

DEPARTMENT OF TECHNOLOGY EDUCATION
University of the Punjab, Lahore
Course Outline

Programme	BS Technology Education	Course Code	BSTE305	Credit Hours	3
	Graphics Designing				
Course Introduction					
This course will explore the fundamentals of graphic design, from the basics of color and typography to advanced design principles and software skills					
Learning Outcomes					
On the completion of the course, the students will: 1. Understand the principles of graphic design 2. Develop skills in design software (Adobe Creative Suite) 3. Apply design principles to real-world projects 4. Analyze and critique design work 5. Develop a portfolio of design projects					
Course Content			Assignments/Readings		
Week 1	Unit 1.1: Design principles (balance, contrast, etc.)		Exercise balance and contrast designs		
	Unit1. 2: Color theory				
Week 2	Unit 2.1: Typography		Practice design software overview		
	Unit 2.2: Design software overview (Adobe Creative Suite)				
Week 3	Unit 3.1: Shape and form		Draw shape, form, texture and pattern		
	Unit 3.2: Texture and pattern				
Week 4	Unit 4.1: Space and layout		Practice space and layout		
	Unit 4.2: Visual hierarchy				
Week 5	Unit 5.1: Balance and alignment		Exercise Proximity and repetition Balance and alignment		
	Unit 5.2: Proximity and repetition				
Week 6	Unit 6.1: Contrast and unity		Practice contrast and unity		
	Unit 6.2: Designing for different audiences				
Week 7	Unit 7.1: Adobe Photoshop basics		Exercise Adobe Photoshop basics		
	Unit 7.2: Adobe Illustrator basics				

Week 8	Unit 8.1: Adobe In Design basics	Practice Adobe InDesign basics
	Unit 8.2: Design software best practices	
Week 9	Unit 9.1: Business card design	Exercise Business card and Brochure design
	Unit 9.2: Brochure design	
Week 10	Unit 10.1: Poster design	Practice poster and logo design
	Unit 10.2: Logo design	
Week 11	Unit 11.1: Branding and identity	Exercise Web design basics
	Unit 11.2: Web design basics	
Week 12	Unit 12.1: Motion graphics	Practice motion graphics and designing for social media
	Unit 12.2: Designing for social media	
Week 13	Unit 13.1: Analyzing design work	Exercise analyzing design work
	Unit 13.2: Giving and receiving feedback	
Week 14	Unit 14.1: Design critique guidelines	Develop portfolio
	Unit 14.2: Portfolio development	
Week 15	Unit 15.1: Final project overview	Preparation Final project
	Unit 15.2: Final project work time	
Week 16	Unit 16.1: Final project presentations	Preparation Final Project
	Unit 16.2: Course assessment and conclusion	

Textbooks and Reading Material

Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips
 Designing for Emotion by Aarron Walter
 Creative Suite documentation and tutorials

Teaching Learning Strategies

Lectures and demonstrations
 Hands-on design exercises and
 One-on-one instruction and guidance

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

