

Multimedia

BFA 4 Year Programme

(First Year)

Sr.No.	Subject / title	Marks	Type
01	History of Art	100	Theory
02	Math-I	100	Theory
03	Mathematics /Geometry	100	Theory
04	Psychology	100	Theory
05	Practical of Design	150	Practical / studio
06	Math-II	150	Practical / studio
07	Introduction to Computer	100	Practical / studio
Total		800	

(Second Year)

Sr.No.	Subject / title	Marks	Type
01	Islamic Studies/Islamic Studies	100	Theory
02	Math-II	100	Theory
03	History of Design	100	Theory
04	Math-II	100	Studio
05	Computer Graphics-I	100	Practical / Practical
06	Photography	100	Practical / Practical
07	Photography/Typography	100	Practical / Practical
08	Practical	100	Practical / Practical
Total		800	

(Third Year)

Sr.No.	Subject / title	Marks	Type
01	Marketing	100	Theory
02	History of Art	100	Theory

03	Computer Graphics-III	100	Practical / Studio
04	Animation-I	100	Practical / Studio
05	Photography	100	Practical / Studio
06	Video Editing	100	Practical / Studio
07	Web Development	100	Practical / Studio
08	Interactive Design	100	Practical / Studio
Total		800	

(Fourth Year)

Sr.No.	Subject / title	Marks	Type
01	Analysis	100	Studio
02	Photography-II	100	Studio
03	Animation-II	100	Studio
04	Project	400	Practical
05	Research Report	100	
Total		800	

MULTIMEDIA:

First Year	800
Second year	800
Third year	800
Fourth year	<u>800</u>
Grand total:	3200

FIRST YEAR

FUNDAMENTAL OF DESIGN

Course content:

1. Introduction to elements and principles of design
2. Types of line
3. Colour
4. Colour Wheel
5. Tones
6. Tints
7. Color Chart
8. Tried Colour
9. Line
10. Color
11. Shapes
12. Form
13. Layout
14. Harmony
15. Constar
16. Balance

Structure of course

Its is a studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, understanding of a particular assignment and discussion with concerned teacher combined together to create evolution procedure

Studio based projects are marked after criticism by two faculty members class teacher acts as internal examiner and other faculty members as external examiner. Written assignments are marked by class teacher

Reference Books:

- Letter head & logo design (Michael Standard)
- A history of graphic design (Pjilip B.Meggs)
- Understanding Art (Lois Fichner)
- Art Craft Design (Crill and Macmillam)
- Color and Meaning (Jahn Crrage)
- Art & Design (Tom Maclean Bill Read)

DRAWING-I

Course Objectives

To introduce students to the language and vocabulary of drawing with the aim of establishing the elements and principles of design as a means of visual expression and communication

1. To familiarize students with drawing of various objects including the human body through exercise dealing with the observation and enjoyable rendering of shape, volume, tone balance, proportion and spatial relationships.

2. To introduce all media of drawing which can be manipulated in life, still life, and the environment namely;-

- Pencil
- Charcoal
- Conte
- Crayon
- Felt Pen
- Pen and Ink
- Brush and Ink
- Reed Pen
- Pastel
- Collage
- Water Color
- Oil Color

Reference Books:

The Fundamentals of Drawing (Barrington Barber)

The Artist Drawing Book (Maira Huntlay)

Drawing (Jeremy Cralton)

An Introduction to Drawing Flowers (Margaret Stevens)

The Drawing and Sketching (Marylin Scott)

Drawing a Complete Course (Jenny Rodwell)

How to Draw Anything (Angela Gair)

INTRODUCTION TO COMPUTER

Course Contents:

This course focuses the raster based software for the print media. It also covers the advance techniques of vector base software and its usage and compatibility with the raster software.

Teaching Outline

- Introduction to computer
- Introduction to Basic software. Word, Power point.
- Introduction to Adobe Photoshop (basic level)
- Types of Software
- Purpose of Operating Systems
- Input and Output Devices
- Storage Devices
- Transforming Data into Information
- Data Processing
- Networks Basic
- Overview of Internet
- E – Mail
- MS Word

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Sign Symbol Agile Rabbat

Design secrets production IDSA

HISTORY OF ART

Teaching Outline

- Prehistoric art
 - Paleolithic
 - Neolithic
 - Mesolithic
- Art in different regions of the world
Art in Africa
America
Asia
Europe
Australia

Structure of course

Its is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, understanding of a particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

High Honour Flemin, A World History of Art
Gina Pischel, A World History of Art
H. W Jonson, History of Art
Donald Reynolds, History of Art
Benjamin Rowland, Telican History of Art

ENGLISH-I

Course content:

Poetry

A new Anthology of English verses
By Kaneez Aslam/ Shuaib bin Hasan
Poems 12 to 23

Phrasal Verbs

Functional English

Précis Writing

Structure of course

It is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, understanding of a particular assignment and discussion with concerned teacher combined together to create evaluation procedure

MATHEMATICS/GEOMETRY

1. MATRIX

- a. Introduction of Matrices
- b. Determinants;
- c. Adjoin and inverse of 2×2 and 3×3 Matrices;
- d. Simultaneous Equations

2. QUADRATIC EQUATION:

- a. Introduction to Quadratic Equation
- b. Equation reducible to the quadratic form

3. Synthetic Division:

- a. Introduction
- b. Remainder Theorem
- c. Cofactor Theorem

4. Sequences and Series:

- a. Introduction
- b. Types of Sequences; A.P, A.M., G.P., H.P., Infinite Geometric Series.
- c. Binomial Theorem; Demonical Series and its Application

5. Trigonometry:

- a. Units of Measures of Angles
- b. Formula ($r \neq 0$) Formula Law (without proof)
- c. Deduction from Fundamental Law (only Formula)
- d. Sign of Trigonometric Function; Values of Trigonometric Functions.
- e. Solutions of Triangles Area of Triangles

Recommended Book

Mathematics II Algebra and Trigonometry, (2006), Lahore Punjab Textbook Board.

PSYCHOLOGY

Course Objectives

Definition, brief history and aims of Psychology

Basic schools of thought in psychology (Structuralism, Functionalism, Cognitive Psychology, Psychoanalysis, Gestalt psychology, Humanistic Psychology, Eclectic Approach)

Fields of Psychology

Relationship of Psychology and Arts

Teaching Outline

- Influence of Research on Psychology (A brief sketch)
- Sensation and Perception
- Memory and Intelligence
- Behavioral Psychology
- Personality Psychology
- Social Psychology
- Color Psychology
- Psychotherapy (Use of Expressive Arts in Psychology)

Structure of course

Its is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, understanding of a particular assignment and discussion with concerned teacher combined together to create evolution procedure

References Books:

Weilten,W. (2001). Psychology: Themes and variations. (5th ed.) New York: Wadsworth.

Gladding, S.T. (1996). Counseling a comprehensive profession (3rd ed.) Prentice Hall Inc

Mark Jarzomek. The Psychologizing of Modrenity

Alan Ryan. John Dewey and the High Time of American Liberalism W. W. Norton 1995

Crrislelde Pollock (ed.), Psychology and the Image (Oxford Blackwell 2006)

SECOND YEAR

DRAWING-II

Course Objectives

1. The course is designed to perpetuate a concentrated effort for achieving “draftsmanship” an ability to transfer objects observed visually and transcribed graphically with the co-ordination of hand and mind. Methods used are perceptual conceptual sensibilities; charge with a touch of the individuals, exploration into the media under study.
2. Understanding of human anatomy and the ability to translate what is observed is desired as a beginning for a sound foundation in all subjects.
3. The use of a variety of media, i.e. pencil, charcoal, conte, carayon, ink and brush.

Teaching Outline

1. Study from life model, portrait.
2. Exercise based on study from draped life model
3. Study from animals in studio or outdoors (zoo)
4. Study from full size life model.

Evaluation

Procedure: Creativity, presentation, class participation understanding particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

The Fundamentals of Drawing (Barrington Barber)
The Artist Drawing Book (Moiria Huntlay)
Drawing (Jeremy Cralton)
An Introduction to Drawing Flowers (Margaret Stevens)
The Drawing and Sketching (Marylin Scott)
Drawing a Complete Course (Jenny Rodwell)
How to Draw Anything (Angela Gair)

PAKISTAN STUDIES

Course Content:

1. Pak-Indo Relations
2. Devolution Plan
3. Kashmir
4. OIC
5. Major Determinants of the Foreign Policy of Pakistan
6. Internal + External Problems of Pakistan
7. Role of Bureaucracy
8. Role of Military in Pakistan
9. Pakistan- Afghanistan Relations
10. Geo0Strategic Importance of Pakistan

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

RECOMMENDED BOOKS

1. Pakistan Affairs by Ikram Rabani
2. Pakistan A descriptive Atlas by Rizwan Zahid Ahmad.

COMPUTER GRAPHICS-I

Course content:

This course is design to provide fundamental understanding of a range of computer graphics software applications. The main emphasis will be placed upon the basic technical skills development, Visualization & elucidation of concepts. This will include designing of logos, clip art (sign & symbols).

TEACHING OBJECTS

- Introduction to computer
- Basic software. Word, Power point.
- Adobe Photoshop (basic level)
- Creating compositions by combining raster & vector images
- Logo design
- Creating photo montage
- Clip Art
- Preparing files for print

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Sign Symbol (Agile Rabbat)

Design secrets production IDSA

The Designer & the Grid (Lucienne Roberts)

3-D Graphics & Animations (Mark Giambruno)

PHOTOGRAPHY

Course content:

Theory

- What is photography?
- Lens (optics)
- Cameras
- Camera accessories
- Light sources
- Film / paper
- Processing and printing
- Mastering exposure
- Filters and filters factors
- Handwork on negatives and enlargements
- Chemicals for B/W Photography

Practical

- Use of camera and trial exposure
- Use of enlarger and trial printing
- Film development and trial film developing
- Architectural photography
- Landscape photography

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Digital Photography (Mike Hemsley)
Digital color & type (Rob Carter)
Single Image Photography (Alexis Scott)
Photographic Show Case 2004 (Stefan Schaster)

CALLIGRAPHY

Course Content:

The curved letters rules and for thick and thin alphabets, spurs and serifs shading composition proportion margin movement in slay pout. Single unit arrangement. Two or three init sketching the layout or type style in single layout board and wall sign banners.

Structure of course

It is a studio class/lecture/seminar/visit or a combination of all.

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Complete Calligraphy (Marie Lynskey)

Calligraphy a Guide to Hand Lettering (Margaret Morgan)

The Complete Guide to Calligraphy (Oceana)

Ijaz-e-Khatati (Khursheed Alam Gohar)

TYPOGRAPHY

Course content:

Introduction to basic alphabets size and shapes straight and perpendicular line spacing, weight and action. Construction of letters, Egyptian, roman old English scripts block. Single unit arrangement. Two or three unit sketching the layout or type style in single layout board and wall signs banners.

Structure of course

Its is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Essential design (Tom Peter)

Typographical experiment (Tea Triggs)

HISTORY OF DESIGN

Course content:

1. Introduction to history of design.
2. Visual aesthetics (elements of design)
3. Line (two lectures).
4. Structure, surface and texture
5. Form.
6. Proportion and perspective.
7. Area, space and composition.
8. Light and color (for lectures)
9. Two dimensional art and design.
10. Three dimensional art and design.
11. Movement, motion and speed.
12. Representation, realism and abstraction (two lectures)
13. Revision and wrap up.
14. Marketing
15. History of textile (Participation from Textile Department)
16. History of graphic Design (Participation from Publicity Department)
17. How to look at a piece of art and design (visit to Lahore Museum)
18. Revision and warm up

Structure of course

Its is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: class teacher marks written assignments

Reference Books:

Photonica
Lighting for Portrait
50 Years of Visual Art in Pakistan (M. Hanif Raza)

ENGLISH-II

Course content:

Poetry

A new Anthology of English verses

By kaneez Aslam/ Shuaib bin hasan

Poems 12 to 23

Phrasal Verbs

Functional English

Précis Writing

Structure of course

Its is a lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, understanding of a particular assignment and discussion with concerned teacher combined together to create evolution procedure

ILLUSTRATION

Course content:

1. Introduction
2. Book Illustration through History
3. Book Illustration Today
4. Project Selection
5. Technique selection
6. Environment
7. Final Project 1 Spread

Structure of course

Its is a studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

SECOND YEAR

COMPUTER GRAPHICS-II

Course content:

The students are encouraged to explore new media with emphasis on interactivity. Latest softwares are used for the design of web-sites, interactive C.Ds and television graphics. The course stresses the skills as well as the creativity and innovation. This course will cover introductory level publishing on the World Web. Students will be introduced on how to design and adapt content for this medium. Using various software packages the students will learn to create fully functional web pages and sites including text and Graphics.

Structure of course

Its is a studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Type finder (Rookledge)

Lighting for portrait

Sign Symbol (Agile Rabbat)

Design secrets production IDSA

The Designer & the Grid (Lucienne Roberts)

3-D Graphics & Animations (Mark Giambruno)

ANIMATION-I

Course content:

Animation for interactive CDs and digital media. Animation for digital wish-cards and interface design as well as for websites and web advertising. Animation for children's stories

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

3-D Graphic and Animation (Mark Gianbruno)

MODERN ART

Course contents:

The purpose of this course is to study the characteristics 20th Century Art, Major emphasis will be placed upon Major concepts developed in the Western World from Fauvism to Contemporary times.

Course Outline:

- Fauvism
- Cubism
- Surrealism\
- Abstract Expressionism
- Op Art
- Pop Art
- Minimal Art
- New Realism
- Conceptual Art
- Post Modernism
- Contemporary Art

Reference Books:

History of Modern Painting (Herbert Road)
Theories of Contemporary Art (Richard Hertz)
The Modern Art (Terry Measham)
Art in the Modern Era (Amy Dempsey)
The Story of Modern Art (Duglas Hall)

VEDIOGRAPHY-I

Course content:

Concept development, study and theme development. Making a short drama. Camera work, lighting. Understanding the concept of production and direction.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

NON LINEAR EDITING

Course content:

Non linear editing is linked with video production
Post production procedures where the raw footage is edited into the form of final media file.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

WEB DEVELOPMENT

Course content:

Creating web Sites using macro media dream weaver creating and using relevant flash animation.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

ART MARKETING

Course Content:

- Understanding the concepts of product, consumer, market, unique selling features, promotion and selling.
- Consumer motivation research, market situation, placing the product.
- Advertising as a persuasive tool.
- Study and analysis of advertising messages and strategies.
- Media planning and tools of effective communication. The course relies on the outside lectures and case-studies.

Structure of course

Its is a studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation, understanding of a particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

Strategies for Organizational Effectiveness (Cribbin, James)
Discovering the New Rules of Success (Baker, Joel)
A Business Adventure in Teams and Team Work (Butmal, John)
The Art of Making Quality Certain (Crosby, Philip)

INTERACTIVE DESIGN

Course content:

Designing and development inter active CD's with macro media director.
Development and designing inter active CD's with macro media director with advanced LINGO scripting.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

FOURTH YEAR

FILM ANALYSIS

Course content:

Basics of film analysis. Study of various techniques used and their comparative analysis, Editing etc.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

VIDEO GRAPHY-II

Course content:

Marking of 30 second TVC, Camera work, lighting, understanding the concept of production and direction.

Development of story board and screen play and learning how to work with precisely given time frame.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

ANIMATION-II

Course content:

Further study of various software used for creating 3-d forms, i.e 3-D studio max, 3-D studio viz and others. Character development and animation.

Structure of course

Its is a Studio class/lecture/seminar/visit or a combination of all

Evaluation

Procedure: Creativity, presentation, class participation particular assignment and discussion with concerned teacher combined together to create evolution procedure

Reference Books:

3-D Graphic and Animation (Mark Gianbruno)