DEPARTMENT OF GRAPHIC DESIGN

INSTITUTE OF VISUAL ARTS & DESIGN

LAHORE COLLEGE FOR WOMEN UNIVERSITY, LAHORE

SELF-ASSESSMENT REPORT

MFA - Master of Fine Arts

GRAPHIC DESIGN

Submitted to

Quality Enhancement Cell,

Lahore College for Women University, Lahore

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<h1 style="text-align: center;">**INTRODUCTION**</h1>

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 and Multimedia in Multimedia they get the information about Video Production and 3D Animation. 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 Interactive Design, Editorial Design with the reference of history, and to know about the philosophy of Design.

The curriculum in graphic design is of two thousand marks, it prepares the student for entrance into the professional practice of Video Production, 3D animation and Editorial Design. The first year of study provides a complete knowledge about Multimedia (Video Production and 3D Animation), Editorial Design, Interactive Design and History of Editorial Design and Contemporary Design. In the second year they choose their medium for their final thesis from Multimedia i.e. Video Production and 3D Animation. Or sometimes they mix the mediums to produce thesis. For better understanding they learnt Design Philosophy.

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, Seminars, 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 and as CG artists and animators in the emerging corporate world.

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 an advanced level in logical progression of editorial 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 editorial, animation design briefings.

- Develop and show evidence of a logical progression of animated and video graphic concepts, and, at the same time, demonstrate the ability to meaningfully integrate typography, photography, and all other graphic, web design elements with these concepts.

- 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.

- 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 video graphy and animation.

- 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 BS (4-years) degree with following particulars:

Name of Program	Duration	No. of Modules (Semesters)	Total Credit Hrs
MFA Graphic Design	2 years	2 year Annual System (With Thesis)	Annual system

1.1.2   a. Mission of MFA Program

The Graphic Design Degree program was started in October 2010 with a professional two years degree program of MFA Graphic Design in 2012 it is developed into a professional Multimedia Design education department. The Current enrolment of 17 students in Graphic Design are enthusiastically learning the ability to think, draw, write and design, learning the skills to solve specific design problems.

The MFA Graphic Design is an innovative Professional Degree Program that offers learning opportunities to study the exciting challenging fields of Video Making and Animation suitable for a wide range of professional needs in the audio visual culture.

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. MFA Program Objectives

Program Objectives

- Develop project ideas, treatments, and other pre-production materials, and produce an idea as a high quality finished video product.
- Set up and use professional video recording gear, lighting and audio recording equipment at an intermediate level in the field for documentary production.
- Recognize and understand core principles of 3D computer graphics design and 3D animation.
- Identify the production process of animation and rendering 3D images
- Realize styles and trends in professional 3D content creation

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 21st century.

1.1.3   Assessment of Educational objectives:

Table 1: BS Program Objectives Assessment

Objectives (1)	How Measured (2)	When Measured (Frequency) (3)	Improvement Identified (4)	Improvement Made (Corrective & Preventive Action) (5)
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/curriculum	1. Attendance rules applied strictly 2. Teachers training and development 3. Making courses more interactive and interesting by active participation of teachers and students
	2) Class room discussions	Class discussions are conducted regularly throughout the year	3. Guidance of students about any problem 4. Tutorials	
	3) Examinations	One midterm and one final term in each year	5. Teachers' training about new teaching methods	4. Encouraging teachers to teach with more updated, relevant and daily life examples
	4) Practical Assignments	Practical assignments are conducted as per course requirement	6. Revising course outlines of some subjects.	5. Introducing new courses
	5) Thesis Process Report writing Project	In final year students are supposed to conduct an individual research project and write its full report		6. Arranging lectures, workshops, seminars and competitions and encouraging students to actively participate in them

		After Third year students submit internship report and it is evaluated by examiner		7. Immediately trying to sort out the solutions if some complaints are put forward by students
	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		

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 students are capable of performing in any field of graphic design like as animator, video makers, animators, cg artists as they are taught all kinds of software's and tools to work with given time frame. .
- The students can fit in the career of teaching, animator, graphic designer, and photographer.
- 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: BS Program Outcomes

Program Objectives	Program Outcomes				
	1	2	3	4	5
1	Develop project ideas, treatments,	Use the different roles of a production	Edit digital media at an intermediate level using	Evaluate digital video projects, identify items	

	and other pre-production materials, and produce an idea as a high quality finished video product. Set up and use professional video recording gear, lighting and audio recording equipment at an intermediate level in the field for documentary production.	crew appropriately to produce a documentary video.	industry standard non-linear editing software.	for improvement, and implement changes.	
2	1. Recognize and understand core principles of 3D computer graphics design and 3D animation 2. Identify the production process of animation and rendering 3D images 3. Realize styles and trends in	Apply 3D animation to multimedia content creation 6. Visualize ideas and concepts considering aesthetic principles 7. Communicate and collaborate professionally with creative personnel	Programme Outcome 4: Identify, formulate and solve problems relevant to Internet and Multimedia Technologies. Programme Outcome 5: Have the ability to use modern IT tools	Programme Outcome 6: Be able to work with others collaboratively in a team and have a knowledge of leadership. Programme Outcome 8: Communicate effectively.	

	professional 3D content creation 4. Apply skills creating 3D graphics and environment design				
3	develop the editorial direction of a publication based on research into the target market and/or intended readership;	select a channel of delivery, format, materials, binding method, etc. that reflect the editorial direction and the visual concepts of a publication	Recognize the importance of typographic detailing and grid structures and be able to apply them consistently and dynamically in publication design projects.	build effective information hierarchies with typography, images, colours and graphic elements;	

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 10 to 15 students per class in challenging circumstances.
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 rooms, 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
MFA Graphic Design	2010-2012	7
	2011-2013	01
	2014-2016	05
	2015-2017	09
	2016-2018	09
	2017-2019	11

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

Year	No. of Students	No. of Faculty Members	Student-Faculty ratio
2010-2012	7	5 permanent +4 visiting	1 (faculty): 50 (students) per studio
2011-2013	01	5 permanent +5 visiting	1 (faculty): 50 (students) per studio
2014-2016	05	5 permanent + 5 visiting	1 (faculty): 50 (students) per studio
2015-2017	09	5 permanent + 5 visiting	1 (faculty): 50 (students) per studio
2016-2018	09	5 permanent + 5 visiting	1 (faculty): 50 (students) per studio
2017-2019	11	5 permanent + 5 visiting	1 (faculty): 50 (students) per studio

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

Program	Passing out Year	No. of Students
	2012	**07**
	2013	01
	2016	04
MFA Graphic Design	2017	07

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
2012	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 honour/best photographer awards are also awarded	
2013	Every year same exercise is revised as mentioned above	
2016	Every year same exercise is revised as mentioned above	
2017	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
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 project exhibitions of BFA II and III every year
2- The Department has hosted 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 2nd prize in poster competition "Aids" by Government of Punjab (health department)

6- ACP SAP Projects

7- Certificates of Poster Competitions: 23rd 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.