Printing by Harry Sternberg.
Fundamental of Photography with Laboratory experiments by Pual E. Bucher.
Photolithography (Latest Edition) by Bruce E. Tory.
Photoengraving in Relief by W. G. Smith, E. L. Turner and C. D. Hallen.
Ilford Manual of Process Work (Latest) by Ilford Ltd., Silk Screen process
production by Sir Isaac Newton.
BFA Part-IV (Graphic Design)
4 Year Programme Annual System
APPENDIX ‘A’

<table>
<thead>
<tr>
<th>Paper</th>
<th>Course</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Paper I</td>
<td>History of Design</td>
<td>100</td>
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<tr>
<td>Paper II</td>
<td>Commercial Printing (Design Management &amp; Planning)</td>
<td>100</td>
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<tr>
<td>Paper III</td>
<td>Advance Photography (Digital Imaging)</td>
<td>100</td>
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<tr>
<td>Paper IV</td>
<td>Test of Drawing</td>
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<tr>
<td>Paper V</td>
<td>Course work</td>
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<tr>
<td>Paper VI</td>
<td>Thesis Exhibition &amp; Research Report</td>
<td>200</td>
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<td></td>
<td><strong>Total</strong></td>
<td><strong>900</strong></td>
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</tbody>
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APPENDIX ‘B’
(Syllabi and Courses of Reading)

Paper I  **History of Design**
Acquainting students with the major milestones in Graphic Design history gives them a perspective of where graphic design fits the spectrum of Art History, Technology and Modern Aesthetics.
Suggested reading:

Paper II  **Commercial printing (Design Management & Planning):**
The course will be focusing on effective planning of designing & printing from project initiation to completion. Course will include advising on scope, buying & selling strategy, objectives and organizational structure of an ad agency including marketers, media personnel, art director and creative team: preparing design brief, establishing project financial structure, developing and monitoring project execution plans, media selection and media execution plan and establishing communication routes and information management procedures along with all the technicalities and difficulties of pre press and design requirement for printing press.
Suggested reading:

48

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

This course wills emphasis on the creation of digital images. Course includes the processing, compression, storage, printing, post production (re-touching) and display of images from the mean of digital photography, along with working on raster base software.

**Suggested reading:**

Paper IV  **Test of Drawing:**

This course will be including life drawings both beneficial for graphic designers and illustrators.

Paper V  **Course work:**

(Communication Design & Book Illustration)

Students will focus on advanced exercises in graphic communication design, using the latest computer software. Moreover, efficient solutions to design
problems and understanding sales promotion and campaign designing along will
be emphasized during the course.
Advanced Exercises in Illustration using raster based soft wares will be practiced
during the course. Students will be encouraged to illustrate books for children
and complete understanding of book layout and book jacket will be emphasized
in this course using vector base software.

(Magazine, Book & Catalogue Design, etc.)
This course will focus on the planning of content, designing, rough and final
dummy, execution, binging and pre press solutions to booklets, Catalogues,
Annual Reports, Prospectuses, Book & Magazine Layouts and Book Jackets.

Suggested reading:
2. Coler, Martin (1990). How to Find and Work With and Illustrator: To
   Get the Result you Want. United States: North Light Books.
   Educational limited.
   City, Switzerland: Rot Vision.
5. Lewis, Brian (1987). An Introduction to Illustration. New Jersey:
   Chatwell Books.
   Digital Graphic Design. London: Thames and Hudson.
7. Type Directors Club. (1994). Typography 15: The Annual of the Type
   How They Do it. China: Rockport.
   publishing House.
    International.
    and When to Design it Yourself United States of America: Rockport.
    Design in context. Switzerland: Rot Vision.
    Creative Type: A Sourcebook of classic and Contemporary Letterforms.
    Netherlands: Thames & Hudson.
    Packaging: A Comprehensive Guide for Graphic Designers. Switzerland:
    Rot Vision.
    Graphic Design, United States of America: Rockport.
    Uncovered> United States of America: Rockport.
    AP Professional.
    and Film. United States of America: Rockport Publishers Inc.
    International Inc.

Paper VI  Thesis Exhibition & Research Report:

In the studio based thesis, students will be given a topic of graphic communication, information, advertising or advanced illustration for books. The thesis requires the students to explore new media and make presentation of a considerable body of original work in various media produced by the students.

The research report will cover the following:


Part-II: Media Plan, Copy Strategy, Visuals, Budgets & Conclusion.

Suggested reading: