



Department of Visual Studies

PROSPECTUS 2024

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

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
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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-451 ID	Elective II	0+1	
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 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	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

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.3,500/-

Semester Fee:

BS 1 st Yr.	2 nd Yr. Fee Rs	3 rd Yr. Fee Rs.	4 th Yr. Fee Rs.	5 th Yr. Fee Rs. (where applicable)
78500	85000	93500	103000	113000

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.
 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 [20 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 [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 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?

Department of Visual Studies

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