

COMMUNICATION / GRAPHIC DESIGN SYLLABUS

SECOND YEAR

| SUBJECT | Teaching Hours (per academic year) | | | Marks | | |
|--|---------------------------------------|------------|-------------|------------|------------|-------------|
| | Th. | Pr. | Total | Sess | Final | Total |
| 1. DRAWING: <ul style="list-style-type: none"> • Anatomy - detailed study of muscles and Skelton (50 hrs) • Life detailed study of human form and movement (80 hrs) • Still Life – study of complex arrangement of objects, a variety of media to be used (80 hrs) • Composition study of figure and object in space exploration of positive and negative values (40 hrs) BOARD EXAM: LIFE DRAWING Techniques: Pencil, Pen & Ink, Charcoal, Pastel Wash, etc. | 50 | 200 | 250 | 80 | 120 | 200 |
| 2. APPLICATION OF DESIGN: A. Process of developing design concept layouts of poster, logo, package & press ad Poster color work for poster , package press ad in line art illustration only B. Finished Art work including cutting and pasting and camera ready Art work (Mechanical)package and press ad (using line art illustration only) BOARD EXAM: Poster (75 Marks), Logo (75 Marks) | 50 | 200 | 250 | 100 | 150 | 250 |
| 3. TYPOGRAPHY: <ul style="list-style-type: none"> • Lettering, calligraphy - Western & Arabic typesetting, Chart of Expressive Words - Basic techniques BOARD EXAM: CHOICE OF ROMAN + ARABIC SCRIPTS | 50 | 200 | 250 | 60 | 90 | 150 |
| 4. TECHNIQUES OF PRINTING: <ul style="list-style-type: none"> • Theory of Letter Press, Photo Offset, Photo Engraver, Photo of Silkscreen, visits to printing presses SESSIONAL EXAM: To consist of MCQ BOARD EXAM: To consist of visual examples + accompanying explanation of printing process used | 50 | -- | 50 | 20 | 30 | 50 |
| 5. 3-D DESIGN: <ul style="list-style-type: none"> • Packaging design BOARD EXAM: PACKAGE | 50 | 200 | 250 | 40 | 60 | 100 |
| 6. ILLUSTRATION: <ul style="list-style-type: none"> • A passage from a book introducing elementary techniques using pen ink water color black and white illustration using line and wash. Color illustration using tone and flat color + print making techniques etching wood cut silkscreen mono print. BOARD EXAM: WATER COLOR STUDY OF SCENARIO OF OBJECTS | 20 | 80 | 100 | 40 | 60 | 100 |
| 7. HISTORY OF ART: <ul style="list-style-type: none"> • An introduction to history of Art of the Indo-Pak sub-continent (see syllabus for details) | 50 | -- | 50 | 40 | 60 | 100 |
| 8. SKETCH BOOK: <ul style="list-style-type: none"> • Studies from life, Thumbnail sketches and development of concepts. Original work, submit weekly SESSIONAL: Sketch book Assessment, BOARD EXAM: 15 half sheet sketches submit to board | -- | -- | -- | 20 | 30 | 50 |
| Total: | 320 | 880 | 1200 | 400 | 600 | 1000 |

THIRD YEAR

| SUBJECT | Teaching Hours (per academic year) | | | Marks | | |
|---|---------------------------------------|------------|-------------|------------|------------|-------------|
| | Th. | Pr. | Total | Sess | Final | Total |
| 1. DRAWING: | 50 | 200 | 250 | 80 | 120 | 200 |
| <ul style="list-style-type: none"> Life Drawing - Action studies and composition studies of figure in real life situations and multiple figure compositions Still Life composition from functional objects e.g. telephone, motorbike, etc. Environmental studies - Landscape and urban environment | | | | | | |
| 2. ADEVERTISING DESIGN: | 80 | 320 | 400 | 80 | 160 | 240 |
| <ul style="list-style-type: none"> Monogram, Stationary, Poster, Press Ad, Magazine Ad, Calendar, Hoarding, Sticker/Label, Package, Brochure, Story Board, Typography – Advanced, Lettering – Advanced, Calligraphy - Advanced At least two assignments for each section | | | | | | |
| 3. PHOTOGRAPHY: | 20 | 80 | 100 | 25 | -- | 25 |
| <ul style="list-style-type: none"> History of photography, Types of cameras, Parts of camera, Film types, Camera accessories, Exposing - Daylight/Artificial, Dark Room Equipment, Developing and Printing, Photographic papers enlarging. | | | | | | |
| 4. GRAPHIC PRINTMAKING: | 20 | 80 | 100 | 25 | -- | 25 |
| <ul style="list-style-type: none"> Intaglio, Relief printing, Planography, Serigraphy, Scraperboard, Mono-print - as applied to illustration and design work | | | | | | |
| 5. AGENCY ASSIGMENT ON SCHOOL PREMISES: | | | | | | |
| <ul style="list-style-type: none"> One week assignment to be set by visiting professional from the advertising industry – logo, press ad and magazine ad or poster, emphasis on professional approach | | | | | | |
| 6. BOOK COVER & ILLUSTRATION | 20 | 80 | 100 | 40 | 90 | 130 |
| <ul style="list-style-type: none"> One book cover, three illustrations and one dummy using different media: photography, miniature, wood cut, intaglio, lithography, poster, watercolor, oil, etc. | | | | | | |
| 7. ANIMATION: | 10 | 40 | 50 | 20 | -- | 20 |
| <ul style="list-style-type: none"> One week workshop: intro to theory and techniques - basic manual and computer graphic techniques | | | | | | |
| 8. HISTORY OF DESIGN: | 50 | -- | 50 | 40 | 60 | 100 |
| <ul style="list-style-type: none"> Emphasis on period from the industrial revolution to modern time's including European and Asian traditions (see syllabus for details) | | | | | | |
| 9. ADVERTISING – THEORY PRACTICE: | 50 | -- | 50 | -- | 140 | 140 |
| <ul style="list-style-type: none"> Introduction to advertising, Role of advertising, Advertising agency system of working, Advertising Media, Advertising psychology, Morality of advertising | | | | | | |
| 10. ART APPR. & GROUP DISCUSSIONS: | 50 | -- | 50 | 20 | -- | 20 |
| <ul style="list-style-type: none"> Including: study analysis of actual advertising campaigns, BRIEF STUDY OF 20TH CENTURY ART | | | | | | |
| 11. SKETCH BOOK: | -- | -- | -- | 20 | 30 | 50 |
| <ul style="list-style-type: none"> Weekly submissions as 2nd year | | | | | | |
| Total: | 350 | 850 | 1200 | 400 | 600 | 1000 |

FOURTH YEAR

| SUBJECT | Teaching Hours (per academic year) | | | Marks | | |
|---|---------------------------------------|------------|------------|------------|-----------|------------|
| | Th. | Pr. | Total | Sess | Final | Total |
| 1. DRAWING: | 30 | 120 | 150 | 50 | -- | 50 |
| <ul style="list-style-type: none"> Advanced with time restriction emphasis on short poses miniature and large scale drawing using a variety of media | | | | | | |
| 2. PRACTICAL DESIGN ASSIGNMENTS: | 40 | 410 | 450 | 175 | -- | 175 |
| a. Monogram/Logo b. Show Card c. Book/Magazine Dummy d. Poster e. Press ad f. Magazine ad g. Storyboard h. Stationary i. Window Display Using advanced techniques emphasis on development of concepts | | | | | | |
| 3. IN SHOP TRAINING IN ADVERTISING: | 40 | 160 | 200 | 25 | -- | 25 |
| <ul style="list-style-type: none"> To familiarize student with the working of an advertising agency to be arranged in small groups through the year | | | | | | |
| 4. SCENIC ART / FILM – VIDEO WORKSHOP: | 10 | 30 | 40 | -- | -- | -- |
| <ul style="list-style-type: none"> Practical experience can be linked with annual school event. | | | | | | |
| 5. COMPREHENSIVE THEORY PAPER: | 30 | -- | 30 | 25 | -- | 25 |
| <ul style="list-style-type: none"> To test knowledge of printing and advertising practices studied during graphic design course. MCQ multiple choice type of examination | | | | | | |
| 6. MARKETING – THEORY AND PRACTICE: | 30 | -- | 30 | 25 | -- | 25 |
| <ul style="list-style-type: none"> Sales Promotion Point of Sales Elements of a Creative Advertising Campaign Copywriting Basic Elements of Good Design Typography Product Profile | | | | | | |
| Total: | 220 | 680 | 900 | 300 | -- | 300 |