



**DEPARTMENT OF ARCHITECTURE
UNIVERSITY OF THE PUNJAB, LAHORE.**

**BACHELORS OF ARCHITECTURE (B. ARCH)
5 YEARS PROGRAM**

COURSE OUTLINE

Course Title	Visual Communication III
Course Code	ARCH-213
Credit Hours	03
Semester	Fall
Prerequisites	2nd year studio
Tutor	As per Timetable
Student Advising	As per Timetable
Contact	-

Teacher Signature

Chairman Signature

Course introduction

The course emphasis on the graphical presentation in architecture. The students shall learn the art of visually communicating with the architectural drawing.

Learning Objective:

This course will introduce the students to variety of communication modes used to represent architectural ideas. Students will employ communication techniques through sketching, technical drawings, model making, verbal and visual communication and graphic media to articulate their design skills from concept formation to design development and representation

Outcome

After successful completion of the course, the student will be able to:

1. Critically analyse architectural principles and represent them visually and in model form
2. Develop technical skills to communicate architectural concepts and issues
3. Ability to communicate information clearly and concisely through graphic media

Learning Methodology:

- Lectures as provided in the schedule of the semester activities
- Study of Archival Material and recommended books
- Guest Lectures as per requirement
- Presentation on allocated topics

Grade Evaluation Criteria

Following, is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Sessional (Assignments, Quizzes, Presentations)	30
Mid Term	30
Final examination	40
Total	100

Content	
Unit 1	Using lead pencil to create tonal Variations (total values exercise)
Unit 2	Using lead pencil as a mean to render various materials (Tone and Texture Exercise)
Unit 3	Using color pencils as a mean to render various materials (Tone and Texture Exercise)
Unit 4	Using color pencils to render an architectural plan (with special focus on the landscape)
Unit 5	Using color pencils to render an architectural plan (with special focus on internal floor plans)
Unit 6	Using oil pastels to render an exterior perspective
Unit 7	Using water colors to render a floor plan & landscape area
Unit 8	Using water colors to render a landscape area (with touches of color pencils)
Unit 9	Mid Term Exam
Unit 10	Documentation of specific areas of Lahore fort and rendering them using any of the mediums used before
Unit 11	Drawing a perspective view of an office and a house from same plan and render them using any of the mediums used before
Unit 12	Activity: Quiz 1
Unit 13	Activity: Quiz 2
Unit 14	Activity: Quiz 3
Unit 15	Final Examination
Recommended Books/References	