



Department of Visual Studies

PROSPECTUS 2025

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)

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INTRODUCTION

The Department of Visual Studies graduates are 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 (4 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: Graphic Design OR Film OR Animation)
 - Textile Design
 - Industrial Design

SPECIALIZATIOIS AND COURSES TO OFFERED

FOUNDATION STUDIES

COURSE STRUCTURE: Two semesters of Foundation studies followed by six semesters of specialized studies leading to a BFA, B.Design & eight semesters B.Arch. Some courses are compulsory and common to all disciplines: English, History of Ideas, Islamic Studies.

Course and Credits - FOUNDATION

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 I	1 + 2	VS-312	Drawing II		1 + 2	
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II		1 + 2	
				VS-322 Arch	Architectonics (Only for Arch Stud)		0 + 3	
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2	
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2	
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0	
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0	
			Total Credit Hours	18			Total Credit Hours	18

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 I	1 + 2	VS-312	Drawing II		1 + 2		
3.	VS-321	Basic Design I	1 + 2	VS-322 ARCH	Architectonics		0 + 3		
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2		
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2		
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0		
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0		
			Total Credit Hours	18				Total Credit Hours	18

SEMESTER – III				SEMESTER – IV					
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II		2 + 0		
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies		2 + 0		
3.	VS-411 ARCH	Theory of Architecture I (History of Art & Architecture)	2 + 0	VS-472	History of Ideas IV		2 + 0		
4.	VS-421 ARCH	Design Studio I	0 + 6	VS-412 ARCH	Theory of Architecture II (History & Theory of Architecture)		2 + 0		
5.	VS-431 ARCH	Visual Communication	0 + 2	VS-422 ARCH	Design Studio II		0 + 6		
6.	VS-441 ARCH	Architecture Technology I Construction Details & Materials	1 + 1	VS-432 ARCH	Digital Tools for Architects I		0 + 2		
7.	VS-451 ARCH	Elective I - Sculpture	0 + 2	VS-442 ARCH	Architecture Technology II Construction Details & Material		1 + 1		
8.	VS-461 ARCH	Elective II–Climatic Responsive Design	2 + 0	VS-452 ARCH	Architecture Technology III Structure		1 + 1		
			Total Credit Hours	20				Total Credit Hours	20

SEMESTER – V				SEMESTER – VI					
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology		2 + 0		
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI		2 + 0		
3.	VS-511 ARCH	Theory of Architecture III – (Energy and Environment)	2 + 0	VS-512 ARCH	Theory of Architecture IV-Sustainable Development		2 + 0		
4.	VS-521 ARCH	Design Studio III	0 + 8	VS-522 ARCH	Design Studio IV		0 + 8		
5.	VS-531 ARCH	Digital Tools for Architects II	0 + 2	VS-532 ARCH	Digital Tools for Architects III		0 + 2		
6.	VS-541 ARCH	Architecture Technology IV Building Integration	1 + 1	VS-542 ARCH	Architecture Technology VI Construction Details & Material		1 + 1		
7.	VS-551 ARCH	Architecture Technology V Structure	1 + 1	VS-582 ARCH	Elective III-Environmental Psychology		2 + 0		
			Total Credit Hours	20				Total Credit Hours	20

SEMESTER – VII				SEMESTER – VIII		
1.	VS-611 ARCH	Theory of Architecture IV (Urban/Rural & Urban Design)	2 + 0	VS-612 ARCH	Professional Practice & Management	2 + 0
2.	VS-621 ARCH	Design Studio V	0 + 8	VS-622 ARCH	Design Studio VI	0 + 8
3.	VS-631 ARCH	Creative Writing	2 + 0	VS-632 ARCH	Architectural Research Methods	2 + 0
4.	VS-641 ARCH	Architecture Technology VII Construction Details & Material	2 + 1	VS-642 ARCH	Internship (6 Weeks summer break)	0 + 2
5.	VS-651 ARCH	Landscape Architecture	2 + 1	VS-652 ARCH	Elective IV-Cities & Housing	2 + 0
Total Credit Hours			18	Total Credit Hours		16

SEMESTER – IX				SEMESTER – X		
1.	VS-731 ARCH	Dissertation	3 + 0	VS-762 ARCH	Thesis Design II (Final Project)	0 + 15
2.	VS-761 ARCH	Thesis Design I	0 + 12			
Total Credit Hours			15	Total Credit Hours		15

IT IS MANDATORY TO CLEAR **ARCHITECTONICS** IN FOUNDATION YEAR AND **DESIGN STUDIO** IN EACH SEMESTER IN ORDER TO BE PROMOTED TO THE NEXT SEMESTER. FAILING TO DO SO WILL RESULT IN A YEAR BACK.

FINE ART – (B. F.A)

The **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 I	1 + 2	VS-312	Drawing II	1 + 2
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II	1 + 2
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II	1 + 2
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II	1 + 2
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II	2 + 0
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II	2 + 0
			Total Credit Hours			18
				Total Credit Hours		18

SEMESTER – III				SEMESTER – IV		
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II	2 + 0
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies	2 + 0
3.	VS-411 FA	Drawing III-Structure of Nature	0 + 3	VS-472	History of Ideas IV	2 + 0
4.	VS-421 FA	Painting	0 + 3	VS-412 FA	Drawing IV-Interpreting Space	0 + 3
5.	VS-431 FA	Miniature Painting I	0 + 3	VS-422 FA	Sculpture	0 + 3
6.	VS-441 FA	Printmaking	0 + 3	VS-432 FA	Miniature Painting II	0 + 3
7.	VS-451 FA	History of Art III	2 + 0	VS-442 FA	AV Media	0 + 3
8.				VS-452 FA	History of Art IV	2 + 0
			Total Credit Hours			18
				Total Credit Hours		20

SEMESTER – V				SEMESTER – VI		
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology	2 + 0
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI	2 + 0
3.	VS-511 FA	Drawing V-Interpreting Form	0 + 3	VS-512 FA	Drawing VI-Individual Projects	0 + 2
4.	VS 521 FA	Studio I	0 + 9	VS -522 FA	Studio II	0 + 8
5.	VS-531 FA	Elective I	0 + 2	VS-552 FA	History of Art VI	2 + 0
6.	VS-551 FA	History of Art V	2 + 0	VS-582	Research Methodology	3 + 0
			Total Credit Hours			20
				Total Credit Hours		19

SEMESTER – VII				SEMESTER – VIII		
1.	VS-611 FA	Final Project I	0 + 12	VS-612 FA	Final Project II	0 + 12
2.	VS-631 FA	Drawing VII	0 + 1	VS-652 FA	Art Integration	3 + 0
3.	VS 651 FA	Art Criticism	1 + 0			
4.	Vs 681 FA	Dissertation	2 + 0			
			Total Credit Hours			16
				Total Credit Hours		15

ISLAMIC ART – (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 I	1 + 2	VS-312	Drawing II	1 + 2
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II	1 + 2
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II	1 + 2
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II	1 + 2
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II	2 + 0
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II	2 + 0
			Total Credit Hours	18		
					Total Credit Hours	18

SEMESTER – III				SEMESTER – IV		
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II	2 + 0
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies	2 + 0
3.	VS 411 IA	Calligraphy I	0 + 3	VS-472	History of Ideas IV	2 + 0
4.	VS 421 IA	Geometric Design I	0 + 3	VS 412 IA	Calligraphy II	0 + 3
5.	VS 431 IA	Workshop I	0 + 4	VS 422 IA	Geometric Design II	0 + 3
6.	VS 451 IA	Muslim History & Culture I	2 + 0	VS 432 IA	Workshop II	0 + 4
7.				VS 452 IA	Muslim History & Culture II	2 + 0
			Total Credit Hours	16		
					Total Credit Hours	18

SEMESTER – V				SEMESTER – VI		
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology	2 + 0
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI	2 + 0
3.	VS 511 IA	Calligraphy III	0 + 3	VS 512 IA	Calligraphy IV	0 + 3
4.	VS 521 IA	Naqqashi I	0 + 3	VS 522 IA	Naqqashi II	0 + 3
5.	VS 531 IA	Workshop IV	0 + 4	VS 532 IA	Workshop IV	0 + 4
6.	VS 541 IA	Computer Skills	0 + 3	VS 552 IA	Quran & Aesthetics	2 + 0
				VS-582	Research Methodology	3 + 0
			Total Credit Hours	17		
					Total Credit Hours	17

SEMESTER – VII				SEMESTER – VIII		
1.	VS-611 IA	Final Project I	0+12	VS-612 IA	Final Project II	0+15
2.	VS 631 IA	Ecology & Design	2 + 0	VS 622 IA	Professional Skills and Marketing	3 + 0
3.	VS 651 IA	Quran & Symbolism	2 + 0			
4.	VS-681	Dissertation	2 + 0			
5.						
			Total Credit Hours	18		
					Total Credit Hours	18

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 I	1 + 2	VS-312	Drawing II		1 + 2		
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II		1 + 2		
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2		
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2		
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0		
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0		
			Total Credit Hours	18				Total Credit Hours	18

SEMESTER – III				SEMESTER – IV					
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II		2 + 0		
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies		2 + 0		
3.	VS-411ID	Visualization I	0 + 3	VS-472	History of Ideas IV		2 + 0		
4.	VS-421ID	Material Studies I	2 + 0	VS-412 ID	Visualization II		0 + 3		
5.	VS-431ID	Design Studies I	2 + 0	VS-422 ID	Material Studies II		2 + 0		
6.	VS-441ID	Design Studio I	1 + 3	VS-432 ID	Design Studies II		2 + 0		
7.	VS-451ID	Elective I - Geometric Design	0 + 2	VS-442 ID	Design Studio II		1 + 3		
8.				VS-452 ID	Elective II - Clay		0 + 2		
			Total Credit Hours	17				Total Credit Hours	19

SEMESTER – V				SEMESTER – VI					
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology		2 + 0		
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI		2 + 0		
3.	VS-511ID	Visualization III	0 + 4	VS-512 ID	Visualization IV		0 + 4		
4.	VS-521ID	Technology I	0 + 2	VS-522 ID	Technology II		0 + 2		
5.	VS-531ID	Design Studies III	2 + 0	VS-532 ID	Design Studies IV		2 + 0		
6.	VS-541ID	Design Studio III	2 + 4	VS-542 ID	Design Studio IV		2 + 4		
7.				VS-582	Research Methodology		3 + 0		
			Total Credit Hours	18				Total Credit Hours	19

SEMESTER – VII				SEMESTER – VIII					
1.	VS-611ID	Final Project I	3 + 9	VS-612 ID	Final Project II		0 + 12		
2.	VS-621ID	Seminar	2 + 0	VS-652 ID	Marketing & Entrepreneurship		3+0		
3.	VS-681	Dissertation	2 + 0						
			Total Credit Hours	16				Total Credit Hours	15

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 I	1 + 2	VS-312	Drawing II		1 + 2		
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II		1 + 2		
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2		
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2		
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0		
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0		
			Total Credit Hours	18				Total Credit Hours	18

SEMESTER – III				SEMESTER – IV					
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II		2 + 0		
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies		2 + 0		
3.	VS-411 TD	Design Studio I	0 + 6	VS-472	History of Ideas IV		2 + 0		
4.	VS-431 TD	Drawing I	0 + 3	VS-412 TD	Design Studio II		0 + 6		
5.	VS-441 TD	History of Textiles	2 + 0	VS-432 TD	Drawing II		0 + 3		
6.	VS-451 TD	Digital Skills 1	0 + 2	VS-442 TD	History of Textiles II		2 + 0		
7.				VS-452 TD	Digital Skills II		0 + 2		
			Total Credit Hours	17				Total Credit Hours	19

SEMESTER – V				SEMESTER – VI					
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology		2 + 0		
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI		2 + 0		
3.	VS-511 TD	Design Studio III (Print Design, weaving)	0 + 6	VS-512 TD	Design Studio IV (Print Design, weaving)		0 + 6		
4.	VS-521 TD	Textile Technology I	2 + 0	VS-532 TD	Digital Textiles I		0 + 3		
5.	VS-551 TD	Creative Digital Design	0 + 3	VS-582	Research Methodology		3 + 0		
6.									
			Total Credit Hours	15				Total Credit Hours	16

SEMESTER – VII				SEMESTER – VIII					
1.	VS-611 TD	Seminar	1 + 1	VS-612 TD	Internship		0 + 3		
2.	VS-621 TD	Design Studio V	0 + 6	VS-622 TD	Final Project		0+12		
3.	VS-631 TD	Digital Textiles II	0 + 3	VS-632 TD	Marketing & Entrepreneurship		3 + 0		
4.	VS-641 TD	Product Development & Innovation	2 + 1						
5.	VS-681	Dissertation	3 + 0						
			Total Credit Hours	17				Total Credit Hours	18

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 I	1 + 2	VS-312	Drawing II	1 + 2
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II	1 + 2
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II	1 + 2
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II	1 + 2
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II	2 + 0
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II	2 + 0
			Total Credit Hours			18
						Total Credit Hours
						18

B. Des - Visual Studies COURSE SCHEDULE for Design (Graphic) Major:

SEMESTER – III				SEMESTER – IV		
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II	2 + 0
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies	2 + 0
3.	VS-411 GD	Graphic Design Studio I	0 + 3	VS-472	History of Ideas IV	2 + 0
4.	VS-421 GD	Computer Graphics I	0 + 2	VS-412 GD	Graphic Design Studio II	0 + 3
5.	VS-431 GD	Interaction Design I	0 + 3	VS-422 GD	Computer Graphics II	0 + 2
6.	VS-441 GD	Typography I	0 + 3	VS-432 GD	Interaction Design II	0 + 3
7.	VS-451 GD	History of Graphic Design	3 + 0	VS-442 GD	Typography II	0 + 3
8.	VS- 461 GD	Photography - I	0 + 1	VS- 462 GD	Photography - II	0 + 1

	Total Credit Hours	19		Total Credit Hours	18
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SEMESTER – V				SEMESTER – VI		
1.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology	2 + 0
2.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI	2 + 0
3.	VS-511 GD	Graphic Design Studio III	0 + 4	VS-512 GD	Graphic Design Studio IV	0 + 4
4.	VS-521 GD	Computer Graphics III	0 + 2	VS-522 GD	Visual Cultures	2 + 0
5.	VS-531 GD	Minor (History of Illustration OR History of Photography)	2 + 0	VS-532 GD	Creative Strategy	0 + 3
6.	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 + 2
7.	VS- 551 GD	Advertising, Society, and Ethics	2 + 0	VS-552 GD	Minor (Digital Techniques in Illustration OR Digital Techniques in Photography)	0 + 2
8.	VS- 581 GD	Design Research	2 + 0	VS-582	Research Methodology	3 + 0
		Total Credit Hours	19		Total Credit Hours	19

SEMESTER – VII				SEMESTER – VIII		
1.	VS-611 GD	Design in Focus	0 + 6	VS-612 GD	Final Project	0 + 12
2.	VS-621 GD	Moving Image	0 + 3	VS-622 GD	Internship	0 + 3
3.	VS-631 GD	Politics and Ethics of Design	3 + 0			
4.	VS-651 GD	Minor (Illustration Final Project OR Photography Final Project)	0 + 3			
5.	VS-681	Dissertation	2 + 0			
		Total Credit Hours	17		Total Credit Hours	15

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 & CREDITS (DESIGN & MEDIA ARTS _ 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 I	1 + 2	VS-312	Drawing II		1 + 2		
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II		1 + 2		
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2		
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2		
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0		
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0		
			Total Credit Hours	18				Total Credit Hours	18

SEMESTER – III				SEMESTER – IV					
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II		2 + 0		
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies		2 + 0		
3.	VS-411 MA	Cinematography I	0 + 3	VS-472	History of Ideas IV		2 + 0		
4.	VS-421 MA	Production Strategies	0 + 3	VS-412 MA	Cinematography II		0 + 3		
5.	VS-431 MA	Storyboard & Illustration	0 + 3	VS-422 MA	Writing for Film & TV - I		0 + 3		
6.	VS-441 MA	Production Design for Film & TV	0 + 2	VS-432 MA	Introduction to Photography		0 + 2		
7.	VS-451 MA	History of Film & TV	3 + 0	VS-442 MA	Documentary Filmmaking		0 + 3		
8.				VS-452 MA	Audio Production		0 + 3		
			Total Credit Hours	18				Total Credit Hours	20

SEMESTER – V				SEMESTER – VI					
1.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI		2 + 0		
2.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology		2 + 0		
3.	VS-511 MA	Editing Basics	0 + 2	VS-512 MA	Advance Editing & Sound Design		0 + 3		
4.	VS-521 MA	Lighting for Film & TV	0 + 2	VS-522 MA	Visual Effects for Film & TV		0 + 2		
5.	VS-531 MA	Writing for Film & TV - II	0 + 2	VS-532 MA	Direction - I (Mini Thesis)		0 + 3		
6.	VS-541 MA	Reading Media	2 + 0	VS-582	Research Methodology		3 + 0		
			3 courses from Minor (Writing or Photography)	+6				3 courses from Minor (Writing or Photography)	+6
			Total Credit Hours	18				Total Credit Hours	19

SEMESTER – VII				SEMESTER – VIII					
1.	VS-611 MA	Direction - II	0 + 3	VS-612 MA	Final Project - II		0+12		
2.	VS-621 MA	Final Project – I (Thesis Script)	0 + 3	VS-622 MA	Meet the Masters (Special Workshops)		2 + 0		
3.	VS-631 MA	Film Theory & Analysis	2 + 0	VS-632 MA	Internship (summer)		0 + 2		
4.	VS-681	Dissertation	2 + 0	VS-642 MA	Marketing		2 + 0		
			2 courses from Minor (Writing or Photography)	+6					
			Total Credit Hours	16				Total Credit Hours	18

MINORS - Cinematography or Scriptwriting MEDIA ARTS

SEMESTER – V								
1.	VS-561 MA-P	Photography Studio	OR	VS-561 MA-S	Storytelling		0 + 2	
2.	VS-571 MA-P	Digital Content Production	OR	VS-571 MA-S	Character Development		0 + 2	
3.	VS-581 MA-P	History of Cinematography	OR	VS-581 MA-S	Genres of Film		2 + 0	
							Total Credit Hours	6

SEMESTER – VI								
1.	VS-562 MA-P	Visual Storytelling	OR	VS-562 MA-S	Copywriting & Unscripted Content		0 + 2	
2.	VS-572 MA-P	Color Grading	OR	VS-572 MA-S	Dialogue		0 + 2	
3.	VS-582 MA-P	Cinematography for Unscripted content & TV	OR	VS-582 MA-S	Adaptation		0 + 2	
							Total Credit Hours	6

SEMESTER – VII								
1.	VS-661 MA-P	Advanced Photography & Videography	OR	VS-661 MA-S	Feature Film Scriptwriting		1 + 3	
2.	VS-671 MA-P	The Business of Filmmaking	OR	VS-671 MA-S	The Business of Filmmaking		0 + 2	
							Total Credit Hours	6

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, 2D 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 & CREDITS (DESIGN & 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 I	1 + 2	VS-312	Drawing II		1 + 2		
3.	VS-321	Basic Design I	1 + 2	VS-322	Basic Design II		1 + 2		
4.	VS-331	Drafting I	1 + 2	VS-332	Drafting II		1 + 2		
5.	VS-341	Materials & Processes I	1 + 2	VS-342	Materials & Processes II		1 + 2		
6.	VS-351	History of Arts I	2 + 0	VS-352	History of Arts II		2 + 0		
7.	VS-371	History of Ideas I	2 + 0	VS-372	History of Ideas II		2 + 0		
			Total Credit Hours	18				Total Credit Hours	18

SEMESTER – III				SEMESTER – IV					
1.	VS-400.1	Language & Communication Skills I- Urdu	2 + 0	VS-400.2 (L)	Language & Communication Skills II		2 + 0		
2.	VS-471	History of Ideas III	2 + 0	VS-400.2 (PS)	Pakistan Studies		2 + 0		
3.	VS-411 ANIM	Sculpture	0 + 3	VS-472	History of Ideas IV		2 + 0		
4.	VS-421 ANIM	3d Modeling	0 + 3	VS-412 ANIM	Animation I		0 + 3		
5.	VS-431 ANIM	History of Animation	3 + 0	VS-422 ANIM	Character Rigging I		0 + 3		
6.	VS-441 ANIM	Production Techniques	0 + 3	VS-432 ANIM	Introduction to Photography		0 + 2		
7.	VS-451 ANIM	Theatre	1 + 2	VS-442 MA	Art Direction		0 + 3		
8.				VS-452 MA	Sound Recording		0 + 2		
			Total Credit Hours	19				Total Credit Hours	19

SEMESTER – V				SEMESTER – VI					
1.	VS-571	History of Ideas V	2 + 0	VS-572	History of Ideas VI		2 + 0		
2.	VS 561	Islamic Art and Civilization	2 + 0	VS -562	Sociology		2 + 0		
3.	VS-511 ANIM	Animation II	0 + 2	VS-512 ANIM	Lighting, Rendering		0 + 3		
4.	VS-521 ANIM	Character Rigging II	0 + 2	VS-522 ANIM	Advanced Editing & Sound Design		0 + 2		
5.	VS-531 ANIM	Concept Development for Animation	2 + 1	VS-542 ANIM	Directing		0 + 3		
6.	VS-541 ANIM	Acting for Animation	0 + 2	VS-582	Research Methodology		3 + 0		
			3 courses from Minor	+6				3 courses from Minor	+6
			Total Credit Hours	19				Total Credit Hours	19

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-681	Dissertation	2 + 0						
			2 courses from Minor	+6					
			Total Credit Hours	15				Total Credit Hours	15

MINORS - ANIMATION

SEMESTER – V							
1.	VS-561 MA-P	History of Animation		OR	VS-561 MA-S	Story telling	0 + 2
2.	VS-571 MA-P	Concept Art		OR	VS-571 MA-S	Character development	0 + 2
3.	VS-581 MA-P	Business in Animation		OR	VS-581 MA-S	Disney and Pixar history	2 + 0
						Total Credit Hours	6

SEMESTER – VI							
1.	VS-562 MA-P	Editing and compositing		OR	VS-562 MA-S	Advanced story and character	0 + 2
2.	VS-572 MA-P	Basic Zbrush		OR	VS-572 MA-S	Dialogue	0 + 2
3.	VS-582 MA-P	Artist Showcase		OR	VS-582 MA-S	Adaptation	0 + 2
						Total Credit Hours	6

SEMESTER – VII							
1.	VS-661 MA-P	Zbrush Advanced		OR	VS-661 MA-S	Feature Film Scriptwriting	1 + 3
2.	VS-671 MA-P	Sound Techniques		OR	VS-671 MA-S	The Business of Scriptwriting	0 + 2
						Total Credit Hours	6

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 counselled 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 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 50% 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: 60% ; Interview: 20%

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

FEES

Admission Form Processing Fee: Rs. 4,500/-

Semester Fee: Rs. 86,000/-

Note:

- Rs.1000/- admission fee is included in the above fee.
- The Fee for the batch of 2025 will increase by 10% each Year.

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
	Total Seats	140

SAMPLE TEST PAPER

Duration TWO HOURS 100 Marks [passing marks 50%]

INSTRUCTIONS

1. The test consists of THREE 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.
Use graphite pencil only. DO NOT use colour pencils, rulers or any other drawing instruments.

SECTION B -SPECIALIZATION [50marks]

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 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

SECTION C. General Knowledge and IQ [20 marks]

1. Who wrote the national anthem of Pakistan?
A) Allama Iqbal B) Hafeez Jalandhari C) Faiz Ahmed Faiz D) Ahmed Faraz
2. Which is the longest river in the world?
A) Amazon B) Yangtze C) Nile D) Mississippi
3. In which year did Pakistan win the Cricket World Cup?
A) 1987 B) 1992 C) 1996 D) 2003
4. Which planet is known as the "Red Planet"?
A) Earth B) Mars C) Venus D) Jupiter
5. Who is the founder of Microsoft?
A) Steve Jobs B) Bill Gates C) Mark Zuckerberg D) Jeff Bezo
6. Find the missing number in the series: 2, 6, 12, 20, ___?
A) 26 B) 30 C) 28 D) 32
7. What is the odd one out?
A) Apple B) Banana C) Carrot D) Grape
8. Which number is divisible by 3?
A) 104 B) 117 C) 122 D) 140

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www.uok.edu.pk/faculties/visualstudies

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