

<b>Programme</b>	<b>ADP Home Economics</b>	<b>Course Code</b>	<b>HEAD-105</b>	<b>Credit Hours</b>	<b>1(1+0)</b>
<b>Course Title</b>	<b>APPLIED ART AND DESIGN</b>				
<b>Course Introduction</b>					
This course will provide students with a broad perspective of the theories, techniques, and practices of the visual arts, design, crafts, and architecture and art history. The course encourages students to learn by doing, but primarily seeks to make learning productive and enjoyable. Students will develop a sound understanding of application of art and its importance in developing an awareness about design and different painting styles.					
<b>Learning Outcomes</b>					
On the completion of the course, the students will:					
1. Apply Elements and Principles of Design.					
2. Explain artistic techniques to create aesthetically functional designs.					
3. Evaluate the role of Design in enhancing everyday life and consumer experiences.					
<b>Course Content</b>			<b>Assignments/Readings</b>		
<b>Week 1</b>	Design: Structural and Decorative Design		Reading: Inayat N., Arts and Design: A student Companion, Page 20-22		
<b>Week 2</b>	Requirements of a good structural design		Reading: Inayat N., Arts and Design: A student Companion, Page 23-24		
<b>Week 3</b>	Requirements of a good decorative design		<b>Quiz of 5 marks in week 4:</b> 10 MCQs from the topics covered in first three weeks.		
<b>Week 4</b>	Evaluation & Appreciation of Structural and Decorative design <b>Quiz</b>		Students find and classify images (or physical objects) into two groups: those where the structural design is the primary aesthetic (e.g., a simple wooden chair, a modern glass building) and that where decorative design is added to an underlying structure (e.g., wallpaper, embroidery on a shirt, a highly carved antique cabinet).		
<b>Week 5</b>	Character and Decorative Quality in Design		Week 4 task continued		
<b>Week 6</b>	Applied Design: Interior/architecture, Furniture & Apparel		<b>Assignment of 5 marks:</b> What were the decorative elements used in Pakistani Architecture in the 1980s (or any other era specified by the course instructor)?		
<b>Week 7</b>	Craft Techniques: Tie dye, Stamping and Printing, Basic weaving		Reading: Inayat N., Arts and Design: A student Companion, Page 8-12		
<b>Week 8</b>	Craft Techniques: Pottery and Clay art		Reading: Inayat N., Arts and Design: A student Companion, Page 8-12		
<b>Week 9</b>	<b>Mid Term Exam</b>		<b>Topics included:</b>		
			1. Structural and Decorative design 2. Requirements of a good Structural and Decorative design 3. Evaluation and appreciation of Structural and Decorative Design 4. Character and Decorative Quality in Design 5. Applied Design 6. Craft Techniques		

<b>Week 10</b>	Art through the Ages: Mesopotamian Art Sumerian Art: Architecture and Sculpture (Techniques and Materials, Symbolic representations) Examples: White temple at Uruk, Female head of the goddess (Inanna), Eshnunna Statuettes, Iraq, Standard of Ur	Reading: Gardener's Art through the Ages Page no 32-38
<b>Week 11</b>	Art through the Ages: Mesopotamian Art Akkadian Art: Sculpture and Relief Examples: Head of an Akkadian ruler, from Nineveh, Victory stele of Naram-Sin, Gudea from Lagash (Telloh)	Reading: Gardener's Art through the Ages Page no 39-44
<b>Week 12</b>	Art through the Ages: Mesopotamian Art Assyrian Art: Architecture and Sculpture (Techniques and Materials, Symbolic representation) Examples: Palace of King Sargon II, Lamassu (Guardian Bulls), The Dying Lioness	Reading: Gardener's Art through the Ages Page no 45-47
<b>Week 13</b>	Art through the Ages: Mesopotamian Art Babylonian Art: Architecture and relief sculpture (Techniques and Materials, Symbolic representation) Examples: Stele of Hammurabi, Ishtar Gate, The Hanging Gardens of Babylon	Reading: Gardener's Art through the Ages Page no 47-50
<b>Week 14</b>	Art through the Ages: Mesopotamian Art Persian Art: Architecture and relief (Techniques and Materials, Symbolic representation) Examples: Palace of Persepolis, Processional frieze (detail) on the terrace of the apadana, Persepolis, Iran	<b>Assignment of 5 marks:</b> Make a list of Plant and Animal motifs used in Mesopotamian art.
<b>Week 15</b>	Art through the Ages: Egyptian Art Architecture (Types, Basic Structure, Materials used, Decorative elements) Examples: Pyramids, Rock cut Tombs, Temples	Reading: Gardener's Art through the Ages Page no 56-60, 70
<b>Week 16</b>	Art through the Ages: Egyptian Art Sculpture (Materials, Techniques, Style, Theme/ Subject Matter) Examples: Sphinx, Khefre enthroned, Façade of Temple of Ramses II, Akhenaton and Bust of Nefertiti, Akhenaton and Nefertiti with three daughters relief	Reading: Gardener's Art through the Ages Page no 61-63, 65-69
<b>Week 17</b>	Art through the Ages: Egyptian Art Painting (Techniques and Materials, Style, Subject matter) Examples: Ti watching Hippopotamus hunt,	Reading: Gardener's Art through the Ages Page no 64, 72-75
	Fowling scene from Tomb of Nebamun, Musicians and dancers from Tomb of Nebamun.	
<b>Week 18</b>	<b>Final Term Exam</b>	

### **Textbooks and Reading Material**

1. Art in Everyday Life by Harriet Goldstein (Jan 1, 1960), The MacMillan Company, New York.
2. Inside Today's Home by Luann Nissen, Ray Faulkner, and Sarah Faulkner (Jan 2, 1994), Holt, Rinehart and Winston, Alnc.
3. Janson's History of Art: The Western Tradition (8th Edition) (My Arts Lab Series) by Penelope J. E. Davies, Walter B. Denny, Frima Fox Hofrichter, and Joseph F. Jacobs (Jan 13, 2010).
4. Gardner's Art Through the Ages: A Global History, Volume II (Gardner's Art Through the Ages: A Concise History) by Helen Gardner (Apr 14, 2008).
5. Gateway to Art: Understanding the Visual Arts. 2013. Debra. J. Dewitte & Ralph M Lamann Thames & Hudson Pub.Co..
6. Inayat N., Arts and Design: A student Companion, Cravan Book House.

### **Teaching Learning Strategies**

Lecture- based learning through lectures and presentations.

Group Assignments and discussions.

Individual learning through quiz and assessments

### **Assignments: Types and Number with Calendar**

1. **Quiz of 5 marks in week 4:** 10 MCQs from the topics covered in first three weeks.
2. **Assignment of 5 marks in week 6:** What were the decorative elements used in Pakistani Architecture in the 1980s (or any other era specified by the course instructor)?
3. **Assignment of 5 marks in week 14:** Make a list of Plant and Animal motifs used in Mesopotamian art.