



ADMISSIONS 2021
 Department of Visual Studies
 University of Karachi



EARN A PROFESSIONAL DEGREE

B.F.A. - Bachelor of Fine Art (4 years 8 semesters)

B. Design - Bachelor of Design (4 years 8 semesters)

B. Arch - Bachelor of Architecture (5 years 10 semesters)

PROSPECTUS

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INTRODUCTION

The Department of Visual Studies graduates innovative and award winning designers, architects and artists, who are making their mark in the professional world. The Department of Visual Studies sees itself as a bridge between tradition and innovation. Courses are interdisciplinary and contextualized. A strong theory component alongside practical and professional courses distinguishes the curricula of the Department. History of ideas, sociology and researched dissertations are some of the ways in which students develop analytical skills, and measure their designs against their social, cultural, economic and environmental impact.

A dedicated faculty supported by visiting faculty from professional fields and the university's own pool of excellent scholars, provides training that is current and professional. Students are encouraged to widen their experience and engage with the larger issues within which they will practice.

Placed within Pakistan's largest University, with 52 departments and 20 postgraduate institutes offering a wide range of studies in the sciences and humanities, the students of the Department of Visual Studies are exposed to students and faculty across all academic disciplines.

DEGREE PROGRAMS OFFERED:

- **Bachelor of Architecture** - B Arch (5 years/ 10 semesters)

- **Bachelor of Fine Art** - BFA (four years/8 semesters), in one of the following
 - Fine Art
 - Islamic Arts

- **Bachelor of Design** - B Design (4 years/8 semesters), in one of the following
 - Design & Media Arts (options: Print Design **OR** Film **OR** Animation)
 - Textile Design
 - Industrial Design
 - Ceramics & Glass

SPECIALIZATIONS AND COURSES OFFERED

FOUNDATION STUDIES

All specializations begin with one semester of Foundation Studies introducing students to a wide range of basic skills. In the second semester students enter their own specialization studies.

The objective of these preparatory courses, which are compulsory, is to provide the basic skills and knowledge necessary to engage productively in the subsequent years of training in the chosen specialization.

| SEMESTER I (common to all specializations) | | | |
|---|----------|---|-----|
| 1 | VS-300.1 | Language & Communication Skills - English | 2+0 |
| 2 | VS-311 | Drawing | 1+2 |
| 3 | VS-321 | Basic Design 2 D | 1+2 |
| 4 | VS-331 | Visual Communication Skills | 1+2 |
| 5 | VS-341 | Basic Design 3 D | 1+2 |
| 6 | VS-351 | History of Ideas I | 2+0 |
| | | Total Credit Hours | 16 |

ARCHITECTURE – B.Arch

The Architecture programme seeks to produce Architects capable of design solutions in the context of social and technical research and innovation. The course consists of Architectural Theory and History, building related Technologies, Service and Materials, Communication Skills and the application of these in Studio Practice. The Program acknowledges the digital revolution, introducing computer-aided design in the second year of the course.

Practical on-site experience and visits to relevant locations, along with their documentation and analysis, are undertaken to help the student understand the issues of the built environment.

An internship program allows the students to gain valuable practical experience leading to a graduating degree project.

Career opportunities for Architecture:

Architectural Design, Architectural Research, Urban/Rural Planning, Interior Design, Historical Site Management, Landscape Architecture

COURSE AND CREDITS (ARCHITECTURE)

| SEMESTER I | | | | SEMESTER II | | |
|------------|----------|--|-------|-------------|--------------------------|-----|
| 1 | VS-300.1 | Language & Communication Skills– English | 2+ 0 | VS-300.2 | Islamic Studies | 2+0 |
| 2 | VS-311 | Drawing | 1 + 2 | VS-312 ARCH | Drawing | 0+3 |
| 3 | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 ARCH | Architectonics | 0+3 |
| 4 | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 ARCH | Drafting II | 0+3 |
| 5 | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 ARCH | Materials and Structures | 0+3 |
| 6 | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | 16 |

| SEMESTER III | | | | SEMESTER IV | | |
|--------------|-------------|--|-----|---------------|--|-----|
| 1 | VS-400.1 | Language & Communication Skills– Urdu | 2+0 | VS-400.2 (PS) | Pakistan Studies | 2+0 |
| 2 | VS-411 ARCH | Theory of Architecture I (History of Art & Architecture) | 2+0 | VS-412 ARCH | Theory of Architecture II (History & Theory of Architecture) | 2+0 |
| 3 | VS-421 ARCH | Design Studio I | 0+6 | VS-422 ARCH | Design Studio II | 0+6 |
| 4 | VS-431 ARCH | Visual Communication | 0+2 | VS-432 ARCH | Digital Tools for Architects I | 0+2 |
| 5 | VS-441 ARCH | Architecture Technology I Construction Details & Materials | 1+1 | VS-442 ARCH | Architecture Technology II Construction Details & Material | 1+1 |
| 6 | VS-451 ARCH | Elective I – Sculpture | 0+2 | VS-452 ARCH | Architecture Technology III Structure | 1+1 |
| 7 | VS-451 | History of Ideas II | 2+0 | VS-452 | History of Ideas III | |
| | | Total Credit Hours | 18 | | Total Credit Hours | 18 |

| SEMESTER V | | | | SEMESTER VI | | |
|------------|-------------|---|-----|-------------|---|-----|
| 1 | VS-511 ARCH | Theory of Architecture III – (Energy and Environment) | 2+0 | VS-522 ARCH | Design Studio IV | 0+9 |
| 2 | VS-521 ARCH | Design Studio III | 0+8 | VS-532 ARCH | Digital Tools for Architects III | 0+3 |
| 3 | VS-531 ARCH | Digital Tools for Architects II | 0+2 | VS-542 ARCH | Architecture Technology Construction Details & Material | 1+1 |
| 4 | VS-541 ARCH | Architecture Technology IV Building Integration | 1+1 | VS-552 | History of Ideas V | 2+0 |
| 5 | VS-551 ARCH | Architecture Technology V Structure | 1+1 | VS-562 | Sociology | 2+0 |
| 6 | VS-551 | History of Ideas IV | 2+0 | | | |
| | | Total Credit Hours | 18 | | Total Credit Hours | 18 |

| SEMESTER VII | | | | SEMESTER VIII | | |
|--------------|-------------|---|-----|---------------|------------------------------------|-----|
| 1 | VS-611 ARCH | Theory of Architecture IV (Urban/Rural & Urban Design) | | VS-612 ARCH | Professional Practice & Management | 2+0 |
| 2 | VS-621 ARCH | Design Studio V | 2+0 | VS-622 ARCH | Design Studio VI | 0+8 |
| 3 | VS-631 ARCH | Digital Tools for Architects IV | 0+8 | VS-632 ARCH | Internship (6 Weeks summer break) | 0+4 |
| 4 | VS-641 ARCH | Architecture Technology VII Construction Details & Material | 0+2 | VS-642 ARCH | Architectural Research Methods | 2+0 |
| 5 | VS-651 ARCH | Landscape Architecture | 2+1 | VS-652 IA | Islamic Art and Architecture | 2+0 |
| | | Total Credit Hours | 18 | | Total Credit Hours | 18 |

| SEMESTER IX | | | | SEMESTER X | | |
|-------------|-------------|--------------------|------|-------------|----------------------------------|------|
| 1. | VS-631 | Dissertation | 3+0 | | | |
| 2. | VS-661 ARCH | Thesis Design I | 2+10 | VS-662 ARCH | Thesis Design II (Final Project) | 0+15 |
| | | Total Credit Hours | 15 | | Total Credit Hours | 15 |

NOTE: STUDENTS OF ARCHITECTURE ARE REQUIRED TO CLEAR DESIGN STUDIO IN EACH SEMESTER IN ORDER TO BE PROMOTED TO THE NEXT YEAR.

FINE ART (B.F.A.)

Fine Art is an integrated programme that emphasizes concept development and encourages the student to explore creative expression within the contemporary cultural and intellectual discourse.

Students are encouraged to use a wide range of media, materials and processes. Drawing is a key discipline. Art history and art theory will supplement concept development. Traditional disciplines of painting, miniature, sculpture and printmaking are offered along with photography and AV media studies. Critical analysis and awareness of one's place within regional and international developments prepares students to engage with current art concerns.

Students are expected to present a self-directed body of work that can be interdisciplinary or in one medium of their choice.

Career opportunities for Fine Art:

Art Practice, Art Criticism, Animation, Illustration, Set Design, Video, Art Administration, Art Restoration, Gallery Management, Miniature Painting, Museum Consultancy

Course and credits (Fine Art)

| SEMESTER I | | | | SEMESTER II | | |
|------------|----------|--|-------|-------------|---------------------------|-----|
| 1. | VS-300.1 | Language & Communication Skills– English | 2+0 | VS-300.2 | Islamic Studies | 2+0 |
| 2. | VS-311 | Drawing | 1 + 2 | VS-312 FA | Drawing | 0+3 |
| 3. | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 FA | Introduction to Painting | 0+3 |
| 4. | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 FA | Digital Skills | 0+3 |
| 5. | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 FA | Introduction to Sculpture | 0+3 |
| 6. | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | 16 |

| SEMESTER III | | | | SEMESTER IV | | |
|--------------|-----------|---|-----|---------------|---------------------------------|-----|
| 1 | VS-400.1 | Language & Communication Skills (Urdu) | 2+0 | VS-400.2 (L) | Language & Communication Skills | 2+0 |
| 2 | | | | VS-400.2 (PS) | Pakistan Studies | 2+0 |
| 3 | VS-451 | History of Ideas II | 2+0 | VS-452 | History of Ideas III | 2+0 |
| 4 | VS-411 FA | Printmaking | 0+3 | VS-412 FA | AV Media | 0+3 |
| 5 | VS-421 FA | Painting | 0+3 | VS-422 FA | Sculpture | 0+3 |
| 6 | VS-431 FA | Drawing I | 0+2 | VS-432 FA | Drawing II | 0+2 |
| 7 | VS-441 FA | Miniature Painting I | 0+2 | VS-442 FA | Miniature Painting II | 0+2 |
| 8 | VS-451 FA | History of Art I | 2+0 | VS-452 FA | History of Art II | 2+0 |
| | | Total Credit Hours | 17 | | Total Credit Hours | 17 |

| SEMESTER V | | | | SEMESTER VI | | |
|------------|-----------|------------------------------|-----|-------------|--------------------|-----|
| 1 | VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas V | 2+0 |
| 2 | VS 561 IA | Islamic Art and Civilization | 2+0 | VS -562 | Sociology | 2+0 |
| 3 | VS-511 FA | Studio I | 0+9 | VS-512 FA | Studio II | 0+9 |
| 4 | VS-531 FA | Drawing III | 0+2 | VS-532 FA | Drawing IV | 0+2 |
| 5 | VS-551 FA | History of Art III | 2+0 | VS-552 FA | History of Art IV | 2+0 |
| | | Total Credit Hours | 17 | | Total Credit Hours | 17 |

| SEMESTER VII | | | | SEMESTER VIII | | |
|--------------|-----------|--------------------|------|---------------|--------------------|------|
| 1 | VS-611 FA | Final Project I | 0+12 | VS-612 | Final Project II | 0+12 |
| 2 | VS-631 FA | Dissertation | 3 +0 | VS-622 | Seminar | 3 +0 |
| | | Total Credit Hours | 15 | | Total Credit Hours | 15 |

ISLAMIC ARTS (B.F.A.)

The **Islamic Arts** is a practice based curriculum supported by strong theory exploring surviving Arts and Crafts practices throughout the Islamic World. The underlying philosophy of this programme acknowledges the Islamic Arts as a vibrant subject of great relevance to the Muslim world. These arts need to be revived at a practical level to supplement the theoretical studies and documentation by Muslim and Western scholars.

The work of local and world-wide masters of Muslim arts & crafts will be studied to understand the main modes of expression such as architectural detailing, textiles, carpet weaving, ceramics, silver/goldsmithing, metalwork and jewelry, and the 'Arts of the Book' including binding, illumination, gilding and miniature painting.

Career opportunities for Islamic Arts:

Museum Consultancy, Architectural Detailing, Islamic Patternmaking, Crafts Management, Miniature Painting, Book Binding, Art Research, Restoration, Calligraphy, Ceramics

COURSES AND CREDITS (ISLAMIC ARTS)

| SEMESTER I | | | | SEMESTER II | | | |
|------------|----------|---|-------|-------------|---------------------------|--|-----|
| 1. | VS-300.1 | Language & Communication Skills – English | 2+ 0 | VS-300.2 | Islamic Studies | | 2+0 |
| 2. | VS-311 | Drawing | 1 + 2 | VS-312 FA | Drawing | | 0+3 |
| 3. | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 FA | Introduction to Painting | | 0+3 |
| 4. | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 FA | Digital Skills | | 0+3 |
| 5. | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 FA | Introduction to Sculpture | | 0+3 |
| 6. | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | | 16 |

| SEMESTER III | | | | SEMESTER IV | | | |
|--------------|-----------|--|-----|---------------|---------------------------------|--|-----|
| 1. | VS-400.1 | Language & Communication Skills – Urdu | 2+0 | VS-400.2 (L) | Language & Communication Skills | | 2+0 |
| 2. | VS-411 IA | Calligraphy I | 0+3 | VS-400.2 (PS) | Pakistan Studies | | 2+0 |
| 3. | VS-421 IA | Geometric Design I | 0+3 | VS-412 IA | Calligraphy II | | 0+3 |
| 4. | VS-431 IA | Workshop I | 0+4 | VS-422 IA | Geometric Design II | | 0+3 |
| 5. | VS-441 IA | Muslim History & Culture I | 2+0 | VS-432 IA | Workshop II | | 0+4 |
| 6. | VS-451 | History of Ideas II | 2+0 | VS-442 IA | Muslim History & Culture II | | 2+0 |
| 7. | | | | VS-452 | History of Ideas III | | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | | 18 |

| SEMESTER V | | | | SEMESTER VI | | | |
|------------|-----------|----------------------------|-----|-------------|---------------------|--|-----|
| 1. | VS-511 IA | Calligraphy III | 0+3 | VS-552 | History of Ideas | | 2+0 |
| 2. | VS-521 IA | Naqqashi I | 0+3 | VS-512 IA | Calligraphy IV | | 0+3 |
| 3. | VS-531 IA | Workshop III | 0+6 | VS-522 IA | Naqqashi II | | 0+3 |
| 4. | VS-551 | History of Ideas IV | 2+0 | VS-532 IA | Workshop IV | | 0+6 |
| 5. | VS-561-IA | Islamic Art & Civilization | 2+0 | VS-552 IA | Quran & Metaphysics | | 2+0 |
| 6. | | | | VS-562 | Sociology | | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | | 18 |

| SEMESTER VII | | | | SEMESTER VIII | | | |
|--------------|-----------|------------------------|-----|---------------|------------------------------|--|------|
| 1. | VS-611 IA | Quran & Metaphysics II | 3+0 | VS-612 IA | Final Project | | 0+12 |
| 2. | VS-621 IA | Islamic Art Elective | 0+9 | VS-622 IA | Marketing & Entrepreneurship | | 3+0 |
| 3. | VS-631 | Dissertation | 3+0 | | | | |
| | | Total Credit Hours | 15 | | Total Credit Hours | | 15 |

INDUSTRIAL DESIGN (B. Design)

The **INDUSTRIAL DESIGN** is an inter-disciplinary profession that interfaces between art and technology to conceive design and develop products for the home, the work place and public amenities.

The Industrial Design programme facilitates a wide range of learning experiences including imaginative speculation on design solutions; hands-on practical fabrication, 3D models and computer representation of design ideas; and the articulation of theoretical frameworks for understanding design ideas within a historical and cultural context. Emphasis is placed on social responsibility and the environmental impact of designed products, use of materials and waste management. Evaluating and contemporizing traditional crafted products is an important part of improving standards of living. Individual guidance gives students the flexibility to produce designs for industry as well as small workshop practice.

Career opportunities for Industrial Design:

Product Design, Furniture Design, TV/Film Set Design, Transport Systems,, Exhibition Design, Interior Design, Signage System Design

Courses and credits INDUSTRIAL DESIGN

| SEMESTER I | | | | SEMESTER II | | |
|--------------------|----------|---|-------|--------------------|-----------------------|-----|
| 1 | VS-300.1 | Language & Communication Skills - English | 2+0 | VS-300.2 | Islamic Studies | 2+0 |
| 2 | VS-311 | Drawing | 1 + 2 | VS-312 | Design Sketching | 1+2 |
| 3 | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 | Design Basics | 1+2 |
| 4 | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 | Technical Drawing | 1+2 |
| 5 | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 | Materials & Processes | 1+2 |
| 6 | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | 2+0 |
| Total Credit Hours | | | 16 | Total Credit Hours | | 16 |

| Semester III | | | | Semester IV | | | |
|--------------------|-----------|--|-----|--------------------|---------------------------------|-----|----|
| 1 | VS-400.1 | Language & Communication Skills – Urdu | 2+0 | VS-400.2 (L) | Language & Communication Skills | 2+0 | |
| 2 | VS-411 ID | Visualization I | 0+3 | VS-400.2 (PS) | Pakistan Studies | 2+0 | |
| 3 | VS-421 ID | Material Studies I | 2+0 | VS-412 ID | Visualization II | 0+3 | |
| 4 | VS-431 ID | Design Studies I | 2+0 | VS-422 ID | Material Studies II | 2+0 | |
| 5 | VS-441 ID | Design Studio II | 1+3 | VS-432 ID | Design Studies II | 2+0 | |
| 6 | VS-451 ID | Elective I | 0+1 | VS-442 ID | Design Studio II | 1+3 | |
| 7 | VS-451 | History of Ideas II | 2+0 | VS-551 ID | Elective II | 0+1 | |
| | | | | VS-452 | History of Ideas III | 2+0 | |
| Total Credit Hours | | | 16 | Total Credit Hours | | | 18 |

| Semester V | | | | Semester VI | | | |
|--------------------|-----------|------------------------------|-----|--------------------|--------------------|-----|----|
| 1. | VS-511 ID | Visualization III | 0+4 | VS-512 ID | Visualization IV | 0+4 | |
| 2. | VS-521 ID | Technology I | 0+2 | VS-522 ID | Technology II | 0+2 | |
| 3. | VS-531 ID | Design Studies III | 2+0 | VS-532 ID | Design Studies IV | 2+0 | |
| 4. | VS-541 ID | Design Studio III | 2+4 | VS-542 ID | Design Studio IV | 2+4 | |
| 5. | VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas V | 2+0 | |
| 6. | VS-561 IA | Islamic Art and civilization | 2+0 | VS-562 | Sociology | 2+0 | |
| Total Credit Hours | | | 18 | Total Credit Hours | | | 18 |

| Semester VII | | | | Semester VIII | | | |
|--------------------|-----------|-----------------|-----|--------------------|------------------|-------|----|
| 1 | VS-611 ID | Final Project I | 3+9 | VS-612 ID | Final Project II | 0+ 12 | |
| 2 | VS-631 | Dissertation | 3+0 | VS-642 ID | Marketing | 3+0 | |
| Total Credit Hours | | | 18 | Total Credit Hours | | | 18 |

TEXTILE DESIGN(B. Design)

The *Textile Design* programme aims to prepare design students for a role in the textile industry, both for clothing and furnishing textiles, accessories and for adding value to traditional crafts.

Professional, technical and design skills are developed for a range of printed, woven, knitted and embroidered textile products, and their application for clothing and furnishing. Block and screen-printing, transfer processes, dyeing, knowledge of fabric and weaving on looms are some of the skills taught.

Internships and workshops are arranged as an essential part of the curriculum. Students are required to engage in detailed research of traditional and modern textile processes, including visits to craft communities.

Career opportunities for Textile Design:

Print Design, Apparel Design, Interior Design, Craft Management, Set Design, Fashion Accessories, Stationary for Home Furnishing, Display System Design

Courses and credits TEXTILE DESIGN

| Semester I | | | | Semester II | | |
|--------------------|----------|---|-------|--------------------|-----------------------|-----|
| 1. | VS-300.1 | Language & Communication Skills - English | 2+0 | VS-300.2 | Islamic Studies | 2+0 |
| 2. | VS-311 | Drawing | 1 + 2 | VS-312 TD | Drawing for Design | 1+2 |
| 3. | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 TD | Design for Textiles | 1+2 |
| 4. | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 TD | Textile Processes 2 D | 1+2 |
| 5. | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 TD | Textile Processes 3 D | 1+2 |
| 6. | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | 2+0 |
| Total Credit Hours | | | 16 | Total Credit Hours | | 16 |

| Semester III | | | | Semester IV | | | |
|--------------------|-----------|--|-------|--------------------|---------------------------------|-------|----|
| 1. | VS-400.1 | Language & Communication Skills – Urdu | 2+0 | VS-400.2 (L) | Language & Communication Skills | 2+0 | |
| 2. | VS-411 TD | Design Studio I | 0 + 6 | VS-400.2 (PS) | Pakistan Studies | 2+0 | |
| 3. | VS-421 TD | Weaving I | 0+ 3 | VS-412 TD | Design Studio II | 0 + 6 | |
| 4. | VS-431 TD | Drawing I | 0+2 | VS-422 TD | Weaving II | 0 + 3 | |
| 5. | VS-441 TD | History of Textiles | 2+0 | VS-432 TD | Drawing II | 0 + 2 | |
| 6. | VS-451 | History of Ideas II | 2+0 | VS-442 TD | History of Fashion | 2 + 0 | |
| 7. | | | | VS-452 | History of Ideas III | 2 + 0 | |
| Total Credit Hours | | | 17 | Total Credit Hours | | | 19 |

| Semester V | | | | Semester VI | | | |
|--------------------|-----------|------------------------------|-------|--------------------|----------------------------------|-------|----|
| 1. | VS-561 IA | Islamic Art and Civilization | 2+0 | VS-562 | Sociology | 2 + 0 | |
| 2. | VS-511 TD | Design Studio III | 0 + 6 | VS-512 TD | Design Studio IV | 0 + 9 | |
| 3. | VS-521 TD | Textile Technology I | 2+2 | VS-522 TD | Product Development & Innovation | 3+0 | |
| 4. | VS-531 TD | Drawing III | 0+2 | VS-532 TD | Digital Textiles I | 0 + 2 | |
| 5. | VS-541 TD | Innovation in Textiles | 2+0 | | | | |
| 6. | VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas | 2 + 0 | |
| Total Credit Hours | | | 18 | Total Credit Hours | | | 18 |

| Semester VII | | | | Semester VIII | | |
|--------------|-----------|---------------------|------|---------------|------------------------------|-------|
| 1. | VS-611 TD | Internship | 0+3 | VS-622 TD | Final Project | 0+12 |
| 2. | VS-621 TD | Design studio V | 0+ 6 | VS-632 TD | Marketing & Entrepreneurship | 3 + 0 |
| 3. | VS-631 TD | Digital Textiles II | 0+2 | | | |
| 4. | VS-641 TD | Seminar | 2 +0 | | | |
| 5. | VS-651 | Dissertation | 3+0 | | | |
| Total | | | 16 | Total | | 15 |

DESIGN & MEDIA ARTS(B. Design)

Design Media Arts & Animation acknowledges the growing importance of visual communication in business, industry, leisure, broadcasting and cultural exchange. Students select one of the three pathways: Graphic Design, Film or Animation . Graphic Design includes advertising, information graphics, typography, packaging, printmaking, printing-press technology, photography, illustration, computer graphics and editorial design. Film focuses on Film and Television production including camera, pre/post production, animation, photography, illustration and marketing. Animation includes digital animation and cel animation, modeling, character rigging and concept development. Seminars and a strong theory component ensures awareness of cultural issues and responsible practice within existing socio-economic contexts.

Career opportunities for Design & Media Arts:

Advertising, Exhibition Design, Information Graphics, Publishing, Editorial Design, Signage, Illustration, Photography, Creative Management, Animation, Motion Graphics, Film & Television Production. Creativity, which involves the ability to develop original, innovative ideas, is encouraged throughout the curriculum with an emphasis on concept oriented design solutions.

OPTIONS:

GRAPHIC DESIGN

The vast scope of the Design & Media Arts program when applied to the professional market utilizes creativity and technology to communicate ideas or messages. The outcomes of this communication can be in the form of printed materials, architectural signage design and graphics, exhibition environments, packaging and advertising, film and electronic media. While primarily concerned with the visual communication of information, it also entails the persuasive nature of the message and problem solving. Acknowledging the interdisciplinary nature of the profession and the cultural relevance of communication, a relevant Design & Media Arts curriculum must encourage the value of a broad-based university education.

COURSES & CREDITS (DESIGN& MEDIA ARTS _ GRAPHIC DESIGN)

| Semester I | | | | Semester II | | | |
|------------|----------|---|-------|-------------|---------------------|--|-----|
| 1 | VS-300.1 | Language & Communication Skills - English | 2+ 0 | VS-300.2 | Islamic Studies | | 2+0 |
| 2 | VS-311 | Drawing | 1 + 2 | VS-312 GD | Drawing | | 1+2 |
| 3 | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 GD | 2D Design | | 1+2 |
| 4 | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 GD | 3D Design | | 1+2 |
| 5 | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 GD | Digital Skills | | 1+2 |
| 6 | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | | 16 |

| Semester III | | | | Semester IV | | | |
|--------------|-----------|--|-----|---------------|---------------------------------|--|-----|
| 1. | VS-400.1 | Language & Communication Skills – Urdu | 2+0 | VS-400.2 (L) | Language & Communication Skills | | 2+0 |
| 2. | VS-451 | History of Ideas II | 2+0 | VS-400.2 (PS) | Pakistan Studies | | 2+0 |
| 3. | VS-411 GD | Graphic Design I | 0+3 | VS-452 | History of Ideas III | | 2+0 |
| 4. | VS-421 GD | Computer Graphics I | 0+3 | VS-412 GD | Graphic Design II | | 0+3 |
| 5. | VS-431 GD | Communication Skills | 2+0 | VS-422 GD | Computer Graphics II | | 0+3 |
| 6. | VS-441 GD | Typography I | 0+2 | VS-442 GD | Typography II | | 0+3 |
| 7. | VS-451 GD | History of Graphic Design | 3+0 | VS-452 GD | Printmaking | | 0+3 |
| | | Total Credit Hours | 17 | | Total Credit Hours | | 18 |

| Semester V | | | Semester VI | | |
|------------|--|-----------|-------------|---|-----------|
| VS-511 GD | Graphic Design III | 0+6 | VS-512 GD | Graphic Design IV | 0+6 |
| VS-521 GD | Computer Graphics III | 0+3 | VS-522 GD | Visual Cultures | 2+0 |
| VS-531 GD | Minor (History of Illustration OR History of Photography) | 2+0 | VS-532 GD | Copywriting | 2+0 |
| VS-541 GD | Minor (Illustration Studio I OR Photography Studio I) | 0+3 | VS-542 GD | Minor (Illustration Studio II OR Photography Studio II) | 0+3 |
| VS-561 IA | Islamic Art and civilization | 2+0 | VS-562 GD | Minor (Digital Techniques in Illustration OR Digital Techniques in Photography) | 2+0 |
| VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas V | 2+0 |
| | | | VS-562 | Sociology | 2+0 |
| | Total Credit Hours | 18 | | Total Credit Hours | 19 |

| Semester VII | | | Semester VIII | | |
|--------------|---|-----------|---------------|--|-----------|
| VS-611 GD | Design in Focus (Advertising + Interaction Design) | 0+6 | VS-612 GD | Final Project | 0+12 |
| VS-621 GD | Multi-Media Design | 0+2 | | | |
| VS-631 GD | Marketing & Professional Development I | 3+0 | VS-622 GD | Internship | 0+3 |
| VS-631 | Dissertation | 3+0 | VS-632 GD | Marketing & Professional Development II | 3+0 |
| VS-651 GD | Minor (Illustration Final Project OR Photography Final Project) | 0+4 | | | |
| | Total Credit Hours | 18 | | Total Credit Hours | 18 |

FILM

The Film programme offers hands on training in film making, preparing students the challenges of the film industry. Students get extensive experience writing, directing, producing, and editing their own original films while also crewing on fellow students' films in a variety of different roles, providing them with a solid foundation in how a film set works. Students learn a range of film making genres and techniques, screen writing, and all aspects of pre and post production. They are encouraged to submit films in various film festivals, and internship opportunities that connect them with the film industry.

COURSES AND CREDITS (Design& Media – Film)

| Semester I | | | | Semester II | | |
|------------|----------|---|-------|-------------|---------------------|-----|
| 1. | VS-300.1 | Language & Communication Skills - English | 2+ 0 | VS-300.2 | Islamic Studies | 2+0 |
| 2. | VS-311 | Drawing | 1 + 2 | VS-312 MA | Drawing | 1+2 |
| 3. | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 MA | Creative Writing | 3+0 |
| 4. | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 MA | Digital skills | 1+2 |
| 5. | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 MA | 3 D Design | 1+2 |
| 6. | VS-351 | History of Ideas I | 2+0 | VS-352 | History of Cultures | 2+0 |
| | | Total Credit Hours | 16 | | Total Credit Hours | 16 |

| Semester III | | | | Semester IV | | |
|--------------|-----------|--|-----|---------------|---------------------------------|-----|
| 1 | VS-400.1 | Language & Communication Skills – Urdu | 2+0 | VS-400.2 (L) | Language & Communication Skills | 2+0 |
| 2 | VS-411 MA | Camera I | 0+3 | VS-400.2 (PS) | Pakistan Studies | 2+0 |
| 3 | VS-421 MA | Pre-Production Skills | 0+3 | VS-412 MA | Camera II | 0+3 |
| 4 | VS-431 MA | Introduction to Illustration | 0+3 | VS-422 MA | Writing for Film & Television I | 0+3 |
| 5 | VS-441 MA | Set Design & Construction | 0+2 | VS-432 MA | Introduction to Photography | 0+2 |
| 6 | VS-451 MA | History of Film & Television | 3+0 | VS-442 MA | Art Direction | 0+2 |
| 7 | VS-451 | History of Ideas II | 2+0 | VS-452 MA | Sound Recording | 0+3 |
| | | | | VS-452 | History of Ideas III | 2+0 |
| | | Total Credit Hours | 18 | | Total Credit Hours | 19 |

| Semester V | | | | Semester VI | | |
|------------|-----------|-----------------------------------|-----|-------------|-----------------------------------|-----|
| 1 | VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas V | 2+0 |
| 2 | VS-511 MA | Editing Basics | 0+2 | VS-512 MA | Advanced Editing & Sound Design | 0+3 |
| 3 | VS-521 MA | Lighting | 0+2 | VS-522 MA | Animation I | 0+2 |
| 4 | VS-531 MA | Writing for Film & Television II | 2+0 | VS-532 MA | Directing I | 0+3 |
| 5 | VS-541 MA | Reading Media I | 2+0 | VS-562 | Sociology | 2+0 |
| 6 | VS-561 IA | Islamic Art and Civilization | 2+0 | | | |
| | | + 6 from Minor Total Credit Hours | 18 | | + 6 from Minor Total Credit Hours | 18 |

| Semester VII | | | | Semester VIII | | |
|--------------|-----------|-----------------------------------|-----|---------------|---------------------|------|
| 1 | VS-611 MA | Directing II | 0+3 | VS-612 MA | Final Project | 0+12 |
| 2 | VS-621 MA | Animation II | 0+3 | VS-622 MA | Internship (summer) | 0+2 |
| 3 | VS-631 MA | Reading Media II | 2+0 | VS-642 MA | Marketing | 2+0 |
| 4 | VS-631 | Dissertation | 3+0 | | | |
| | | + 6 from Minor Total Credit Hours | 17 | | Total Credit Hours | 16 |

ANIMATION

Animation, computer generated films and games, and digital effects are a rapidly growing field. In this programme students will have an opportunity to learn to create 3D art, animation, and visual effects for use in film, TV, games, and virtual reality. These skills are in demand in the film industry, television, game design and advertising. Public information, education, and presentations are also areas where animators are in demand.

In this course students will be exposed to a variety of forms of animation. Through hands on projects, you will experience the production of different forms and techniques of animation, including traditional animation, 2 D and 3D digital animation. Claymation, and become familiar with the latest softwares. All studies will be supported by theoretical subjects including history of animation and the essentials of storytelling and character development

COURSES and credits (Media Arts – Animation)

| | | Semester I | | Semester II | | |
|--------------------|----------|---|-------|-----------------------|---------------------|-------|
| 1 | VS-300.1 | Language & Communication Skills - English | 2+ 0 | VS-300.2 | Islamic Studies | 2+0 |
| 2 | VS-311 | Drawing | 1 + 2 | VS-312 MA | Drawing | 0 + 3 |
| 3 | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 MA | Creative Writing | 3+0 |
| 4 | VS-331 | Visual Communication Skills | 1 + 2 | VS-332 MA | Digital skills | 0 + 3 |
| 5 | VS-341 | Basic Design 3 D I | 1 + 2 | VS-342 MA | 3 D Design | 0 + 3 |
| 6 | VS-351 | History of Ideas I | 2+0 | VS-352 | History of Cultures | 2+0 |
| Total Credit Hours | | | 16 | Total Credit Hours 16 | | |

| | | Semester III | | Semester IV | | |
|--------------------|-------------|---------------------------------|-----|-----------------------|---------------------------------|-----|
| 1 | VS-400.1 | Language & Communication Skills | 2+0 | VS-400.2 (L) | Language & Communication Skills | 2+0 |
| 2 | VS-411 ANIM | Sculpture | 0+3 | VS-400.2 (PS) | Pakistan Studies | 2+0 |
| 3 | VS-421 ANIM | 3d Modeling | 0+3 | VS-412 ANIM | Animation I | 0+3 |
| 4 | VS-431 ANIM | History of Animation | 3+0 | VS-422 ANIM | Character Rigging I | 0+3 |
| 5 | VS-441 ANIM | Production Techniques | 0+3 | VS-432 ANIM | Introduction to Photography | 0+2 |
| 6 | VS-451 ANIM | Theatre | 1+2 | VS-442 MA | Art Direction | 0+3 |
| 7 | VS-451 | History of Ideas II | 2+0 | VS-452 MA | Sound Recording | 0+2 |
| 8 | | | | VS-452 | History of Ideas III | 2+0 |
| Total Credit Hours | | | 19 | Total Credit Hours 19 | | |

| | | Semester V | | Semester VI | | |
|---|-------------|-----------------------------------|-----|-------------|-----------------------------------|-----|
| 1 | VS-511 ANIM | Animation II | 0+2 | VS-512 ANIM | Lighting, Rendering | 0+3 |
| 2 | VS-521 ANIM | Character Rigging II | 0+2 | VS-522 ANIM | Advanced Editing & Sound Design | 0+2 |
| 3 | VS-531 ANIM | Concept Development for Animation | 2+1 | VS-542 ANIM | Directing | 0+3 |
| 4 | VS-541 ANIM | Acting for Animation | 0+2 | VS-552 | History of Ideas V | 2+0 |
| 5 | VS-561 IA | Islamic Art and Civilization | 2+0 | VS-562 | Sociology | 2+0 |
| 6 | VS-551 | History of Ideas IV | 2+0 | | | |
| 7 | | + 6 from Minor Total Credit Hours | 19 | | + 6 from Minor Total Credit Hours | 18 |

| | | Semester VII | | Semester VIII | | |
|-----------------------------------|-------------|--------------------------------|-----|-----------------------|---------------------|------|
| 1 | VS-611 ANIM | Compositing for 3d Animation I | 0+3 | VS-612 ANIM | Final Project | 0+12 |
| 2 | VS-621 ANIM | Reading Media I | 0+2 | VS-622 ANIM | Internship (summer) | 3+0 |
| 3 | VS-631 ANIM | Group Project for Animation | 2+0 | | | |
| 4 | VS-631 | Dissertation | 3+0 | | | |
| + 6 from Minor Total Credit Hours | | | 17 | Total Credit Hours 15 | | |

CERAMICS & GLASS (B. Design)

The *Ceramics & Glass* programme focuses on studio ceramics and creative glass making.

Students are given hands-on experience of the range of skills and processes, including wheel-throwing, slab and mold building, firing techniques, glazing, glass forming etc.

Emphasis is placed upon experience and training in developing individually produced ceramic and glass works for the designer for workshop practice.

Knowledge of the workings of ceramics and glass industry is made available for those intending to establish production workshops.

Career opportunities for Ceramics & Glass: Pottery, Crafts Management, Glassware, Interior Design Projects, Sculpture

COURSES AND CREDITS (CERAMIC AND GLASS)

| Semester I | | | | Semester II | | |
|--------------------|----------|---|-------|--------------------|-------------------------|-----|
| 1 | VS-300.1 | Language & Communication Skills - English | 2+0 | VS-300.2 | Islamic Studies | 2+0 |
| 2 | VS-311 | Drawing | 1 + 2 | VS-312 C&G | Drawing | 0+3 |
| 3 | VS-321 | Basic Design 2 D | 1 + 2 | VS-322 C&G | Basic Design | 0+3 |
| 4 | VS-331 | Visual Communication Skills | 1 + 2 | VS 322 C&G | Technical drawing | 0+3 |
| 5 | VS-341 | Basic Design 3 D | 1 + 2 | VS-342 C&G | Materials and processes | 0+3 |
| 6 | VS-351 | History of Ideas I | 2 + 0 | VS-352 | History of Cultures | 2+0 |
| Total Credit Hours | | | 16 | Total Credit Hours | | 16 |

| Semester III | | | | Semester IV | | | |
|--------------------|------------|--|-----|--------------------|----------------------------|-----|----|
| 1 | VS-400.1 | Language & Communication Skills – Urdu | 3+0 | VS-400.2 | Pakistan Studies | 3+0 | |
| 2 | VS-451 | History of Ideas II | 2+0 | VS-452 | History of Ideas III | 2+0 | |
| 3 | VS-411 C&G | Studio | 0+6 | VS-412 C&G | Studio | 0+6 | |
| 4 | VS-421 C&G | Materials & Technology I | 2+0 | VS-422 C&G | Materials & Technology II | 2+0 | |
| 5 | VS-431 C&G | Drawing | 0+2 | VS-432 C&G | Digital Visualization | 0+2 | |
| 6 | VS-451 C&G | History of Art & Design I | 2+0 | VS-452 C&G | History of Art & Design II | 2+0 | |
| Total Credit Hours | | | 17 | Total Credit Hours | | | 17 |

| Semester V | | | | Semester VI | | | |
|--------------------|------------|-----------------------------|-----|--------------------|-------------------------------|-----|----|
| 1 | VS-551 | History of Ideas IV | 2+0 | VS-552 | History of Ideas V | 2+0 | |
| 2 | VS-561 IA | Islamic Art & Civilization | 2+0 | VS-562 | Sociology | 2+0 | |
| 3 | VS-511 C&G | C & G Studio III | 0+9 | VS-512 C&G | C & G Studio IV | 0+9 | |
| 4 | VS-531 C&G | Elective | 0+2 | VS-532 C&G | Traditional Crafts | 0+2 | |
| 5 | VS-551 C&G | History of Ceramics & Glass | 2+0 | VS-552 C&G | History of Crafts of Pakistan | 2+0 | |
| Total Credit Hours | | | 17 | Total Credit Hours | | | 17 |
| Semester VII | | | | Semester VIII | | | |

| Semester VII | | | | Semester VIII | | | |
|--------------|--------------------|-----------------|------|--------------------|------------------|------|----|
| 1 | VS-611 C&G | Final Project I | 0+12 | VS-612 C&G | Final Project II | 0+12 | |
| 2 | VS-631 | Dissertation | 3 +0 | VS-622 C&G | Seminar | 3 +0 | |
| 3 | Total Credit Hours | | 15 | Total Credit Hours | | | 15 |

ASSESSMENT

Student assessment is based on practical assignments given throughout the term and examinations held at the end of each semester. At the end of each semester there is a portfolio assessment. Students are counseled on their overall progress. Home assignments supplement classrooms projects.

GRADING & PROMOTION

Passing percentage is 50% in each course. The grades given to the students are expressed as a Numerical Grade (NG), an equivalent Alphabetical Grade (AG) and a Grade Point (GP). Grade Point Ratio (GPR) and a Cumulative Grade Point Ratio (CGPR) will be calculated.

| | | | | | | | | | | | |
|-----|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| NG | 90 – 100 | 85 – 89 | 80 – 84 | 75 – 79 | 71 – 74 | 68 – 70 | 64 – 67 | 61 – 63 | 57 – 60 | 53 – 56 | 50 – 52 |
| AG | A+ | A | A – | B+ | B | B – | C+ | C | C – | D+ | D |
| GPA | 4.0 | 4.0 | 3.8 | 3.4 | 3.0 | 2.8 | 2.4 | 2.0 | 1.8 | 1.4 | 1.0 |

Students must pass in 80% of their courses in an academic year, failing which they will have to repeat the year. If a student fails in one course, he or she will be allowed to repeat the course in the following relevant academic session. In each semester students can improve any two previous courses with grade less than 'C' when that course is next offered during their course of studies. Students making a fourth attempt are required to re-attend the relevant class. Architecture student must clear design studio in in all years including foundation year in order to be promoted to the next level.

AWARD OF DEGREE

A student must obtain a CGPR of 2.45 in order to be awarded a degree.

ATTENDANCE

A student's attendance must amount to 75%. A student with low attendance will not be allowed to appear for his / her exams.

Students with 60% attendance may pay a fine and appear for the final examination.

ADMISSIONS

ELIGIBILITY FOR ADMISSION

Students who have passed H.S.C. (Intermediate) Examination or equivalent examination with 45% marks from a recognized technical board are eligible to apply. Diploma holders who have obtained a diploma from a recognized Board with at least 60% shall also be eligible to apply. Further details from main university website.

APTITUDE TEST

Students fulfilling the above mentioned requirements will be allowed to appear in the aptitude test. A sample test paper is included in the prospectus.

WEIGHTAGE

HSC: 20% ; Aptitude Test: 80%

Applicants must pass in to be considered for admissions, including quotas/reserved seats/ self-finance etc

FEES

Admission + tuition fee Rs.50,000/-

RULES AND REGULATIONS

Students will be required to pay for materials and have their own set of tools for which a list will be provided.

The University is not liable for loss or damage to student's property.

Students are expected to follow the guidelines of the University as regards attendance, discipline and conduct.

SEATS AVAILABLE

| S.No. | Specialization | No. of seats |
|-------|--------------------|--------------|
| 1. | Architecture | 20 |
| 2. | Textile Design | 20 |
| 3. | Graphic Design | 20 |
| 4. | Film | 20 |
| 5. | Animation | 20 |
| 6. | Fine Art | 15 |
| 7. | Industrial Design | 15 |
| 8. | Islamic Art | 10 |
| 9. | Ceramics & Glass | 10 |
| | Total Seats | 150 |

ENTRY TEST Sample Test Paper

Duration TWO HOURS 100 Marks [passing marks 50%]

INSTRUCTIONS

1. The test consists of FOUR sections.
2. You may answer in ENGLISH or URDU.

SECTION A. [30 marks]

1. Draw the object given to you in as much detail as possible in the space provided below.
 2. Using your imagination, ADD an element of your choice to the drawing
- Use graphite pencil only. DO NOT use colour pencils, rulers or any other drawing instruments.

SECTION B. Visual Intelligence/Imagination [30 marks]

1. Using your imagination, describe what is happening in the image given.
2. Select the correct image to complete the sequence

SECTION C -SPECIALIZATION [30marks]

ONLY ANSWER QUESTIONS FROM THE SPECIALIZATION APPLIED FOR

1. Zardosi is the name of a
 - a) Fiber
 - b) Cloth
 - c) Style of saree
 - d) Embroidery
2. Place in order of construction
 - a) Roof walls b) pillars c) foundation d) wiring e) paint
3. Which of the following is not a film award?
 - a) Nigar
 - b) Oscar
 - c) Grammy
 - d) Bafta
4. Match the tagline to the brand
5. As compared to steel, plastic is
 - a) Stronger
 - b) Lighter
 - c) Heavier
 - d) More expensive
6. Look at the image given and answer the related questions.
7. The Al Aqsa mosque marks the spot for:
 - a) The Mairaj
 - b) The conquest of Jerusalem
 - c) Maidan e Hashar
8. Name 4 ceramics objects are used in a home?
9. The Renaissance in Europe revived
 - a) Medieval Art
 - b) Classical Greek art
 - c) Byzantine art
10. Which production house made Pakistan's first animation film?

SECTION D- PERSONAL STATEMENT [10 marks]

In 200 words write about your interests, reasons for applying and why you are a suitable candidate.

Department of Visual Studies

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