

**DEPARTMENT OF GRAPHIC DESIGN**  
**INSTITUTE OF VISUAL ARTS & DESIGN**  
**LAHORE COLLEGE FOR WOMEN UNIVERSITY, LAHORE**

**SELF-ASSESSMENT REPORT**

BFA- Bachelor of Fine Arts

**GRAPHIC DESIGN**

Submitted to

**Quality Enhancement Cell,  
Lahore College for Women University, Lahore**

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## **INTRODUCTION**

### **CRITERION 1: PROGRAM MISSION, OBJECTIVES AND OUTCOMES**

The Graphic Design degree program provides a comprehensive education in design principles, applications, theories, history, and practice. The curriculum places particular emphasis on creativity, concept and research skills, as well as the development of effective design processes, the generation of meaningful narratives and story-telling techniques, and engagement with various community partners. Students work with faculty primarily through studio courses that introduce an increasing complexity of design problems and methodologies, combined with opportunities for independent development and interaction with professionals.

Our Scheme of study provides students, a core of design related courses, a theoretical and practical understanding of the commercial art area of Graphic Design. Utilizing skills and techniques learned through a combined lecture/studio experience, students are introduced to the various aspects of the graphic communication process including the development of roughs, comps, layouts, paste-ups, and mechanicals in a Macintosh-equipped digital laboratory. A specific approach to beginning and advanced design problem-solving is emphasized. Additional topics of study include an analysis of graphic art production processes including photo digitizing, typography, and the use of illustration software programs

The curriculum in graphic design is of four thousand marks, it prepares the student for entrance into the professional practice of design communications. Studio work encompasses visual organization, typography, image making, sequential design, production techniques, and the process of communication planning. The first year of study provides a foundational base in understanding design through the study of art history, art & aesthetics, design, drawing, sculpture, drafting and various other visual principles, and image making and meaning. The second year furthers these studies through experimentation and development of methodological approaches to graphic design. The third year provides a comprehensive studio experience with an increased emphasis on design thinking, students choose courses of increasing specialization, have opportunities for engaging in professional internships, and work to develop a professional portfolio as the culmination of their design studies. The final year engages students in practical applications of graphic design through client-based projects that explore information design, visual systems, publishing, and web and interactive design.

The program employs a project-based learning approach that addresses design, digital content creation, communication, inter-personal, mechanical, technical and enhanced employability skills.

Throughout the program, students engage in a university environment with dynamic studio projects for both in-class and live clients. As well, the program offers educational and socially engaging field trips, guest speakers, workshops and collaborations with other institutes and organizations

### **Program Objectives**

- To instruct students in page layout, advertising, multimedia, video editing, web design, illustration, and other emerging visual communication technologies
- To prepare students to use a variety of manual and digital formats to create marketable communication solutions
- To assist students in gaining employment in advertising and marketing firms, print and electronic publication companies, video/film industry and in-house graphics departments

### **Program Outcomes**

- Consistently demonstrate the ability to analyze design problems from detailed briefings and interpret these through a visual presentation.
- Originate visual communications through the application, analysis, synthesis and evaluation of design theories, principles and processes to develop effective design solutions.
- Develop and show evidence of a logical progression of two-dimensional design concepts and, at the same time, demonstrate the ability to meaningfully integrate typography, illustration, photography, and all other graphic and advertising design elements.
- Develop and show evidence of an advanced level in logical progression of typographic design concepts.
- Demonstrate the ability to select and utilize type and letterform creatively and with all professional considerations given to the function, legibility, relationships with other graphic images, legalities, bilingualism, budgets, deadlines and all other limitations inherent in assigned typographic design briefings.
- Through a logical progression of design concepts and meaningful integration of all graphic elements, demonstrate the creative ability to realistically solve a number of packaging (surface graphics) design assignments with all due considerations given to the limitations and restrictions inherent in client briefings.

- Develop and show evidence of a logical progression of illustrative and photographic concepts, and, at the same time, demonstrate the ability to meaningfully integrate typography, photography, and all other graphic and advertising design elements with these concepts.
- Through proper utilization of all materials, instruments and graphic aids, effectively execute a high standard of rendered, illustrative design materials suitable for presentation to client.
- Use a variety of advanced technology to capture and manipulate design elements in producing a final product.
- Generate and apply photographs/digital images in their most practical form as related to design solutions.
- Understand and be knowledgeable of the terminology, procedures, changes and suitability concerning the major software, prepress, printing and finishing processes.
- Understand and be knowledgeable of professional practice within the design house, studio or advertising agency in areas such as finance and budget control, structures, client contact, briefings, fee estimating, work progression and direction and general business communications. Also prepare presentation (after client approval) to service bureau standards including electronic art and hard copy.
- Be cost conscious and to work effectively within established budgets and strictly defined deadlines.
- Receive, fully understand and accurately carry out all verbal and written instructions relating to the day-to-day function of the graphic and advertising designer.
- Work in a professional manner, maintaining professional relationships and communicating effectively with clients, coworkers, supervisors and others.
- Acquire an increased appreciation and understanding of the concepts and values required to enhance the quality of life for self and others in the home, workplace and the local and global community through an exploration of selected broad goals of education in the areas of aesthetics, civic life, culture, personal development, society, work and technology.

### **1.1.1 Mission Statement of Department of Graphic Design**

- The Graphic Design department, Institute of Visual Arts and Design LCWU Lahore enhances and advocates preparing students to use a variety of manual and digital formats to create marketable communication solutions. To assist students in gaining employment in advertising and marketing

firms, print and electronic publication companies, video/film industry and in-house graphics departments

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Department of Graphic Design offers BFA (4-years) degree with following particulars:

<b>Name of Program</b>	<b>Duration</b>	<b>No. of Modules (Semesters)</b>	<b>Total Credit Hrs</b>
BFA Graphic Design	4 years	4 year Annual System (Internship + Research)	Annual system

### **1.1.2 a. Mission of BFA Program**

The Graphic Design Degree program was started in October 2003 with a professional four years degree program of BFA Graphic Design in 2007 it is developed into a professional Communication Design education department. The Current enrolment of 164 students in Graphic Design are enthusiastically learning the ability to think, draw, write and design, learning the skills to solve specific design problems.

The BFA Graphic Design is an innovative Professional Degree Program that offers learning opportunities to study the exciting challenging fields of Art and Design suitable for a wide range of professional needs in the audio visual culture. In October 2010 MFA Graphic Design Program was successfully launched major focus of MFA is Multimedia Design.

The students are encouraged to develop innovative ways of thinking and creating and are also prepared to play an active role in the aesthetic arena to confidently face the realities of the modern working world. Our curriculum is based on the learning needs of students and the requirements of the professional environment Combining skills and software techniques.

### **1.1.2. b. BFA Program Objectives**

#### **Program Objectives**

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### **1.1.3. Aligning program objectives of Graphic Design Department**

To enable our students to enter upon a career of personal satisfaction and value. Our efforts in the field of design will help to shape the products, processes and practices of the 21<sup>st</sup> century.



### 1.1.3 Assessment of Educational objectives:

**Table 1: BFA Program Objectives Assessment**

<b>Objectives (1)</b>	<b>How Measured (2)</b>	<b>When Measured (Frequency) (3)</b>	<b>Improvement Identified (4)</b>	<b>Improvement Made (Corrective &amp; Preventive Action) (5)</b>
As given in Para 1.1	The students are assessed regularly for their knowledge and ability through different methods Like: 1) Quiz/ presentations/ assignments	There are at least one quiz or two presentations before midterm exams and one before final term exams	1. Students and teachers both required to be more regular  2. Enhancing communications skills, revision of course/curriculu m  3. Guidance of students about any problem  4. Tutorials  5. Teachers’ training about new teaching methods  6. Revising course outlines of some subjects.	1. Attendance rules applied strictly  2. Teachers training and development  3. Making courses more interactive and interesting by active participation of teachers and students  4. Encouraging teachers to teach with more updated, relevant and daily life examples  5. Introducing new courses  6. Arranging lectures, workshops and competitions and encouraging students to actively participate in them  7. Immediately trying to sort out the solutions if some
	2) Class room discussions	Class discussions are conducted regularly throughout the year		
	3) Examinations	One midterm and one final term in each year		
	4) Practical Assignments	Practical assignments are conducted as per course requirement		
	5) Thesis Process Report writing Project	In fourth year students are supposed to conduct an individual research project and write its full report		
	6) Internship report and Internship of one-three months	After Third year students submit internship report and it is evaluated by examiner		
	8) Class exercises	As per course requirement		
	7) Teacher’s evaluation by students	During teaching time period or at end teacher evaluation is done by students		

				complaints are put forward by students
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**Standard 1.2:** The program must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the program objectives and that graduating students are capable of performing these outcomes.

### 1.2 Program Outcomes:

- The graduate students are capable of performing in any field of graphic design as they are taught all kinds of software's and tools to work with given time frame. .
- The graduates can fit in the career of teaching, animator, graphic designer, photographer, and illustrator.
- The students can also chose to become art historians and as they are taught graphic design comprehensive graphic design history as well as history of arts in foundation year based on course outline.
- Girls have a bright opportunity of working in advertising agencies, game houses, book publishers and as an illustrator/ animator as an internship of one to two months in a graphic design industry/game/animation house has been made a compulsory part of the course right after they complete their third professional year.
- Students are encouraged to work on different projects that are socially, artistically, economically and symbolically meaningful for the society and aims to make a change or awareness in the general public about certain issues.

**Table 2: BFA Program Outcomes**

Program Objectives	Program Outcomes				
	1	2	3	4	5
1	Graduates induction in the Industry.	Students Internship program.	Industry academia linkages.		
2					
3					
4					
5					

**Standard 1.3:** The results of program's assessment and the extent to which they are used to improve the program must be documented.

#### 1.3.1 Actions taken on the basis of assessment:

### 1.3.2 Strengths of Department

- 1- The department is catering 40-50 students per class in challenging circumstances with extreme shortage of space and equipment.
- 2- The staff is highly qualified and skilled in their professional fields with a strong portfolio in the field of advertising/ animation studios and sound academic backgrounds.
- 3- The department actively participates in competitions, exhibitions at national level.

### 1.3.3 Weaknesses of Department

- 1- The department requires more teaching and non-teaching staff.
- 2- The department requires space and equipment, specially desktop system, multimedia and sound system.

### Future Plans

- 1- Planning is being done to expand the department with fully equipped labs but space issue is a big hurdle in it.

**Standard 1.4:** The department must assess its overall performance periodically using quantifiable measures.

### 1.4.1 Performance Measures:

#### i) **Table 3: No. of Students Enrolled**

Program	Session	No. of Students
BFA Graphic Design	2008-2012	35
	2009-2013	37
	2010-2014	43
	2011-2015	50
	2012-2016	50
	2013-2017	50
	2014-2018	50
	2015-2019	53

#### ii) **Table 4: Student-Faculty Ratio**

Year	No. of Students	No. of Faculty Members	Student-Faculty ratio
2015-2016	164	5 permanent +5 visiting	1 (faculty): 50 (students) per studio
2014-2015	160	5 permanent +3	1 (faculty): 50 (students)

		visiting	per studio
2013-2014	137	5 permanent + 2 visiting	1 (faculty): 50 (students) per studio
2012- 2013	120	5 permanent + 2 visiting	1 (faculty): 50 (students) per studio

iii) **Table 5: No. of Students Passed Out**

Program	Passing out Year	No. of Students
	<b>2016</b>	<b>47</b>
BFA Graphic Design	2015	43
	2014	47
	2013	37

i) **Table 6: Percentage of Honor Students & Attrition Rate**

Year	%age of Honor Students Criteria: CGPA 3.75 and above	Attrition Rate (Admitted –pass out) *100 Admitted
2015	Gold medal is awarded to the student who cleared her all profs without any supplementary exams and shows best result in her final thesis and roll of honor/best photographer awards are also awarded	
2014	Every year same exercise is revised as mentioned above	
2013	Every year same exercise is revised as mentioned above	
2012	Every year same exercise is revised as mentioned above	

v) **Table 7: Faculty Training, Seminars and workshops (Appendix A)**

Year	No. Of Trainings, Seminars and workshops
2011	4 workshops
2012	3 workshops
2013	2 workshops 1 seminar
2014	2 workshops 3 seminar
2015	1 workshop 4 Seminar

vi) **Papers Published at National & International Level**

**Table 8: Number of Publications (Appendix B)**

Year	Papers published
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2015	02
2014	02
2013	None
2012	None

NOTE: In the field of Design we have Exhibitions [participations and Design Projects.

**vii) Books in Library**

Central library of the Institute shared by our students.

**Research Areas**

The Faculty currently serving has PhD, MS, MFA degrees in various areas of Art & Design.

**Collaborations**

- 1- Habei Normal University, China (2016)

**Departmental Achievements (others)**

- 1- The Department organizes students project/ exhibitions of BFA II and III every year.
- 2- The Department has organized the Thesis/Degree Show successfully of BFA IV at Alhamra Art Galleries, Tollinton gallery and NHQ gallery in the previous years
- 3- The passed out students have been placed at prestigious organizations.
- 4- Every year the percentage of admissions is increasing
- 5- Workshops and Guest Lectures are arranged every year for the better understanding and development of students in various fields related to graphic design

**Honors and Awards**

- 1- Winner of photography competition recently held at King Edward Medical College, Lahore.
- 2- Winner of photography competition arranged by AIMC.
- 3- Participated in poster competition organized by custom department.
- 4- Winner of Mime performance held in GCU Lahore on the topic “corruption”.
- 5- Won 2<sup>nd</sup> prize in poster competition “Aids” by Government of Punjab (health department)
- 6- ACP SAP Projects
- 7- Certificates of Poster Competitions: 23<sup>rd</sup> March arranged at Alhamra Arts Council.
- 8- Winner of short animation at Fast , Lahore Campus.

And the list goes on.

**CRITERION 2: CURRICULUM DESIGN AND ORGANIZATION**

The development of curriculums for each program of Graphic Design is based on the detailed curriculum development guidelines issued by HEC.



**BS (4-Year) Graphic Design**

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**STRUCTURE OF SCHEME OF STUDY**

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<b>Nature of Courses</b>	<b>Numbers of Course</b>	<b>Credits Hours</b>
Compulsory Course (No choice)	04	
Basic Course	02	
Foundation Course	08	
General / Minor Courses	06 (student has to attempt only 3 minor out of 6)	
Major Courses	19	
Research Report	02	
<b>Total Credits</b>		

**YEAR-1**

**BFA Graphic Design-Prof.I**

<b>Course No</b>	<b>Course Title</b>	<b>Marks</b>
CC/Eng-105	English – 1	100
CC/PS-102	Pakistan Studies	40
FC/BFA-101	Design	100
FC/BFA-102	Drawing-I	100
FC-BFA-103	Sculpture	100
FC/BFA-104	Calligraphy	100
FC/BFA-105	Print Making/Photography	100
FC/BFA-106	Drafting	100
FC-BFA-107	Art and aesthetics	100
FC/BFA-108	History of art	100
	<b>Total Marks</b>	<b>940</b>

**Year 2****BFA Graphic Design-Prof.II**

<b>Course Codes</b>	<b>Name of Subjects</b>	<b>Marks</b>
CC/Eng-106	English – II	100
CC/Isl-102/CC-Phil-102	Islamic Studies / Ethics (for Non-Muslims)	60
Major/BFA-GD-201	History of South Asian Art & Design (Theory)	100
Major/BFA-GD-202	Commercial Printing (Theory)	50
Major/BFA-GD-203	Advertising and Marketing (Theory)	100
Major/BFA-GD-204	Graphic Design (Practical)	300
Major/BFA-GD-205	Drawing (Practical)	100
Major/BFA-GD-206	Photography (Practical)	100
EC/BFA-GD-207 EC/BFA-GD-208 EC/BFA-GD-209 EC/BFA-GD-210 EC/BFA-GD-211 EC/BFA-GD-212	Typography Video Production Basics of illustration Ceramics Calligraphy 2-D Animation	50 * 3 = 150
	<b>Total Marks</b>	<b>1060</b>



**YEAR-3****BFA Graphic Design-Prof.III**

<b>Course Codes</b>	<b>Name of Subjects</b>	<b>Marks</b>
Major/BFA-GD--301	Media Studies (Theory)	100
Major/BFA-GD-302	History of Modern Art (Theory)	100
Major/BFA-GD-303	Graphic Design (Practical)	350
Major/BFA-GD-304	Book illustration/ Animation (Practical)	200
Major/BFA-GD-305	Digital Drawing (Practical)	150
Major/BFA-GD-306	Internship (Compulsory)	50
Major/BFA-GD-307	Interactive Design (Practical)	50
	<b>Total Marks</b>	<b>1000</b>

**Year 4****BFA Graphic Design-Prof.IV**

<b>Course Codes</b>	<b>Name of Subjects</b>	<b>Marks</b>
Major/BFA-GD-401	History of Design (Theory)	100
Major/BFA-GD-402	Contemporary Design (Theory)	100
Major/BFA-GD-403	Graphic Design (Thesis Work)	500
Major/BFA-GD-404	Multimedia Workshop (Practical)	50
Major/BFA-GD-405	Digital Drawing (Practical)	100
Major/BFA-GD-405	Copy Writing (Theory)	50
Major/BFA-GD-406	Case Study and Research Methods	100
	<b>Total Marks</b>	<b>1000</b>

### **Curriculum Break up**

**Table 10: Curriculum Break up**

<b>Curriculum Breakup</b>	<b>Credit Hours</b>
	(Annual System)
COMPULSORY COURSES	Theory Contact Hours: 1.5-2 per week Practical/studio contact hours: 4-6 per week
RESEARCH REPORT	2-4 hours per week
<b>Total Credit Hours</b>	<b>Annual system</b>

**Standard 2.1:** The curriculum must be consistent and supports the program's documented objectives.

BS program contents/courses meet the program outcomes as shown in the table below.

**Table 11: Courses versus Program Outcomes**  
**BFA II**

<b>Courses</b>	<b>Program Outcomes</b>
<b>Major/BFA-GD-201History of South Asian Art &amp; Design (Theory)</b>	The study of South Asian Art and Design offers students a framework within which to carry out the inter disciplinary study of our own region, tradition and culture, and rise and fall of the empires of our own ancestors. Making a rich discussion and research on the very topic will help students doing a valuable practice in their studio courses at advance level (animation and video production). This course will help them to visualize the art work of contemporary world as well as it will lead them to the world of research.
<b>Major/BFA-GD-202 Commercial Printing (Theory)</b>	Coursework in commercial printing incorporates classroom lectures and visit to various commercial printing presses, so students get to know about how printing is done commercially and what actually process of printing is. Students will learn the difference between Digital and offset press. They learn about the types of paper, inks and plates that can be used. This course also covers processes for colour printing such as 1-colour and 4-colour printing process jobs.
<b>Major/BFA-GD-203 Advertising &amp; Marketing (Theory)</b>	<ul style="list-style-type: none"> <li>• Identify basic advertising terminology.</li> <li>• Explain the application of advertising principles as they relate to the marketing of goods and services for profit and non-profit businesses.</li> <li>• Produce a comprehensive advertising campaign.</li> <li>• Assess the types of media, such as <ul style="list-style-type: none"> <li>• Print</li> <li>• Broadcast</li> <li>• Interactive</li> <li>• And out of home media</li> </ul> </li> <li>• Outline the relationship between ethics, social responsibility and advertising</li> </ul>
<b>Maj/BFA-GD-204</b>	This program embraces the entire range of visual communication. The graphic design course provides a strong conceptual problem solving, innovation, critical thinking along with branding and marketing strategies.

	<p>Overall emphasis is placed on finding original solutions along with creative thinking &amp; development. Work is derived from thumbnail sketches through to the final presentation. The students will also learn the Design software skills (Adobe Photoshop &amp; Freehand) and the effective usage of Typography &amp; Illustration to produce:</p> <ul style="list-style-type: none"> <li>• Posters.</li> <li>• Magazine &amp; Press ad.</li> <li>• Packaging.</li> <li>• Logo design and development.</li> <li>• Stationary.</li> <li>• Sign Symbols/ Monograms/ Insignia.</li> <li>• How to represent their work (presentation/display).</li> </ul>
Maj/BFA-GD-205 Drawing	The human body is complex and expressive. This course is directed towards giving the student a structured approach to drawing the human figure, which will serve as a foundation for her personal interpretive approach.
Maj/BFA-GD-205 Photography	This subject concentrates on a range of topics concerning photographic practice with the aim to enhance student's appreciation and better understanding of the photography, its culture and the exemplars that made it such an important medium of visual communication. This subject prepares students for the professional practice of photo shoots.
EC/BFA-GD-207 Typography	Students with good typographic knowledge stand out in the job market. Good graphic communication relies on the important relationship between type and imagery. This course is a study of the range of typographic variables (i.e., the characteristics of letterforms and the ways in which they are combined and configured to create texts) and of the relationship of typographic form to conventions of language use.
EC/BFA-GD-208 Video production	<ul style="list-style-type: none"> <li>• To impart professional knowledge about the concept of short documentary by giving good overview of the history, development and current era documentary tools and techniques.</li> <li>• To give good account of the latest developments in Documentary making.</li> </ul>

	<ul style="list-style-type: none"> <li>• To give comparison between national and international video documentaries.</li> <li>• To inform the students about the ethics, merits and social aspects of short video documentary.</li> <li>• To guide students about making effective use of short video documentary in their professional career.</li> <li>• To indulge students in practical projects and impart required skills.</li> </ul>
EC/BFA-GD-209 Basics of Illustration	<ul style="list-style-type: none"> <li>• To introduce the students to the skills needed for effective visual communication.</li> <li>• To inform students about the historical continuity of the profession of Illustration and to give them a professional background of the field.</li> <li>• Students will have the chance to experiment with a wide variety of media, including digital imaging, drawing and painting, and to discover their own style.</li> <li>• Students will be using the color mediums and techniques learned in intermediate classes to create conceptual illustrations.</li> <li>• They will further explore more unique, personal and conceptual approaches to illustration.</li> <li>• Students will learn about various disciplines of illustration, including editorial, concept art, and sequential imagery.</li> <li>• Develop strong visual and artistic skills using a variety of illustrative techniques, both traditional and digital, in B&amp;W and color.</li> <li>• Practice the process of an Illustration project – from research of the subject to developing.</li> </ul>
EC/BFA-GD-211 Calligraphy	Students will learn different forms of Arabic calligraphy which will help them to make better composition alongwith islamic patterns or designs.
Ec/BFA-GD-212	This course aims to integrate traditional and digital animation production
	<b>BFA III</b>
Major/BFA-GD-301 Media Studies	<p>To provide graduate level education in the discipline of media studies, as consistent with the mission statement of the university.</p> <p>To produce competent professional who demonstrate a thorough knowledge of</p>

	<p>the theory and practice of media studies &amp; communication.</p> <p>To foster original scholarly work in the discipline of media studies.</p> <p>To enrich the understanding and discussion of media studies and the media by inquiring into, and forging linkages with, related disciplines.</p> <p>To contribute to the media's understanding of their role in our culture.</p> <p>To serve as a resource and open forum for the profession.</p>
<b>Major/BFA-GD-302 History of Modern Art (Theory)</b>	<p>A streamlined introduction to the origins of modern art commences a wide angle of study and discussion with the students so they can find their area of interest for the research and their final examination. Traditional, academic approaches to art making are here explained in order to highlight the different movements of this era so that students will learn the history thoroughly which help them in improving their visual style of modernity in graphic design which challenges to long-held expectations about the forms artworks should take and the audiences they should address. Our students of Art and Art History can pursue their advanced study in different colleges and universities within the country as well as abroad on self finance and scholarship.</p>
<b>Major/BFA-GD-303 Graphic Design</b>	<ul style="list-style-type: none"> <li>• Identify how increasingly complex technologies are integrated into products, services and events.</li> <li>• Define how digital or physical artifacts behave in response to user-centric interaction.</li> <li>• Describe, test and evaluate the usability and sustainability of user interfaces.</li> <li>• Apply iterative cycles of research, testing and development based on the understanding of user needs, goals and experiences.</li> <li>• Develop solutions and processes to common or known interface problems.</li> <li>• Build and test rapid prototypes for look and feel and usability.</li> <li>• Utilize client based concept development to develop the strategy, information architecture, human computer interaction and interface design.</li> </ul>
<b>Major/BFA-GD-305 Digital Drawing</b>	<p>Students will start working with digital equipment (Graphics Pen and Tablet), and learn to maximize the freedom with techniques of digital drawing &amp; painting, along with studying and exploring various digital art styles that are</p>

	commonly known in this vast industry.
<b>Major/BFA-GD-304 Animation</b>	Students will be introduced with this immense Industry, and start developing skills in this domain with the basics of 3D Studio Max, that will enable them to create in-organic 3D Models and also create 3D Scenes.
<b>Major/BFA-GD-307 Interactive Design (Practical)</b>	This is an updated course which gives an immense definition of graphic design with user experience. Students have to learn this course thoroughly so it can help them to rise and establish in multimedia firms and multinational organizations to put their efforts to introduce a new technique of technology in collaboration of graphic design, illustration, and animation together.
<b>Major/BFA-GD-306 Internship (Compulsory)</b>	It is compulsory for every student to work in advertising agency or animation and gaming studio to enhance their skills by competing different hurdles which they might face in their professional carrier respectively and most important it will help them in their final thesis project.
	BFA IV
<b>Major/BFA-GD-401 History of Design</b>	The program aims to provide students with a framework of interpretative skills useful to understanding design. It provides grounding in the analysis of the techniques and materials deployed in creating objects or sites. It enables students to develop a grasp of historical context, encompassing the impact of the hierarchies within, and audiences for, the critical reception of 'decoration'. It encourages the analysis of the historiography of political and aesthetic debates articulated by designers, critics and historians about design, its forms and purposes.
<b>Major/BFA-GD-402 Contemporary Design</b>	The goal of this course is to investigate with student's background on some of the pivotal events that have shaped our understanding and approach to design. Emphasis and discussion will be primarily on company/organization designs and works of individual designers. Contemporary Design Theory introduces students to the possibilities for applying design thinking to help understand and resolve cultural and societal issues and challenges. The development and ongoing role of mass media in society and the social impact of media is examined through theoretical and practical applications. Current design issues and trends are examined through discussions and lectures. Contemporary Design Theory creates a critical learning environment that builds on design thinking and broadens students understanding of how design practice can influence society, politics, the environment and culture.
<b>Major/BFA-GD-403 Graphic Design</b>	This course will provide experience in planning and conducting research. Emphasis will be placed on preliminary research including applied, and analytical aspects of design projects and processes. Students will examine

<b>(thesis work)</b>	<p>how humans navigate the visual design environment and how design factors can enhance communication. Design prototyping, testing, and analysis is included. Students will develop design research prototypes and evaluate the effectiveness of designed projects using appropriate research strategies. Basic studio methods will be introduced.</p> <p><b>Contents</b></p> <ul style="list-style-type: none"> <li>• Examine developmental methodologies in design planning</li> <li>• Investigate design precedents and analyze their effectiveness in terms of product and process, human factors, and the role of aesthetics in the digital</li> <li>• Explore the relationship of research to practice</li> <li>• Develop models and morphologies to construct and describe the design process</li> <li>• To create design research prototypes and assess their effectiveness, exercise analytical skills in the review of data provided by the prototype testing, develop new procedural methods to produce effective design and produce knowledge about specific prototyped projects</li> <li>• Design Final Thesis Project</li> </ul>
<b>Major/BFA-GD-404</b>  <b>Multimedia Workshop</b>	<p>Students will develop skills on 3D Visualization for real world Products, Architecture, Interiors, along with creating 3D Assets for Real Time environments (such as Games, Simulations) and Rendered Imagery for various industry requirements.</p>
<b>Major/BFA-GD-405</b>	<p>In final year of BFA, the students will be working on advanced assignments</p>
<b>Major/BFA-GD-406</b>  <b>Copy Writing (Theory)</b>	<p>This will help students to understand and develop the concept of copywriting in their thesis as well as further projects effectively.</p>
<b>Major/BFA-GD-407</b>  <b>Case Study Research Methods</b>	<p>The case study research methods course is intended to give the student hands-on experience writing a case study report coupled with an appreciation of the importance, necessity and benefits of case study reporting to their professional experience. The importance of research, practice, critical evaluation and scholarly writing to the design profession will also be emphasized.</p>



**Table 12: Program versus Aims**

<b>Courses</b>	<b>Program Aims</b>
<b>BFA-II</b>	
<b>Major/BFA-GD-201 History of South Asian Art &amp; Design (Theory)</b>	This course will introduce the art and design of South Asia (India, Pakistan & Bangladesh). We will read the marvelous works of architectural embellishment and the art of various eras which includes Buddhist Art, Gandhara, Ajanta, and Mughal Art. The selection of the eras will focus on the richness of the South Asian traditions and cultures of the glorious empires of this region. Classes will focus on analyzing and interpreting the texts as works of creative writing and research on a preliminary level with additional discussion of historical background. All texts will be read in English, and no prior knowledge is assumed.
<b>Major/BFA-GD-202 Commercial Printing (Theory)</b>	It is necessary for student of graphic design to have an understanding of printing, printing technology press/ pre-press technology. Some possible career options for graduates include working as a printing press operator, pre-press technical or printing specialist.
<b>Major/BFA-GD-203 Advertising and Marketing (Theory)</b>	<ul style="list-style-type: none"> <li>• Analyze advertising and marketing information</li> <li>• Identify the interrelationships between various disciplines with respect to advertising.</li> </ul>
<b>Major/BFA-GD-204 Graphic Design (Practical)</b>	After learning basic techniques and software skills student will be able to select and arrange visual elements such as typography, images, symbols and colours to convey a message to an audience, as graphic design is another name of visual communication.
<b>Major/BFA-GD-205 Drawing (Practical)</b>	Detailed study of the human form. Emphasis on <i>rendering, mood, expression</i> , and skeletal and muscular structure. The aim of Life Drawing is to provide each student with specific drawing media experiences and to build basic perceptual skills in terms of drawing from the human figure.

<b>Major/BFA-GD-206</b>  <b>Photography</b>  <b>(Practical)</b>	The aim of the course is to provide you with the knowledge and skills required for a career as a professional photographer.
<b>EC/BFA-GD-207</b>  <b>Typography</b>	Typography is 95% of design – it is basically a driving force in all forms of communication art. Students will develop innovative ideas and concepts in response to design briefs, and creatively solve design problems using words and typography. By the end of the session students will give assignments related to typography.
<b>EC/BFA-GD-208</b>  <b>Video Production</b>	Documentary making has a significant role in Mass media. This course will enable the students to understand the true role and function of documentary. We will focus on conceptual and strategic side of documentary to transform knowledge into practical solution.
<b>EC/BFA-GD-209</b>  <b>Basics of illustration</b>	In the Illustration program, students develop and sharpen skills that enable them to visually communicate ideas and to interpret a narrative, effectively. The program covers training of the hand, eye, and mind. Students are taught to become creative problem solvers, visual narrators, exploring ideas from research through sketches to finished art, which may be drawn, painted, or created on a computer. At the same time, they learn the tools, materials, and techniques as it applies to create visually appealing illustrations.
	BFA III
<b>Major/BFA-GD-301</b>  <b>Media Studies</b>	<p>The goals &amp; objectives of the program are:</p> <p>To provide graduate level education in the discipline of media studies, as consistent with the mission statement of the university.</p> <p>To produce competent professional who demonstrate a thorough knowledge of the theory and practice of media studies &amp; communication.</p> <p>To foster original scholarly work in the discipline of media studies.</p>

	<p>To enrich the understanding and discussion of media studies and the media by inquiring into, and forging linkages with, related disciplines.</p> <p>To contribute to the media's understanding of their role in our culture.</p> <p>To serve as a resource and open forum for the profession.</p>
<b>Major/BFA-GD-302 History of Modern Art (Theory)</b>	This detailed course will include all of the art works including (architecture, painting, sculpture, printmaking, ceramics, and installations) of the Modern Art era. Students will study the movements and experimented differences of the previous art works made by artists in detail so they can understand all of the different techniques and color palettes introduced by great artists and a general overview of their life history and pieces of art made by them.
<b>Major/BFA-GD-303 Graphic Design</b>	This course blends theoretical and practical perspectives in the areas of visualization and interactivity into several focused projects using interactivity for education, entertainment and industry purposes. The hands-on and guided practice centers on technology systems including software, hardware, mobile devices and other interfaces with which the system defines and/or responds to the users' behavior. Students will go through these practices
<b>Major/BFA-GD-304 Animation</b>	The aim of this course is to introduce our students with the basics of 3D Graphics and its application in the vast digital industry.
<b>Major/BFA-GD-305 Digital Drawing</b>	The aim of this course is to introduce our students with the basics of Digital Mediums and their application in worldwide graphics industry, which has been rapidly growing with technology and advanced processes.
<b>Major/BFA-GD-306 Internship</b>	Its compulsory for every student to do internship to enhance their skills according to the advertising and animation being done in the market.
<b>Major/BFA-GD-307 Interactive Design (Practical)</b>	Interactive Design is defined as a user-oriented field of study that focuses on meaningful <u>communication</u> of <u>media</u> through cyclical and collaborative processes between people and technology. Successful interactive <u>designs</u> have simple, clearly defined goals, a strong purpose and

	<p>intuitive screen <u>interface</u>. Students have to study this course in order to understand the technical side of manipulating text, image, typography, graphic design, semiotics, mechanical progression, and coding to develop an interactive project. Not only the workable project is required but it should have a concept and functional approach so one should get benefit from it.</p>
	<p><b>BFA IV</b></p>
<p><b>Major/BFA-GD-401</b></p> <p>History of Design (Theory)</p>	<p>Core themes of the History of Design course will include the historicism and modernity; internationalist and nationalist tendencies; handicraft and industrial processes, as well as the analysis of critical debates about the makers and audiences of decoration in advice literature and aesthetic writing.</p> <p>The program aims to provide students with a framework of interpretative skills useful to understanding design. It provides grounding in the analysis of the techniques and materials deployed in creating objects or sites. It enables students to develop a grasp of historical context, encompassing the impact of the hierarchies within, and audiences for, the critical reception of 'decoration'. It encourages the analysis of the historiography of political and aesthetic debates articulated by designers, critics and historians about design, its forms and purposes.</p> <p>Teaching and learning takes a variety of forms in this course. In keeping with the, individual tutorials and supervisions will be an important of the course, particularly whilst researching the dissertation, whilst earlier stages of the course principally take the form of seminar group discussion, lectures and independent study. First-hand visual analysis is an essential component of the discipline of the history of design.</p>
<p><b>Major/BFA-GD-402</b></p> <p><b>Contemporary Design (Theory)</b></p>	<p>The goal of this course is to investigate with student's background on some of the pivotal events that have shaped our understanding and approach to design. Emphasis and discussion will be primarily on company/organization designs and works of individual designers. Contemporary Design Theory introduces students to the possibilities for applying design thinking to help understand and resolve cultural and societal issues and challenges. The development and ongoing role of mass media in society and the social impact of media is examined through theoretical and practical applications.</p>

	<p>Current design issues and trends are examined through discussions and lectures. Contemporary Design Theory creates a critical learning environment that builds on design thinking and broadens students understanding of how design practice can influence society, politics, the environment and culture.</p>
<p><b>Major/BFA-GD-403</b></p> <p><b>Graphic Design (Major)</b></p>	<p>Professional Practice is directed toward the student's transition into the professional world. Students create a variety of promotional materials concentrating on their portfolio, including resume, work samples, and project documentation. In addition to the preparation of materials, students practice interview techniques, survey employment markets and opportunities, and finalize an internship site. Visiting professionals, field trips, and individualized student research provide context for all promotional materials.</p> <p>The studio focuses on complex design challenges, professional-level assignments, and design projects with multiple components. Students are encouraged to be entrepreneurial as they conduct research and develop innovative solutions for appropriate economic constituencies, users, and audiences. Each student refines her voice, style, and agenda while creating a thesis project. Professional presentations of design ideas and solutions for critique and discussion are central to this course. Project formats and media are open-ended.</p>
<p><b>Major/BFA-GD-404</b></p> <p><b>Multimedia Workshop</b></p>	<p>The aim of this course is to train students to advanced level of 3D Graphics, helping them learn further tools and techniques to work at industry standards.</p>
<p><b>Major/BFA-GD-405</b></p> <p><b>Digital Drawing</b></p>	<p>The aim of this course is to train the students with further advanced studies of Digital Mediums and their application in worldwide graphics industry that they got introduced in previous academic year.</p>
<p><b>Major/BFA-GD-406</b></p>	<p>The aim of this course is to enhance the students with further advance studies of copy writing.</p>

<b>Copy Writing</b>	
<b>Major/BFA-GD-406</b>  <b>Case Study Research Methods</b>	The case study research methods course is intended to give the student hands-on experience writing a case study report coupled with an appreciation of the importance, necessity and benefits of case study reporting to their professional experience. The importance of research, practice, critical evaluation and scholarly writing to the design profession will also be emphasized.

**Standard 2.2:** Theoretical background, problems analysis and solution design must be stressed within the program's core material.

**Standard 2.3:** The curriculum must satisfy the core requirements for the program, as specified by the respective body.

**Standard 2.4:** The curriculum must satisfy the major requirements for the program as specified by the respective body.

**Standard 2.5:** The curriculum must satisfy general education, arts, and professional and other discipline requirements for the program, as specified by the respective accreditation body/council.

**Standard 2.6:** Information technology component of the curriculum must be integrated throughout the program.

**Standard 2.7:** Oral and written communication skills of the student must be developed and applied in the program.

### **CRITERION 3: LABORATORIES AND COMPUTING FACILITIES**

**Standard 3.1:** Manuals/documentation/instructions for experiments must be available and readily accessible to faculty and students.

Graphic Design is a non-laboratory based subject but it does require specific desktop or I Mac lab's but due to space issue and more strength of students it's not possible to provide these facilities to BFA students.

**Standard 3.2:** There must be adequate support personnel for instruction and maintaining the laboratories:

The department has less male work force/helper and requires a professional master for maintain the computer lab's.

**Standard 3.3:** The university running infrastructure and facilities must be adequate to support program's objectives:

The Department has less work place and work stations therefore Computer classes are held inside the classrooms where it's difficult to facilitate 50 students at a time.

#### **CRITERION 4: STUDENT SUPPORT AND ADVISING**

**Standard 4.1:** Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner:

All courses have been designed by professionals and approved by worthy Board of studies members from prestigious universities. All weekly planners and course outlines are designed while keeping the fact in mind that graphic design requires a lot of time, skill and developmental stages therefore the students are not overburdened and the course is spread over the term in a very intelligent manner.

**Standard 4.2:** Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants:

All studio classes offer maximum interaction of teacher and student. The teachers are facilitators who provide complete briefing of technique and guidelines to help students understand a certain software or how to make certain things manually. The teacher stays with the students throughout the studio hours and it is made sure that the availability of the course conductor/teacher is always provided on time for the convenience of the students.

**Standard 4.3:** Guidance on how to complete the program must be available to all students and access to academic advising must be available to make course decisions and career choices:

Students are briefed in start of the term and as required in start of every lecture about the importance of the subject they have opted, the techniques or software's that they are learning. They are well aware of the career choices/options that they can opt and the software's that in which they can fully master. In the third professional year they are sent to various design houses, gaming studio's or animation studio's to understand and work with the professionals sitting in the market currently and to learn the techniques that are being applied and used with the help of different software. It is recommended that their forth professional year in thesis must be done in the techniques they are best skilled at.

#### **CRITERION 5: PROCESS CONTROL**

**Standard 5.1:** The process by which students are admitted to the program must be based on quantitative and qualitative criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives:

The criteria for admission are as follows:

- First division in FA/Fsc examination
- Written test aptitude test based on general knowledge and art basics.
- Interview and portfolio (if any)
- Drawing test that involves live drawing of a model with pencil on scholar sheets.

More than 250 forms are received every year. After the tests and interview top 50-60 students are selected and lists are displayed.

**Standard 5.2:** The process by which students are registered in the program and monitoring of students' progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives:

- Foundation year for all departments is the same. The students split into four separate departments from the second professional year of their degree.
- Graphic Design department hosts students of BFA II, III and IV.
- The students are given weekly assignments of all subjects (practical/theory) and they are weekly marked (after display and jury).
- Weekly attendance and marks are registered in the record by the course conductor and percentages are given and displayed twice a year: Send up exams and Final exams.
- In case of absence or decrease in performance, parents are immediately informed and necessary action is taken.



**Standard 5.3:** The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institution mission statement. These processes must be periodically evaluated to ensure that it is meeting its objectives:

- The department has five permanent faculty members and four visiting faculty members from prestigious universities with Masters and Bachelor's Degrees as one permanent member has completed her P.hD and two permanent staff members are enrolled in P.hD.
- The department has currently four lecturers, one Assistant Professor and one Associate Professor in total.
- The faculty is sent to training programs and workshops.
- Yearly evaluation of faculty members is done based on workloads, ACR reports by the HOD and evaluation forms filled by the students.

**Standard 5.4:** The process and procedures used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives:

- Weekly planners are submitted at the start of each term with dated weekly break down of the assignments/lectures and course outcomes.
- Twice a year total aggregate marks are submitted of the send up and final examination.
- Database of each student is updated accordingly for each subject by the course conductor.
- In Faculty meeting with the HOD every month the completed course is discussed and the completion on time of the remaining is ensured.

**Standard 5.5:** The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

- To graduate the degree of graphic design students are required to complete and clear all the subjects taught from BFA I-III.
- In the last professional year of BFA IV they are required to work on a thesis topic, research and develop work on that topic based on practical assignments, survey and written thesis report.
- They are required to display the work at the end of the year and external jurors mark them. 60% weightage is given to external and 40% to the internal marking.

- In case a student has not cleared a subject from the previous term, she will be given three chances of appearing in supplementary examination. Until the subject is cleared she is not promoted to the next term.

## **CRITERION 6: FACULTY**

**Standard 6.1:** There must be enough full time faculty who are committed to the program to provide adequate coverage of the program courses with continuity. The interests and qualifications of all faculty members must be sufficient to teach all courses, plan, modify and update courses. All faculty members must have a level of competence that would normally be obtained through graduate work in the discipline. The majority of the faculty must hold a M.Phil/ M.s /Ph.D. in the discipline:

The department has permanent/full time faculty involves one fresh M.S who has professional M.S degree from the LCWU and one has done her master's from UK and are serving as lecturers. There total qualification covers 18 years of education and they are eligible to apply in Ph.D whenever required. One permanent staff member is enrolled in P.hD programme at LCWU and one permanent staff member has gone to UK for fellowship programme after completing her P.hD. As the department has less staff the members serve 20-27 hours per week and cater 40-50 students per class individually. The head of the department is an Associate Professor and currently doing Ph. D. from LCWU.

Program areas	Number of faculty members with MS	Number of faculty with Ph.D. degree
Graphic Design	02	01 (completed) 02 (enrolled in P.hD)

**Table 3: Faculty Distribution by Program Areas**

**Standard 6.2:** All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place:

Due to shortage of staff the faculty members cannot be involved in activities other than teaching and administration for long period of time. However the faculty does attend short courses, workshops and seminars that are held in the campus by DFDI, ORIC etc.

**Standard 6.3:** All faculty members should be motivated and have job satisfaction to excel in their profession:

The faculty members must be given a platform to put forward their quarries and complains openly and solutions must be given in support and accordance with rules and regulations. Motivation and Appreciation should be a major part of the basic administrative rules.

## **CRITERION 7: INSTITUTIONAL FACILITIES**

**Standard 7.1:** The institution must have the infrastructure to support new trends in learning such as e-learning

**Standard 7.2:** The library must possess an up-to-date collection relevant to the program and must be adequately staffed with professional personnel:

The department does not have a separate library. One cupboard however has been designated to the graphic design section in the main fine arts library of IVAD. Faculty can issue three books at a time for a week and students can sit and see the books only as references.

**Standard 7.3:** Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities:

Faculty and students do not have work stations/ computers for individual tasks. Internet facility is not provided in all areas of the building. Class rooms of graphic studio are old enough as they cannot provide a moderate temperature to the students with 45+ students which makes it very difficult in the summer seasons for the students to work. The corridors do not have fans or proper cross ventilation.