

CURRICULUM

FOUR-YEAR BACHELOR OF FINE ART (HONORS) IN **GRAPHIC DESIGN**

**Department of Graphic Design
University of Dhaka**

Curriculum

Submitted By

Department of Graphic Design
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Preface

Graphic design is one of the most diverse and solicited subjects of fine arts. In today's social, economic, cultural, political and every other practical context the necessity of Graphic Design is inevitable. Whatever we do in our personal or professional life, it must have an artistic representation. For artistic presentation, promotion and publicizing of any product Graphic Design plays the most vital role. So, this subject is important from both practical and aesthetic point of views.

For unique, creative and artistic design composition - a graphic designer must have strong grammatical and theoretical base of this subject. Department of Graphic Design, Faculty of Fine Art, Dhaka University is working on educating graphic designers of national and international standard since 1948.

Department of Graphic Design, Dhaka University offers Bachelor of Fine Art Honours (4 years), Masters of Fine Art (2 years) and PhD programs.

In today's global context planning and developing curriculum of world standard is a very challenging work. Then, through continuous assessment - addition and deletion of various courses and topics to ensure professional skill development is a more challenging, complex and difficult task. However, to maintain the standard that Department of Graphic Design has always maintained since its beginning, and to provide all the facilities of modern global context, we have taken this challenge happily. We are very pleased to represent this curriculum as an outcome of the undertaken challenge.

I am thankful particularly to my colleagues and faculty members who are involved in the process of curriculum preparation.

Md. Israfil Pk
Chairman &
Associate Professor
Department of Graphic Design

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Acknowledgement

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- All Faculty members of the Dept. of Graphic Design
- All Current students of the Dept. of Graphic Design
- All Ex-students of the Dept. of Graphic Design
- All Employers in the field of Graphic Design
- All Office-staffs of the Dept. of Graphic Design

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Chapter 1: Introduction to Department of Graphic Design

1.1 An Overview

The Department Graphic Design of the Faculty of Fine art established in 1948 by eminent artist Shilpacharya Zainul Abedin, founder of art institute of Bangladesh. During that time the name of this department was Commercial Art Department. Artist Quamrul Hasan was the Head of the Department. Artist Khawaja Shafique Ahmed, Artist Quayyum Choudhury, Artist Mustafa Monwar, Artist Samarjit Roy Chowdhury Artist Syed Ali Azam and Artist Jameer Uddin joined as teachers.

For the last seven decades this department has promoted generations of artists and educationalists who have been making contributions on both national and international levels.

To meet the demands of different eras, the technological aspects and application media of graphic design have evolved and modernized, which in turn has influenced Bangladesh's visual arts through the ages. Thus the Department of Graphic Design keeps updating its academic curriculum accordingly.

At present the Department offers courses for a four-year BFA (Honors) and a two-year MFA degree in Graphic Design. The Department also provides supervision for PhD research degrees.

The academic programs of this department are proceeding with 8 teachers, 4 staffs and 150 students in the session of 2019-2020.

1.2 Vision & Mission

- (a) To develop a higher education system on graphic design in context of the national and global concern towards SDG 2030
- (b) To provide higher learning environment for education & research on creative & applied visual design
- (c) To enrich the professional fields of visual communication design, print, publicity, publication, promotion & information technology
- (d) To enable graduates organize and supervise the nation-building activities
- (g) To develop a progressive and cultural mindset among the nation through generation of high educated visual designers.

1.3 Establishment:

1.3.1 Year of Establishment: 1948 (started as an Institute of DU in 1983)

1983-1984 to 1991-1992 – BFA, 3 years
1992-1993 – till now – BFA (Honours), 4 years
1978-1979 – till now – MFA (Masters of Fine Art), 2 years
2011-2012 – till now – PhD, 3 years

1.3.2 Purposes of Establishment

Purposes of establishment of the Department of Graphic Design are:

- (a) To provide learning systems and facilities under the tertiary level of education in University of Dhaka
- (b) To create interactive learning systems by combining knowledge & Creative Skills
- (f) To prepare the students to provide training for personnel from different government and non-government organizations

1.4 Ongoing Program:

1.4.1 Degrees offered

BFA (Honours)

Bachelor of Fine Art (Honours)

MFA

Master of Fine Art

Ph.D.

1.5 Available Facilities:

In terms of infrastructure, the Department of Graphic Design has arranged good facilities and working environment in small space. There are total 11 rooms in the departmental building; for conducting lecture, studio work, computer lab, library and administrative office. An open terrace is being used for open sky photography and figure drawing classes.

Area of the departmental building: 5600 sft.	
Class Rooms	6 (4088 sft.)
Teachers Lounge	1 (342 sft.)
Chairman's Room	1 (190 sft.)
Office Room	1 (180 sft.)
Library	1 (190 sft.)
Computer Labs	2 (846 sft.)

1.6 Faculties:

Md. Israfil Pk	Associate Professor & chairman
Prof. F.M. Kaiser	Professor
Md. Maksudur Rahman	Associate Professor
Reza Asad Al Huda Anupam	Associate Professor
Vadreshu Rita	Assistant Professor
Sima Islam	Assistant Professor
Md. Harun-Ar-Rashid	Assistant Professor
Farjana Ahmed	Assistant Professor

Part-time Faculties :

Prof. Dr.Masudur Rahman	Professor, Department of Marketing, DU
Md. Shazed Ul Hoq Khan Abir	

Faculty Alumnus :

Quamrul Hasan
Khwaza Shafique Ahmed
Professor Qayyum Chowdhury
Mustapha Monwar
Professor Samarjeet Roy Chowdhury
Md. Zamiruddin
Syed Ali Azam
Professor Naima Haque
Professor Mohammad Eunos

Chapter 2: Introduction to the Program

2.1 BFA Honors (Bachelor of Fine Art) in Graphic Design

The BFA Honors program makes the students capable of serving the purposes of higher education on Graphic Design. Students gain multiple creative skills through the study of various courses such as Drawing, Design, Typography, Calligraphy, Illustration, Ad Art, Textile Design, Motion Graphics, Web Page, Material & Technique, History of Art, Culture & Civilization and Aesthetics.

After obtaining the BFA degree, students become capable of joining their expected workplaces mainly as a designer and/or other purposes in different institutions, organizations, government offices, media etc. Some of them may become entrepreneur, organizer or employer in the field of graphic design. Some of them may pursue this process of learning through becoming a lifelong learner and a freelance artist.

The University focuses on preparing graduates with positive mindset, skills and competence, which would help them to fit comfortably into the social system as artists or as businessmen to meet the needs of stakeholders.

2.2 Title of the Program

BFA (Honours)

Bachelor of Fine Art (Honours)

The undergraduate program of 4 consecutive years.

2.3 Duration of the Program

The BFA (Honours) program consists of 4 consecutive sessions and each session's duration is 1 year. A regular student will complete their study within this given timeframe. In case of discontinuation of regular study, a student may take a maximum of 6 years to complete the program.

2.4 Eligibility of Admission

Department of Graphic Design follows the common admission policy approved by the Dhaka University authority for the admission process of BFA Honours course.

The admission test is held under Cha unit.

The eligibility of students to appear in the admission test for this program is dependent on two prerequisites:

- 1) Conditions are set by the university authority.
- 2) After fulfilling the first prerequisite, the candidate has to attend the admission test on 'General Knowledge', and then s/he has to attend the 'Human Figure Drawing' test. Obtaining average 40% of total marks in those two tests – is considered as to be qualified for getting admitted, based on merit position.

Foreign students are considered eligible for admission under specific conditions approved by the Deans' committee of Dhaka University.

2.5 Objectives of the BFA (Honours) Program

- (a) To enrich the nation with educated creative excellence
- (b) To provide support in upholding the national visual identity
- (c) To meet the national and global needs concerning creative professionals
- (d) To promote cultural and traditional identity in communicative visual arts

2.6 Rules & Regulations for Studentship

Followed by the generic rules and regulations of the Faculty of Fine Art, and by the instructions and guidelines of University of Dhaka.

Chapter 3: Structure of Course

3.1 BFA: Bachelor of Fine Art (Honours) 4 years Program

3.1.1 Type of Courses

BFA Honours program consists of an integration of creative & applied visual art and theoretical studies.

There are two types of courses in this program. In one of them, students are required to observe the given objects or nature very closely, to internalize the aspect and create them using their ingenuity through visual representations. They are identified as 'Drawing & Making' courses. The other type is related to theoretical studies of relevant subjects – which are identified as 'Theory' courses.

(1) Drawing & Making (অংকন ও নির্মাণ) : Basic Drawing, Perspective, Composition, Outdoor Study, Basic Design, Calligraphy, Figure Drawing, Still Life, Nature Study, Typography, Cultural Design, Action Drawing, Illustration, Creative Typography, Communication Design, Product & Package Design, Photography & Advertising Art, Textile Design, Brand Design, Promotional Design, Web & Application Design, Publication Design and Motion Graphics.

(2) Theory (তত্ত্বীয়) : History of Art, Culture & Civilization, Communicative English, Material & Technique, Digital Graphics study, History of Graphic Design, Principles of Marketing, Marketing & Communication, Portfolio Presentation, Internship and Project Submission.

3.2 Course Summary : Course Code & Title

Every course is recognized with a code and a title. The course code is consisted with a combination of two letters 'GD' and a numeral of four digits. For all the courses the first digits (1, 2, 3 and 4) represent four consecutive years accordingly.

3.3 Credit Hours

Drawing & Making: 1 credit = minimum of 22.5 hours interaction.

Theory : 1 credit = 15 hours lecture/discussion.

BFA (Honours) Total Credits : 128

First Year Total Credit: 30

Course Code	Title of the Course	Type of Course	Credit
GD 1001	Basic Drawing	Drawing & Making	04
GD 1002	Perspective	"	04
GD 1003	Composition	"	04
GD 1004	Outdoor Study	"	04
GD 1005	Basic Design	"	04
GD 1006	Calligraphy	"	02
GD 1011	Communicative English	Theory	02
GD 1012	Materials & Technique	"	02
GD 1013	History of Art, Culture & Civilization	"	04
Total	09 Courses		30

Second Year Total Credit: 32

Course Code	Title of the Course	Type of Course	Credit
GD 2001	Figure Drawing	Drawing & Making	04
GD 2002	Still Life	"	04
GD 2003	Nature Study	"	04
GD 2004	Typography	"	04
GD 2005	Cultural Art	"	04
GD 2011	Design & Color Theory	Theory	04
GD 2012	Computer Graphics	"	04
GD 2013	History of Graphic Design: Ancient Period	"	04
Total	08 Courses	"	32

Third Year Total Credit: 34

Course Code	Title of the Course	Type of Course	Credit
GD 3001	Action Drawing	Drawing & Making	04
GD 3002	Creative Typography	“	04
GD 3003	Visual Identity Design	“	04
GD 3004	Product & Package Design	“	04
GD 3005	Photography & Advertising Art	“	04
GD 3006	Textile Design	“	04
GD 3007	Illustration	“	02
GD 3011	Aesthetics of Graphic Design	Theory	04
GD 3012	Principles of Marketing	“	02
GD 3013	The Contribution of Zainul	“	02
Total	10 Courses		34

Interdisciplinary (for maximum of 50 students from other departments)

Course Code	Title of the Course	Type of Course	Credit
GD 3020	Graphic Design Project	Drawing & Making	02

Fourth Year Total Credit: 32

Course Code	Title of the Course	Type of Course	Credit
GD 4001	Brand Design	Drawing & Making	04
GD 4002	Grids & Publication Design	“	04
GD 4003	Motion Graphics	“	04
GD 4004	Web & Application Design	“	04
GD 4005	Visual Rhetoric	“	02
GD 4006	Portfolio Presentation	“	02
GD 4007 Alternative GD 4008	Internship Design Project	“	02
GD 4011	Marketing & Communication	Theory	04
GD 4012	History of Graphic Design: Mediaeval Period	“	04
GD 4013	Research Methodology	“	02
Total	10 Courses		32

Note : Each Course carries 100 Marks

Drawing & Making: In-course 50 + Examination 50 = 100

Theory: In-course 30 + Viva 10 + Examination 60 = 100

Internship : In-course (from intern company) 40 + Examination 50 + Presentation 10 = 100

Portfolio Presentation: In-course 40 + Examination 50 + Presentation 10 = 100

3.4 Introduction to Courses:

FIRST YEAR

GD 1001: Basic Drawing | Credit 04

Course Description:

Replicating the figures and objects using pencil and pen through understanding the structure and dimensions of different objects, animals and human figures.

In order to get the basic idea regarding drawing in visual art, the students would observe a physical object or model then do realistic line drawing of it. Study of contextual theories and regular practice of sketch and drawing students would excel their necessary skills for this course.

To ensure continuous development, students have to practice regularly using their Drawing & Sketch book and they must submit it on a regular basis as well.

Topics: Physical objects, utensils, furniture, toys, flowers, leaves, fruits, vegetables, trees, vehicles, animals, birds, human figure etc.

Medium: Pencil, pen, ink, paper, board etc.

Course Objectives:

- a. Studying the theoretical and applied rules of drawing
- b. Observing the given object/model from different angles and replicating their shapes, colors, dimensions and characteristics
- c. Understanding the characteristics and functions of different types of pencil, pen paper & ink and learning precise techniques of using them
- d. Finding out the comparative and proportional measures of physical objects
- e. Studying the works of famous artists and their styles

Learning Outcomes:

Students will be able to

- a. Obtain the basic knowledge regarding drawing
- b. Apply intelligence, observation and tactics in order to develop the capability of flawless drawing
- c. Develop the capability of drawing realistic paintings.
- d. Develop skills for future courses like perspective, still life, illustration, design and typography

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Practicing different types of basic lines, shapes, forms (geometric, organic and natural) and texture: 1 class
2. Block and quick drawing of objects or model, Flower, leaf, fruit, tree: 1 class
3. Human, animals, birds, figure: 3 classes

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Studio works, Applied exercise, Library review work, Home works (Drawing & Sketch Book), Field trip, Study tour

Assessment:

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

Keys to Drawing with Imagination

Bert Dodson

Drawing for the Absolute Beginner

Mark & Mary Willenbrink

Drawing for the Absolute and Utter Beginner

Claire Watson Garcia

Complete guide to drawing from life

George Bridgman

Drawing Realistic Textures in Pencil

J D Hillberry

And Internet Resources

GD 1002: Perspective | Credit 04

Course Description:

Drawing three dimensional objects (or views) on two dimensional plain following the appearance of parallel lines condensed into vanishing point(s) on eye level; in context of geometric & comparative relation between the angular distance and viewer's position.

At first stage, students will draw three dimensional geometric shapes in two dimensional space. In second stage they will continue with their perspective drawing of physical objects based on the appearance of views of different distance to their eye range.

They will study and apply the theoretical and applied rules of perspective drawing.

Topics: Three dimensional objects, elements of nature, vehicles, furniture, buildings, architectural forms, heritage sites, bridge, landscape, riverscape ect.

Medium: Pencil, pen, ink, brush, color, paper, board etc.

Course Objectives:

- a) Achieving the applied and theoretical knowledge of perspective drawing
- b) Capturing three dimensional objects in two-dimensional linear drawing
- c) Drawing with an application of positional and angular distance between the object & view and eye range
- d) Creating three-dimensional artwork on plain surface by manipulating the length, width, depth, distance and color graduation on paper

Learning Outcomes:

Students will be able to

- a) Obtain detailed knowledge about perspective drawing
- b) Obtain knowledge of the structure of cubic shapes
- c) Explain the geometric application of views from different position
- d) Develop skill of drawing realistic 3D objects
- e) Develop skills in illustration, event design, motion graphics and animation for future courses

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Observing 3D objects and furniture in order to create its perspective drawing: 2 classes
2. Perspective view of nature and environment, including humans and animals: 3 classes

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip, Study tour

Assessment:

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

Basic Perspective Drawing

John Montague

How to Draw Perspective

Mark Bergin

Perspective Made Easy

Ernest Ralph Norling

Perspective drawing handbook

Joseph D'Amelio

The Art of Perspective: The Ultimate Guide for Artists in Every Medium

Philip W Metzger

Creative Perspective for Artists and Illustrators

Ernest William Watson

And Internet Resources

GD 1003: Composition | Credit 04

Course Description:

Creating aesthetic balance and composition of various materials of different shapes, size, forms, textures and colors.

At first, the students will draw different three-dimensional objects. Secondly, they will study to use those drawings to make a mono composition within a specific area.

They will follow the theoretical rules of composition and learn to apply them aesthetically in their works.

Topics: Dots, Lines, Geometric & Organic shapes & forms.

Medium: Pencil, brush, Ink, poster color, paper, board etc.

Course Objectives:

- a) Theoretical studies and basic knowledge development regarding composition study
- b) Realistic drawing study of objects of different shapes, forms, textures and colors
- c) Capturing the core characteristics of different materials in canvas, like their hardness and softness, limpid - opaque, smooth, textured, etc
- d) Following the principles of composition and applying them in creating aesthetic compositions
- e) Practicing creative composition using different types of objects

Learning Outcomes:

Students will be able to

- a) Obtain basic knowledge of composition and the capability of creating composition
- b) Understand the differences of various shapes, learning to bring them in a harmony and portray them in an aesthetic entity
- c) Obtain skills for future courses like drawing, illustration and design etc.

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Realistic drawing of various objects of different materials: 1 class
2. Creating individual compositions arranging various shapes: 2 classes
3. Creative composition: 2 classes

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip

Assessment:

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

How to Draw What You See

Rudy De Reyna

How to Draw: Drawing and Sketching Objects and Environments from Your Imagination

Scott Robertson and Thomas Bertling

The Painter's Secret Geometry: A Study of Composition in Art

Charles Bouleau

The Sketch Book for the Artist

Sarah Simblet

And Internet Resources

GD 1004: Outdoor Study | Credit 04

Course Description:

Realistic drawing and replication of objects from outdoor nature and environment following their characteristics of shapes, forms, tone, color and texture.

Students are required to observe the nature and its different elements closely. They have to point out tonal and structural differences in those objects. Then they will draw their realistic aspects using appropriate lines, forms, textures, colors, contrast and shadows.

Topics: Flowers, leafs, trees, architectural structures, vehicles, various physical objects, birds, animals and human beings, their figure etc.

Medium: Pencil, pen, ink, color, brush, paper, board etc.

Course Objectives:

- a) Studying closely the structure, shape, dimension, contour, color, texture of nearby environmental and natural objects and portraying them with sufficient details using appropriate color shade and shadow
- b) Studying landscapes and drawing the far objects in minimized line and tones, and using proper color contrast and light-shadow as per appearance
- c) Dividing the color variation of nature into various grades using the monochromatic tone and drawing them
- d) Learning to focus on the central object and drawing the picture giving sufficient details to the contextual surrounding

Learning Outcomes:

Students will be able to

- a) Get detailed idea about nature, its various objects and their characteristics
- b) Differentiate among various subject matters of nature as according to their structure and color combination
- c) Differentiate between close drawing and landscape drawing
- d) Draw objects with different colors using a singular color tone
- e) Develop skills of future courses like - drawing, still life, nature study, illustration and design

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Different types of drawing, sketches, light and shades, detailed texture: 1 class
2. Close up study of natural objects: groups of flowers, leaves, bush, trees: 2 class
3. Close up study of inhabitant objects: artistic ruins, vehicles, boats etc.: 2 class

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip, Study tour

Assessment:

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

How to Draw: Drawing and Sketching Objects and Environments from Your imagination

Scott Robertson and Thomas Bertling

Sketching Outdoors

Leonard Richmond

Essentials of Landscape Composition

Leonard Richmond

Pen & ink techniques

Frank Lohan

And Internet Resources

GD 1005: Basic Design | Credit 04

Course Description:

Aesthetic representation of dot, line, triangle, rectangle, square and circle in a composition. Visual representation of imaginary shapes.

At first, students would study to create an aesthetic composition with dot, line and geometric shapes of different colors. Secondly, they will compose design restructuring different known shapes and forms.

They will also practice and study basic design following the elements and principles of design.

Topics: Dot, line, geometric and organic shapes and forms.

Medium: Ink, brush, poster color, texture, materials, photograph, paper and board etc.

Course Objectives:

- a) Obtaining basic theoretical information, knowledge and principles of design
- b) Practicing designing with a creative, aesthetic and visual representation of objects
- c) Preparing design by transforming and stylizing shapes and colors of objects
- d) Learning to combine dots, lines and shapes in order to prepare design

Learning Outcomes:

Students will be able to

- a) Obtain the basic idea and skills of design
- b) Obtain skills of combining various shapes and develop more innovative designs
- c) Develop skills of illustration, composition and design of future courses
- d) Develop innovation and creativity

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Combination of dots, lines, geometric/ organic shapes & colors: 1 class
2. Visualizing from imagination and making design: 2 class
3. Paper collage, ink and mixed media design: 2 class

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip

Assessment:

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

Design Basics Index

Jim Krause

Basics Design 05: Colour

Gavin Ambrose and Paul Harris

Basics Design 08: Design Thinking

Gavin Ambrose and Paul Harris

And Internet Resources

GD 1006: Calligraphy | Credit 02

Course Description:

Deciphering the underlying meaning of given text and replication of them as according to mood and tone of them using calligraphy and calligraphic artwork.

Student will study, analyze and eternalize calligraphy of various languages and practice calligraphy in Bengali, English and other prominent languages.

Topics: Calligraphy and calligraphic art of various languages

Medium: Pencil, pen, brush, color, paper, board and canvas etc

Course Objectives:

- a) Study on calligraphy
- b) Deciphering the underlying meaning of written text and representing them through calligraphy works
- c) Probable and contextual photo, developing calligraphic design using signs and symbols
- d) Drawing and painting based on calligraphy
- e) Diversified study of typography

Learning Outcomes:

Students will be able to

- a) Learn to maintain rhythmic fluency and expression of letters in freehand calligraphic design
- b) Learn to create specific calligraphy as per necessity of the design
- c) Develop skills to create calligraphy on any language
- d) Develop prior skills, like illustration and design of future courses
- e) Differentiate handwriting and calligraphy

Course Contents & Number of Classes: 3

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 3 to 7 days.

1. Deciphering of underlying meaning of text and creating calligraphy: 1 class
2. Creating calligraphy based on the appeal of given sentence: 2 classes

Instructional Strategies:

Lecture, Discussion, Audio visual presentation, Classroom study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Calligraphy: A Complete Guide

Julien Chazal

Learn Calligraphy: The Complete Book of Lettering and Design

Margaret Shepherd

The Calligrapher's Bible: 100 Complete Alphabets and How to Draw Them

David Harris

বাংলা ক্যালিগ্রাফি : শৈলী ও ইতিহাস

মোহাম্মদ আব্দুর রহীম

ইসলামী ক্যালিগ্রাফি

মোহাম্মদ আব্দুর রহীম

And Internet Resources

GD 1011 : Communicative English | Credit 02

Course Description:

Practicing English language skills like speaking listening reading and writing to make students compatible of global communication and higher education.

Students will know there structure and grammar of English and improve their vocabulary in order to learn to use this language in their regular life. Thus they will gain the confidence of using this language in their workplace as a medium of communication.

Topics : English as a language for professional communication.

Medium : Theoretical study, Classroom study, class test and presentation

Course Objectives:

- a) Understanding English language by listening and being able to reciprocate in spoken and written form.
- b) Developing both formal and free hand writing styles.
- c) Enriching vocabulary and practicing grammar of English
- d) Developing communication skills of the students keeping the global perspective in head

Learning Outcomes:

Students will be able to

- a) Develop spoken skills in English
- b) Develop reading skills in English
- c) Develop formal and informal writing skills
- d) Develop presentation skills in English
- e) Develop communication skills in global workspace

Course Contents & Number of Classes: 30

1. Grammar and vocabulary: 10 classes
2. Writing: 6 classes
3. Listening and speaking: 8 classes
4. Presentation skills: 6 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Observation, Classroom activities, Outdoor study, Applied Study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books:

New Headway Pre- Intermediate, Student's book (3rd edition)

John and Liz Soars

From Paragraph to Essay

Imhoof and Hudson:

Intermediate English Grammar

Raymond Murphy

And Internet resources

GD 1012 : Materials & Technique | Credit 02

Course Description:

Figuring out the functional characteristics of medium and material and applying them in visual art.

Students will enrich themselves through theoretical discussion, subject matter collection, technique development, design material and rules, and application of all these for 'Creation and Formation' course of Graphic design.

Topics : Art materials for Graphic Design

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Theoretical background for - 'Creation and Formation'
- b) Introduction to different materials of drawing and design
- c) Theoretical study on the basic elements and principles of design
- d) Information on various medium of application and expression of design

Learning Outcomes:

Students will be able to

- a) Develop skills of drawing theoretically
- b) Learn various uses of materials and to utilize them
- c) Develop skill to select perfect medium and material for drawing and design
- d) Develop creative ways of expression through drawing and design

Course Contents & Number of Classes : 30

1. Theoretical study and Explanation on Definition of Design, Elements and Principles of Design : 3 classes
2. Introduction to essential materials used in graphic design works : 5 classes
3. Introduction to different types of general papers, special papers & boards : 2 classes
4. Steps of poster designing & art techniques : 2 class
5. Design techniques of newspapers, magazines and advertising art : 4 classes
6. Drawing Illustrations and its techniques : 3 classes
7. Techniques of book design and book cover design : 3 classes
8. Definition of book designing and design techniques : 2 classes
9. Press & printing technology : Introduction & technological concept : 3 class
10. Formation & techniques of typography : 2 class
11. Theoretical study of publicity campaign & communications : 2 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom studies, Outdoor study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:***Exploring the Elements of Design***

Poppy Evans & Mark A. Thomas

The complete Guide to Illustration and Design Techniques and materials

Edited by Terence Dalley

The Artist's Handbook

Ray Smith

The Artist's Handbook of Materials and Techniques:

Ralf Mayer

Materials and Design

Kara Johnson and Michael F. Ashby

বাংলা বইয়ের প্রচ্ছদ

মামুন কায়সার

And Internet Resources

GD1013 : History of Art, Culture & Civilization | Credit 04

Course Description:

Theoretical study on the evolution and history of various art, culture and civilization.

Students would study the evolution of human civilization and art and cultures of different genres along with it. In that process they would try to align his own root of development as an artist. For that, they would study all the different streams of art and cultures that have been originated and developed from pre – historic to renaissance art to various ‘ism’s of modern art.

Topics : Art, Culture and Civilization

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Getting introduced to the development of human civilization and art – culture along with it
- b) Understanding the relation between graphic design and all these various forms of art – cultures and isms
- c) Developing a personal approach to art by practicing various isms in class works
- d) Practicing visual communication by getting enriched from historical study

Learning Outcomes:

Students will be able to

- a) Develop a clear idea regarding evolution and development of civilization, lifestyle, art, culture and philosophy
- b) Enrich own art – literary philosophy by getting enriched from historical study
- c) Learn art analysis
- d) Develop leadership skills to carry individual art and culture ahead

Course Contents & Number of Classes : 50

1. Analyzing relation between art, artist and graphic design along with civilization, culture and history, importance of studying history: 05 classes
2. Prehistoric culture and their life style, art and culture : 05 classes
3. Egyptian, Mesopotamian, Indus civilization: 10 classes
4. Greek – Roman and Byzantine civilization: 10 classes
5. Islamic civilization and art: 2 classes
6. Pre renaissance, renaissance and post renaissance art and culture 8 classes
7. Development of various isms: 10 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books:

1. Freds. Kleiner/ Christinj mamiya, **Art through the Edages**
2. T Walter Wallbank & Alastaer M. Taylor, **Civilization past and Present**, 4th Edition , vol I. Foresman & Foresman & Company, U.S.A, 1960.
3. Jack A. Hobbs & Robert L. Dancan, **Art, In Civilization**, Blooms bury Books, UK.1992
4. Gardners, **Art Through the Ages**, 7th Edition, Hacourt Brace Jovanavich Publuers, 1989
5. Edward Lucie-Smith, **Art and Civilization**, Harry N. Abrams Inc. Publ.
6. Herbert Read, **The Meaning of art**, London: Faber and Faber, 1972.
৭. ড. আবু মোঃ দেলোয়ার হোসেন, **সভ্যতার ইতিহাস**, বিশ্ববিদ্যালয় প্রকাশনী, ঢাকা, ২০০৪
৮. সৈয়দ আমিরুল ইসলাম, **মানব সভ্যতার ইতিহাস (আদিম যুগ)**, প্যাপিরাস, ঢাকা, ২০০০
৯. আব্দুল হামিদ ও নূরুন নাহার বেগম, **মানুষের ইতিহাস (প্রাচীন যুগ)**, ঢাকা: আগামী প্রকাশনী, ১৯৮৫
১০. অমল দাশগুপ্ত, **মানুষের ঠিকানা**, কলকাতা: রাখাল সেন প্রকাশনী, ১৩৯০
১১. এবনে গোলাম সামাদ, **ইসলামী শিল্পকলা**, ঢাকা, বাংলা একাডেমী, দ্বিতীয় সংস্করণ ১৯৮৯
১২. এ. কে. এম. শাহনাওয়াজ, **বিশ্বসভ্যতা: প্রাচীন যুগ**, ঢাকা: প্রতীক প্রকাশনা সংস্থা, ১৯৯৬
১৩. এ. কে. এম. শাহনাওয়াজ, **প্রাচীন সভ্যতা সিরিজ**, ঢাকা: প্রমা প্রকাশন, ২০১২
১৪. এ কে এম শাহনাওয়াজ, **প্রাচীন পৃথিবী**, ঢাকা: প্রতীক, ১৯৯৫
১৫. কামাল আহমদ, **শিল্পকলার ইতিহাস**, ঢাকাঃ বাংলা একাডেমী, ১৯৯৪
১৬. কৃষ্ণলাল দাশ, **শিল্প ও শিল্পী (প্রথম খণ্ড) কলকাতা: পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৯০**
১৭. কৃষ্ণলাল দাশ, **শিল্প ও শিল্পী (তৃতীয় খণ্ড) কলকাতা: পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৮৩।**
১৮. খন্দকার মাহমুদুল হাসান, **বাংলার প্রাচীন সভ্যতা ও পুরাকীর্তি**, ঢাকাঃ শিখা প্রকাশনী, ২০০০।
১৯. জি. ভি. পেখানভ, **শিল্প ও সমাজ**, আফজালুল বাসার অনুদিত, ঢাকা: বাংলা একাডেমী, ১৯৮৬।
২০. ড. সৈয়দ মাহমুদুল হাসান, **মুসলিম শিল্পকলা ও স্থাপত্য**, ঢাকা: ছাত্র বন্ধু পাবলিকেশন্স, ১৯৯৫।
২১. ড. সৈয়দ মাহমুদুল হাসান, **মুসলিম চিত্রকলা**, ঢাকা: ছাত্রবন্ধু পাবলিকেশন্স, ১৯৮৮।

২২. ড. রফিকুল আলম, *পাশ্চাত্য শিল্পের ইতিহাস*, বাংলা একাডেমী, ঢাকা, ১৯৯৪।
২৩. ড. রফিকুল আলম, *উপমহাদেশের শিল্পকলা*, মাওলা ব্রাদার্স, ২০০৩।
২৪. নূরুণ নাহার বেগম, *মানুষের ইতিহাস: আধুনিক যুগ*, ঢাকা: আগামী প্রকাশনী, ১৯৮৯
২৫. নির্মলকুমার ঘোষ, *ভারতশিল্প*, কলিকাতা: ফার্মা কে এল এম প্রাইভেট লিমিটেড, ১৯৯৫।
২৬. ফিওদর করোভকিন, *পৃথিবী ইতিহাস: প্রাচীন যুগ*, মস্কো: প্রগতি প্রকাশন, ১৯৮৬।
২৭. রেবতী বর্মন, *সমাজ ও সভ্যতার ক্রমবিকাশ*, ঢাকা: আনোয়ার উদ্দীন, জুরাইন, ফরিদাবাদ, ১৯৫২।
২৮. রতন লাল চক্রবর্তী, *সভ্যতার পটভূমি*, ঢাকা: বাংলা একাডেমী, ১৯৮৮।
২৯. ড. রফিকুল আলম, *বিশ্ব সভ্যতা ও শিল্পকলা*, ঢাকা: বাংলা একাডেমী, ২০০১।
৩০. সিগমুন্ড ফ্রয়েড, *টোটম ও টাবু*, কলিকাতা: সুবর্ণরেখা, ১৯৯৩।
৩১. সরসীকুমার স্বরস্বতী, *পালযুগের চিত্রকলা*, কলিকাতা: আনন্দ পাবলিশার্স প্রাইভেট লিমিটেড, ১৯৭৮।
৩২. সৈয়দ মুস্তফা সিরাজ, *মুসলিম শিল্পকলার আদিপর্ব এবং অন্যান্য*, কলিকাতা: মিত্র ও ঘোষ পাবলিশার্স প্রা: লি:
৩৩. সৈয়দ আনোয়ার হোসেন, *প্রাচীন চীন সভ্যতা*, ঢাকা: বাংলা একাডেমী, ১৯৯৮।
৩৪. ইরফান হাবিব, *গ্রাক ইতিহাস (ভারতবর্ষের মানুষের ইতিহাস ১)*, এন বি এ, কলকাতা ২০০২
৩৫. ইরফান হাবিব ও বিবেকানন্দ বা, *মৌর্য যুগের ভারতবর্ষ*, এন বি এ, কলকাতা ২০০৬
৩৬. ইরফান হাবিব, *সিদ্ধু সভ্যতা*, এন বি এ, কলকাতা ২০০৪
৩৭. শিরিন রতডুবাগর, *হরপ্পা সভ্যতার সন্ধানে*, এন বি এ, কলকাতা ২০০৩
৩৮. শচীন্দ্রনাথ চট্টোপাধ্যায়, *প্রাচীন মিশর*, সুপ্রিয় সরকার, কলকাতা, আশ্বিন ১৩৬৬

39. Didier Maleuvre *The Art of Civilization: A Bourgeois History*

(A Story of Ambivalent Modernization in Bangladesh and West Bengal)

40. Pranab Chatterjee *Asian Thought and Culture*

And Internet resources

GD 2001 Figure Drawing | Credit 04

Course Description:

Identification of structural characteristics of human figure and anatomy and their realistic drawing through detailed stroke line.

Students will study deeply the structure and anatomy of male and female figure followed by realistic figure drawing in accordance with proper light and shade. They will combine their drawing skills along with observation and theoretical study and upgrade their level of drawing.

For gradual development students must work on their Drawing & Sketch book and have to submit their works regularly.

Topics : Human figure, anatomy and portrait

Medium: Pencil, pen, ink, color, brush, paper, board etc.

Course Objectives:

- a) Detailed theoretical study on human figure and anatomy
- b) Learning the postures and expressions of human figure, its color, shade and applying them in drawing
- c) Learning the proportional structure of human figure and their application
- d) Learning to draw portrait, facial expression, contour, skin texture etc
- e) Replication of famous artists' figurative drawings

Learning Outcomes:

Students will be able to

- a) Develop basic skills of figure drawing
- b) Draw realistic figure of models or from imagination
- c) Develop skills for portrait drawing
- d) Develop skills like drawing, illustration and design for future courses
- e) Improve their artistic self

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

A sketch book containing 25 figure drawings must be submitted in every month.

1. Block drawing and quick drawing of model: 1 class
2. Application of line, shade and balancing them for detailed and realistic figure drawing: 1 class
3. Full-fledged human figure drawing keeping the balance of various parts of body structure: 2 classes
4. Portrait drawing applying detailed expressions and light - shade: 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Home works (Drawing & Sketch Book), Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Drawing Dynamic Hands

Burne Hogarth

Drawing the Human Head

Burne Hogarth

Drawing the head and hands

Andrew Loomis

Figure drawing for all it's worth

Andrew Loomis

Anatomy for The Artist

Sarah Simblet

Figure Drawing: Design and Invention

Michael Hampton

And Internet Resources

GD 2002 : Still Life | Credit 04

Course Description:

Drawing of a united combination of different materialistic objects, portraying the contextual lights and shades aesthetically.

Student will create three-dimensional illusion of composition of various objects and will exercise applied study to present visual impressions transmitted by lights.

Topics:

Various objects are made of clay, glass and metals, utensils, bottle, dolls, toys, books, fruits, vegetables and drapery.

Medium:

Pencil and pen, ink, color, brush, water color, poster color (black and white, and various other colors), paper and board

Course Objectives:

- a) Drawing three dimensional still objects using precise tone and color combination
- b) Drawing various still objects in the combination of a singular unit
- c) Representing materials of various stature and different forms, structures, colors and textures through visual art
- d) Elaborate study of 'Composition study' course

Learning Outcomes:

Students will be able to

- a) Learn to create a balanced combination of different shapes and colors
- b) Understand the internal characteristics of different physical objects
- c) Develop skills like drawing, illustration, composition and design of future courses
- d) Develop the artistic persona of self

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be conducted.

1. Realistic drawing of combined objects (pencil and pen): 2 class
2. Three dimensional object drawing in black & white (water color) : 1 classes
3. Colorful three-dimensional object drawing (poster color and collage): 2 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Beginning Still Life: Learn to draw realistic still lifes step by step

Steven Pearce

Drawing Still Lifes: Learn to draw a variety of realistic still lifes in pencil

Steven Pearce

Classic Still Life in Colored Pencil

Cynthia Knox

1,500 Color Mixing Recipes for Oil, Acrylic & Watercolor

William F Powell

Dynamic Still Lifes in Watercolor:

"Sondra Freckelton's Approach to Color, Composition, and Control of the Medium

Stephen Doherty

And Internet Resources

GD 2003 : Nature Study | Credit 04

Course Description:

Naturescape : a selected view of a natural environment, such as landscape, riverscape or skyscape.

Instant drawing of natural environment, focusing on a particular subject matter of nature and regular lifestyle and its contextual objects. There should be a human figure or an animal, regardless of it being the subject or in the background.

Students will represent still-life and actions of nature and its regular surroundings through line and tone realistically. They will try to capture the visible variations of natural objects created by external light and shade and express them through instant drawing.

Topics : Flowers, leafs, trees, architectural structures, various objects, vehicles, animals, birds, city, garden, mountains, forest, river, sea-beach, clouds, sky etc, and on their contexts - representation of human figure and other living objects.

Medium: Pencil, pen, brush, ink, color, paper and board

Course Objectives:

- a) Learning to draw one central object of nature contextualizing it with the presence of other elements in minimized stature using line and tone
- b) Learning to draw using nature's moderate stature
- c) Aesthetic composition creation of present materials through transformation and replication
- d) Learning to create different compositions (landscape, riverscape, skyscape etc) based on the light and shades of various timeframe of a day
- e) Elaborate study of course 'GD 1005: Outdoor study'

Learning Outcomes:

Students will be able to

- a) Learn to differentiate the variations of color in different natural elements
- b) Learn to draw from imagination and memory
- c) Learn impressionistic and nostalgic drawings
- d) Obtain skills, like drawing, still life, nature study, illustration and design for future courses

Course Contents & Number of Classes: 3 to 5

*1 hour briefing at the beginning of every class,
A class duration is 5 hours and a class consists of 5 to 10 days.
At least three classes must be conducted.*

1. Nature & life (pen and pencil): 1 class
2. Landscape drawing focusing on a particular subject matter including human figure etc. (Pen and Pencil): 2 class
3. Modified composition of given landscape (water color and poster color): 2 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Outdoor study, Applied exercise, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Essentials of Landscape Composition

Leonard Richmond

Nature Design: From Inspiration to Innovation

Angeli Sachs, Barry Bergdoll

Painting Beautiful Watercolor Landscapes

Joyce Hicks

Watercolor Techniques: Painting Light and Color in Landscapes and Cityscapes

Michael Reardon

The National Parks Poster Coloring Book: 20 Removable Posters to Color and Frame

Ian Shive

And Internet Resources

GD 2004 : Typography | Credit 04

Course Description:

Replicating the given letters of various types, style and font size and practicing aesthetic typography using letters written in one particular typeface into a different one.

Understanding the shape, structure and characteristics of different typefaces through observation and practicing typography. Studying the visual differences between various kinds of typography, students would excel their necessary skills for this course through theoretical study of typography.

Topics: Replicating the given letters and practicing aesthetic typography

Medium: Pencil, pen, ink, colors, brush, paper and board etc.

Course Objectives:

- a) Theoretical study of letters, types and typography and application of obtained knowledge
- b) Study of structure of types, their linear measurement, adjacent angular space and replication of these types
- c) By following the given typography, learning to replicate the original typography and transforming it into a different style of typeface
- d) Creating typographic design

Learning Outcomes:

Students will be able to

- a) Gain primary knowledge about letter, type and typography
- b) Create typography from memory
- c) Learn to mark specific typography and differentiate it with other styles of typography
- d) Design composition based on letter types
- e) Develop skills for future courses, like - typography, calligraphy and design

Course Contents & Number of Classes: 3 to 5

*1 hour briefing at the beginning of every class,
A class duration is 5 hours and a class consists of 5 to 10 days.
At least three classes must be conducted.*

1. Replication of given letters or words: 2 classes
3. Transforming letter, symbol, numerical, word and sentence into a given typographic style and measurement: 2 classes
4. Typography design by contextualizing the meaning of given sentence: 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books:

The Anatomy of Type: A Graphic Guide to 100 Typefaces
Stephen Coles

Typography Sketchbooks
Lita Talarico and Steven Heller

Designing Typefaces
Book by David Earls

What is Typography?
Book by David Jury

হরফ নিয়ে লেখা
অশোক কুমার মিত্র, পুনশ্চ, কলকাতা

And Internet Resources

GD 2005 : Cultural Art | Credit 04

Course Description:

Understanding the concept and values of cultural and traditional events of Bangladesh. Analyzing practicability and implementing Bangla folk art and traditional motifs in modern lifestyle.

Students will participate in creative activities of Mangal Shobhajatra on Pahela Baishakh (UNESCO Intangible Cultural Heritage), International Mother Language Day and other national cultural events of Bangladesh. They will follow cultural and traditional folk materials, their shapes, design, colors, styles and creative processes; and will create design motifs. After that, they will implement them in lifestyle design and communication design.

Topics: Alpona, Masks, Graffiti, Nakshi Kantha, Nakshi Pitha, Sheetal Pati, traditional utensils and their designs. Folk toys, utensils and other objects. Gates, stages, installation and environmental art.

Medium: Lecture, Discussion, Seminar
papers, fabrics, wood, bamboo, other materials, colors print and presentation

Course Objectives:

- a) Understanding the concept and values of national, traditional and folk art of Bangladesh
- b) Observation, analysis and understanding of traditional folk design/ art and use of color and rhythmic style and stature in their design
- c) Combination of traditional Bangladeshi folk motifs and modern design and its application
- d) Conversion of various subject matter of regular lifestyle around into traditional folk motifs
- e) Application of folk motifs in logo and poster design as well as various other medium of communication design

Learning Outcomes:

Students will be able to

- a) Understand the local and traditional folk motifs, cultural signs and symbols and traditional design
- b) Connect the rich cultural heritage of Bangladesh with modern urban lifestyle through visual art and design
- c) Develop their own artistic self that will carry and enrich our culture and tradition

Course Contents & Number of Classes: 3 to 5

*1 hour briefing at the beginning of every class,
A class duration is 5 hours and a class consists of 5 to 10 days.
At least three classes must be conducted.*

1. Logo and cover design based on traditional topic : 1 class
2. Textile design, clothing and home textile design : 1 class
3. Invitation card and poster design for various cultural events : 2 classes
4. Creative word design in combination with folk motif : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

বাংলাদেশের লোকশিল্প
বোরহানউদ্দিন খান জাহাঙ্গীর

লোকশিল্প
তোফায়েল আহমেদ

লোকশিল্পের ভুবনে
তোফায়েল আহমেদ

বাংলাদেশের লোকশিল্প
বাংলাদেশ লোক ও কারুশিল্প ফাউন্ডেশন

নকশিকাঁথা : সুই সুতোর গল্প
সুদীপ্ত সাইদ খান

জামদানী
মোহাম্মদ সাঈদুর

Modern Asian Design (Cultural Histories of Design)

D.J. Huppertz

Traditional Art of Dhaka

Henry Glassie

And Internet Resources

GD 2011 : Design & Color Theory | Credit 04

Course Description:

Identification of the graphic design fields and its creative arenas. Understanding conventional, contemporary and advanced terminology used to incorporate in graphic design other digital or print mediums. Definitions of creative processes, compositional techniques, Understanding conventional, contemporary and advanced idea, concept and color meaning. Definitions of creative processes, compositional techniques.

Defining color in terms of materialistic, functional and visual characteristics. Understanding Color composition & Color Format.

Topics: Idea, identity, index and information through communication and Publication design. Colorful objects.

Medium: Theoretical study, different mediums of color, multimedia representation, classroom study & assignment.

Course Objectives:

- a) Information collection regarding analytical information of graphic design
- b) Acquiring knowledge interaction within visual communication in various society and tracing its relation with Graphic Design.
- c) Making effective meaning and perception on visual language.
Theoretical study of various types of color, colorful objects and color medium
- d) Understanding the applicability of color/color mediums on various contexts

Learning Outcomes:

Students will be able to

- a) Identify the different attributes of of graphic design and its creative arenas and functions.
- b) Analyze the social meaning of visual elements and color being used in graphic design.
- c) Explain a visual language.
- d) Develop new concept in order to create a visual communication design.
- e) Obtain thorough understanding of characteristics of various color, colorful objects and color mediums
- f) Choose correct color medium based on task and subject matter
- g) Learn color balance for appropriate design

Course Contents & Number of Classes : 50

1. Shapes, space and Composition: 2 classes
2. Visual language and Visual rhetoric : 4 classes
3. Semiotics : Icon, , Index and Symbol : 4 classes
4. Attributes of visual art: 2
5. Idea and identity : 2 classes
6. Style, trend and lifestyle : 2 classes
7. Visual Explanation and Conveying message: 2 classes
8. Visual Information: 2 classes
9. Promotion & Brand : 5 classes
10. Visual Communication : 4 classes
11. Introduction and Definition of Color : 1 class
12. Classification of Color : 3 classes
13. Color source, sensory mechanism & perception : 1 class
14. Human response & behavior: 1 class
15. Color composition : 2 class
16. Cultural & social values and Color Meaning : 2 class
17. Urban signs, index & signals : 1 class
18. Corporate identity & communication : 2 class
19. Print & digital color : 2 class
20. Hexadecimal color coding : 2 class
21. Color terminology & formats : 1 class
22. Presentation : 3 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

The Aesthetics of Design

Book by Jane Forsey

Aesthetics and Design for Game-based Learning

Book by Michele D. Dickey

The Nature and Aesthetics of Design

Book by David Pye

Japanese Design: Art, Aesthetics & Culture

Book by Patricia Jane Graham

Design in Conservative Times

Editor: Joannette Van Der Veer

Color Choices

Stephen Quiller

Interaction of Color

Josef Albers

Making Color Sing

Jeanne Dobie

Color: A Workshop for Artists and Designers

David Hornung

Exploring Color Workshop

Nita Leland

Color Theory

Patti Mollica

And Internet Resources

GD 2012 : Computer Graphics | Credit 04

Course Description:

Computer Graphics is a visual representation of a purposeful combination of images, texts, shapes and colors.

Students will learn the definitions of computer graphics, its functions, processes, systems and technics and their detailed theoretical study. They also will acquire knowledge on digital graphic design, creative techniques, design formats and terminologies.

Students will learn about various graphics software and their functional operations.

Topics: Graphics software, devices, print media, broadcast media, IT and their applications

Medium: Theoretical study, multimedia representation, classroom study, lab practice & assignment

Course Objectives:

- a) Study on various graphics software and digital graphics
- b) Study on various mediums of digital graphics
- c) Acquiring knowledge about print, publication, communication & media
- d) Study on digital processes and techniques

Learning Outcomes:

Students will be able to

- a) Express knowledge of digital graphics
- b) Generate idea & concept regarding vector & raster graphics
- c) Apply precise dimension, techniques and formats in design process
- c) Select the right provision for publication and communication media

Course Contents & Number of Classes: 50

1. Definition of computer graphics & digital design : 4 classes
2. Terminology: 1 classes
3. Introduction to Graphics Software (System & Program): 4 classes
4. Graphics (Vector & Raster, RGB & CMYK, Static & Motion): 4 classes
5. Fonts & tpestyles : 2 classes
6. Hexadecimal color systems & codes : 2 classes
7. Digital process, techniques, dimensions & formats : 4 classes
8. Digital printing: 2 class
9. Display, projection & data transferring systems : 1 classes
10. Communication Media: 1 classes
11. Analyze & observation in Computer Lab: 25 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab works, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books :

Becoming a Graphic and Digital Designer: A Guide to Careers in Design

Steven Heller & Veronique Vienne

Digital Design Theory: Readings from the Field

Editor: Helen Armstrong

Digital Foundations: Intro to Media Design with the Adobe Creative Suite

Xtineburrough & Michael Mandiberg

The Digital Designer:

101 Graphic Design Projects for Print, the Web, Multimedia, and Motion Graphics

Stephen Pite

The Graphic Designer's Digital Toolkit

Allan Wood

And Internet Resources

GD 2013 : History of Graphic Design: Ancient Period | Credit 04

Course Description:

The course will trace back to the evolution of human civilization in order to reorganize, study of all the signs, marks, symbols, pictogram, glyph etc that were used for visual communication by analyzing the historical context and life style of ancient period.

Topics:

Visual elements, arts, designs & styles of ancient human civilization

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Information collection regarding the evolution and development of graphic design from the ancient human civilization to modern world.
- b) Observation of prehistoric cave arts, gradual development of visual communication in various civilization and society and tracing its relation with Graphic Design.
- c) Making habituated with the applied meaning of pictograms, symbols and glyphs

Learning Outcome:

Students will be able to

1. Learn about the periodic sequence and style of Graphic Design from ancient age to modern times.
2. Recognize the evolution of visual communication through the ages
3. Explain cave arts and glyphs

Course Contents & Number of Classes: 50

1. Emergence of Graphic Design and explanation: 5 classes
2. Cave art and stone art: 4 classes
3. Hieroglyphics and cuneiform: 5 classes
4. Typography and Calligraphy: 5 classes
5. Use of books: 4 classes
6. Use of signs and symbols in Graphic Design: 5 classes
7. Byzantine era (writing and illustration): 5 classes
8. Greek Civilization (Alphabet, coin design, pottery design based book illustration) : 5 classes
9. Roman Civilization (Mosaic and glass based illustration, coin design) : 4 classes
10. Asian Civilization (China, Japanese and Vietnamese lettering, print and illustration): 4 classes
11. African Civilization (Textile, Mask, Illustration): 4 Classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books :

History of Graphic Design: Vol. 1, 1890-1959

Jens Müller

History of Modern Art

Thames and Hudson

A Century of Graphic Design

Jeremy Aynsley

A History of Graphic Design

Philip B.Meggs

উপমহাদেশের শিল্পকলা, মাওলা ব্রাদার্স, ২০০৩

ড. রফিকুল আলম

বিশ্বসভ্যতা: প্রাচীন যুগ, ঢাকা: প্রতীক প্রকাশনা সংস্থা, ১৯৯৬

এ কে এম শাহনাওয়াজ

শিল্প ও শিল্পী (প্রথম খণ্ড) কলকাতা, পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৯০

কৃষ্ণলাল দাশ

And Internet Resources

THIRD YEAR

GD 3001 : Action Drawing | Credit 04

Course Description:

Quick liner drawing of active, gesticulated and moving human being and animals. Then detailing it towards a full-fledged expressive figure.

Students would use technique like - speedy stroke, rhythmic line, circle and basic shape in their process of quick drawing. Then they will use significant line and expression and by representing them they will do gesture drawing in order to study the moments of action.

Topics: Active human beings and other animals.

Medium: Pen, pencil, brush, ink, color, paper and board.

Course Objectives:

- a) Study of physical structure of animals and human anatomy
- b) Study of the change in shape of living beings during actions
- c) Study of relax physical gesture of men free from any load and stressed physical gesture of men with load.
- d) Study of physical and facial expression of human body in happiness - anger and other emotional conditions.
- e) Study of physical gesture and facial expression and their changes for outside effects and change in nature.

Learning Outcomes:

Students will be able to

- a) Draw instantly, based on memory
- b) Replicate illustration and animation characters
- c) Draw animals, cartoons and caricature from imagination
- d) Obtain skills for future courses, like illustration, experimental drawing, motion graphics and animation
- e) Understand human anatomy; the difference that they possess in steady situation and in motion, balance techniques and bodily movements and replication of all of these.

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Visual study of human and animal anatomy : 3 classes
2. Quick drawing, action drawing and gesture drawing : 1 class
4. Expression and gesture based drawing of given human model : 1class
5. Human figure during and out of action and its change : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Studio works, Applied exercise, Library review work, Home works (Drawing & Sketch Book), Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Heads, features, and faces

George Bridgman

Figures in Action

Andrew Loomis

Classic Human Anatomy in Motion: The Artist's Guide to the Dynamics of Figure Drawing

Valerie L. Winslow

Classic Human Anatomy: The Artist's Guide to Form, Function, and Movement

Valerie L. Winslow

Animal Drawing: Anatomy and Action for Artists

Charles R. Knight

And Internet Resources

GD 3002 : Creative Typography | Credit 04

Course Description:

Creating new typeface design: Type design modification based on the underlying meaning of text and its use and typography design for creating visual graphics

At first students will try to create a personal typography of Bangla letters in order to create new Bangla font set. Secondly, students will create new text type and display design based on the meaning and application of text. Besides, they will practice experimentation with style and size for creative typography.

Topics: Verses from poem & poetry, quotation, tv-telap, book/poster heading, typographics, new font etc.

Medium and material: Pencil, Pen, brush, color, paper, board, digital process and print.

Course Objectives:

- a) Theoretical and practical study of different types of typography, implementation and conceptual transformation
- b) New design creation based on self-developed typeface, numerical and sign-symbols
- c) Typeface adaptation, modification, transformation and composition based on variety of purposes and implicit meaning

Learning Outcomes:

Students will be able to

- a) Understand the difference between various typographies, their implication and modern implementation
- b) Learn to create new typeface and typography according to necessity
- c) Learn the meaningful implication of typography
- d) Earn skills, like design and graphics for future courses
- e) Understand the differences between creative typography and calligraphy

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Evolution and use of typography in modern graphic design : 1 class
2. New typeface design : 2 class
3. Creative typography : 2 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Thinking with Type

Ellen Lupton

Designing Type

Karen Cheng

Designing with Type, 5th Edition: The Essential Guide to Typography

Irene Korol Scala, James Craig, and William Bevington

Typographic Design: Form and Communication

Ben Day, Philip B. Meggs, and Rob Carter

And Internet Resources

GD 3003 : Visual Identity & Communication | Credit 04

Course Description:

Effective design creation in order to create communication through instant expression of messages like identity, idea, instruction, information etc.

Student will use sign, symbols, icons and pictogram etc as visual mediums in order to express or feature the given subject matter. After that, student will practice creating poster, show card, book cover design, add art, illustration, package design, web page design etc by using necessary texts with composition of this graphics.

Topics: Logo, Infographics, Pictogram, Symbol, typography etc.

Medium and material: Pencil, pen, brush, color, paper, board, digital process & print.

Course Objectives :

- a) Study and practice of visual communication and its main features
- b) Development of new creative ideas and their visual design implementation
- c) Submission of write ups regarding new ideas and concepts and their importance in the establishment of communication
- d) Having Bangladeshi motifs as base, taking the design standard of our country to an international level and reshaping the taste of people in general

Learning Outcomes:

Students will be able to

- a) Obtain knowledge on visual communication and media
- b) Create skills of comparative identification design of symbol and metaphor and poster and advertisement
- c) Develop their individual artistic self of a communication designer through concept development
- d) Create a strong position in global market place

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Logo, Monogram, and Index pictogram : 2 class
2. Corporate Identity : 1 classes
3. Trademark/ Servicemark : 1 classes
4. Poster: 1 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Communication Design: Principles, Methods, and Practice

Jorge Frascara

Design Thinking for Visual Communication

Gavin Ambrose

Visual Communication Design

Jamer Hunt and Meredith J. Davis

Design for Communication: Conceptual Graphic Design Basics

Elizabeth Resnick

Graphic Design Thinking

Editor : Ellen Lupton

Graphic Design as Communication

Malcolm Barnard

Logo Modernism

Jens Muller and R. Roger Remington

Posters for the People

Ennis Carter

How Posters Work

Gail Davidson

and Internet Resources

Course Description:

- a) Aesthetic and comfortable formation of gift items, decoration piece, publication item and marketing product of various events
- b) Significant design creation of protective and preserved covering in order to represent commodity, product and service item in a unique and attractive get up for marketing with long term protection. Students will select suitable material and draw physical form on given topics and plan package design as accordingly. After that, by inserting product name, trademark/service mark, logo, necessary texts and image/graphics they will practice creative design. Marketing and branding related adequate knowledge, understanding and brand identity addition will make this package more effective.

Topics: Physical form design of various products and materials, packet, carton box, container etc. and mechanical drawing.

Medium: Board, poster color, digital processing and print

Course Objectives:

- a) Creative design practice of various item and product etc.
- b) Replication of previous product designs through drawing, creation and formation; practicing package design
- c) Creating the physical structure of packet of various products through mechanical drawing and prototype formation
- d) By keeping the pattern of the product same and through varieties of die cut - creating packaging object and practicing design as accordingly

Learning Outcomes:

Students will be able to

- a) Obtain skills of creating variety of product, packaging and marketing
- b) Make products more creative and attractive based on their characteristics
- c) Obtain primary knowledge of suitable and effective packaging possibilities
- d) Obtain confidence regarding technical application in order to design package design of various styles
- e) Create capability of package design as a part of branding

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Creating prototypical package design and its mechanical-drawing (lifestyle commodities): 2 classes
2. Preserving its prior structure, creating package design prototype through a little die-cut (food products) : 2 classes
3. Unique forms of product design prototype (Electronic Card): 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Exploring Package Design

Chuck Groth

Packaging Design: Successful Product Branding from Concept to Shelf

Marianne R. Klimchuk and Sandra A. Krasovec

Food Packaging Design

Douglas Riccardi

Material Innovation: Packaging Design

Andrew Dent

And Internet Resources

GD 3005 : Photography & Advertising Art | Credit 04

Course Description:

Applied study of creative photography in order to establish visual communication for expression of identity, circulation of message, conveying information, service marketing, social awareness development along with creative composition of image and texts for creation of visual design and relevant image/graphics.

Students will practice advertising art by creating concept and idea, necessary text formation and contextual photography. They will enrich themselves by gaining more knowledge regarding advertisement, media and photography.

Topics: Professional advertisements for publication in newspaper, magazine, poster, billboard, vehicles, television, internet

Medium: Pencil, Pen, brush, color, poster color, paper, color paper, photography, board, digital processing and print

Course Objectives:

- a) Philosophy of advertisement; study of photography in print and electronic media as well as objective photography and their application
- b) Understanding several dimensions of print and electronic media and use of technology, practicing advertisement art as accordingly
- c) Practicing creative photography following the given subject matter
- d) Developing new concepts and preparing design ensuring global standard
- e) Thorough study of prior Communication Design course

Learning Outcomes:

Students will be able to

- a) Obtain detailed knowledge on communication media, advertisement and photography
- b) Obtain skills for advertisement design and photography on given subject matters
- c) Be capable of communicating in a global context
- d) Obtain prior skills for courses, like Brand Identity, Event Design, and Motion Graphics

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Re-composition of advertisement and new design : 1 class
2. Product photography & ad design : 1 class
3. Model photography & ad design : 1 class
4. Conceptual ad design (products & service) : 2 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Studio works, Lab works, Applied exercise, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Basics Advertising 02: Art Direction

Nik Mahon

Advertising: Concept and Copy

George Felton

Advertising Photography

Tillmanns and Rolf Fricke

The Art Directors Annual 89: Advertising Design

Illustration Interactive Photography

Art Directors Club

Advertising Art & Ideas

Dr. G. M. Rege

And Internet Resources

GD 3006 : Textile Design | Credit 04

Course Description:

Practical use of fabric products, to create their aesthetic representation, use of traditional & folk motifs, natural & environmental elements and creation of visual design unit with them.

Students will compose design based on our traditional & folk motifs, signs & symbols, natural and geometric objects. Then, they will create design unit based on implementation of those applied designs. Study on market value of folk and traditional materials will develop their creative concept more.

Topics: Fabric print design (3-piece, saree etc.), Home textile design (bed cover, curtain, dining shed etc.) Fashion design (Shape, color and fabric)

Medium: Pencil, pen, brush, poster color, board, paper, digital processing and print

Course Objectives:

- a) Theoretical and practical study on the necessity and implementation of traditional and folk element in modern life style and cultural event
- b) Modern characterization of traditional and folk motifs and modern uses of fabrics
- c) Design composition maintaining national and global standard
- d) Higher applied study of prior course - Cultural Design

Learning Outcomes:

Students will be able to

- a) Understand modern textile design and its practical aspects in 21st century
- b) Create a national and global value of local textile and composing design as accordingly
- c) Develop the taste of people in general by application of knowledge in this subject
- d) Develop our local textile market and creating an international market place for it.

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Modern composition with traditional folk motif: 1 class
2. Using Bangla calligraphy for folk and modern design composition: 1 class
3. Innovative design composition for creating global market: 3 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Applied exercise, Outdoor study, Studio works, Lab works, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Basics Textile Design 01

Frances Lloyd George, Countess Lloyd-George of Dwyfor and Josephine Steed

A Field Guide to Fabric Design

Kimberly Kight

Textile Designs

Susan Meller

Printed Textile Design

A. Briggs-Goode

Digital Textile Design

Ceri Isaac and Melanie Bowles

Digital Textile Design, Second Edition

Ceri Isaac and Melanie Bowles

Adobe Photoshop for Textile Design

Frederick L. Chipkin

And Internet Resources

GD 3007 : Illustration | Credit 02

Course Description:

In order to create a visual communication along with the written text or narrative, drawing characters, objects or situations and their sequential representations.

Students will illustrate creative compositions based on the context and emotion that the text carries. They will gather clear idea on the technical provision and option of publication and media in order to create illustration drawing on appropriate dimensions.

Topics: Poetry & rhymes, story, novel, history, fun fictions, news, feature and information etc.

Medium: Pencil, pen, brush, color, water color, poster color, acrylic color, paper, board, texture, digital processing, print, presentation and mock up.

Course Objectives:

- a) Realistic, ornamented, symbolic or metaphoric illustration and drawing of given text
- b) Practice of various illustrations base on variety of written texts
- c) Understanding the internal and external characteristics of color and empirical study of visual subject matter
- d) Illustration drawing based on the dimensional measurement of book, magazine, newspaper and other digital mediums

Learning Outcomes:

Students will be able to

- a) Earn capability of realistic fantasy illustration of children's books
- b) Learn to make the texts more interesting by illustration on context
- c) Learn to create relevant simile, metaphor and symbols
- d) Acquire capability of creating visual communication through accurate application of creativity
- e) Learn to differentiate between ornamentation and illustration

Course Contents & Number of Classes: 3

*1 hour briefing at the beginning of every class,
A class duration is 5 hours and a class consists of 3 to 7 days.
At least three classes must be commenced.*

1. Cartoon and illustration for children books : 1 class
2. Illustration for newspaper/ magazine : 1 class
3. Illustration for Creative publication : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Outdoor study, Applied exercise, Library review work, Field trip, Study tour

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

History of Illustration

Editor(s): Susan Doyle, Jaleen Grove, Whitney Sherman

The complete Guide to Illustration and Design Techniques and materials

Edited by Terence Dalley

Illustration that Works: Professional Techniques for Artistic and Commercial Success

Greg Houston

Illustration Workshop

Mary Kate McDevitt

And Internet Resources

GD 3011 : Aesthetics of Graphic Design | Credit 04

Course Description:

Visual, functional and ergonomic attributes of visual art, graphic design and visual communication. Analyzing and evaluating creative concepts, expressive thoughts, interaction and communication in different arenas of graphic design. Identifying color meaning regarding culture, nationality and global contexts. Aesthetic explanation of color in identity design and communicative visual art.

Topics:

Graphic design, Semiotics, Writing systems, Symbols, Visual language, Visual communication and Publication design.

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Information collection regarding theoretical information of graphic design from the ancient human civilization to modern world.
- b) Acquiring knowledge on visual communication systems in various society and tracing its relation with Graphic Design.
- c) Making effective meaning and perception on visual language.

Learning Outcome:

Students will be able to

- a) Identify the vast area of graphic design and its creative arenas and functions.
- b) Recognize the social meaning of visual elements being used in graphic design.
- c) Define processes, techniques, functions incorporated in graphic design systems.

Course Contents & Number of Classes: 50

4. Area of graphic design and creative arenas: 4 classes
5. Graphic design terminology : 3 classes
6. Glyph, Ideogram & Pictogram : 3 classes
7. Writing Systems: Lettering, Typography & Calligraphy: 4 classes
8. Illustration and Visual Explanation : 3 classes
9. Surface Design & Lifestyle Design : 3 classes
10. Corporate Identity, Logo, Monogram & Trademark : 5 classes
11. Information Design & Infographics : 5 classes
12. Photography & Visual Rhetoric : 5 classes
13. Publicity : Promotion & Brand : 5 classes
14. Publication Design & Grid Systems : 5 classes
15. Visual Communication : 5 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books :

History of Modern Art

Thames and Hudson

A Century of Graphic Design

Jeremy Aynsley

উপমহাদেশের শিল্পকলা, মাওলা ব্রাদার্স, ২০০৩

ড. রফিকুল আলম

বিশ্বসভ্যতা: প্রাচীন যুগ, ঢাকা: প্রতীক প্রকাশনা সংস্থা, ১৯৯৬

এ কে এম শাহনাওয়াজ

শিল্প ও শিল্পী (প্রথম খণ্ড) কলকাতা, পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৯০

কৃষ্ণলাল দাশ

And Internet Resources

GD 3012 : Principles of Marketing | Credit 02

Course Description :

Marketing is defined as "the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling." Thus Marketing can be categorized as a branch of business as well as a social science. In this course the learner can learn about marketing process and examine the range of marketing decisions that an organization must make in order to sell its products and services. The learner will also learn how to think like a marketer. By the end of this course, the learner will be familiar with the art and science of marketing a product.

Topics : Principles of Marketing and advertisement of print and electronic media

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives :

- a) To Define commonly used marketing concepts and terminology
- b) To Summarize the main marketing tools of products and services, pricing, distribution and communications
- c) To explain social responsibility and ethics in today's business environment
- d) To analyze marketing problems associated with marketing decisions and incumbent solutions
- e) To organize and explain processes involved in the preparation of marketing strategies and plans

Learning Outcomes :

Students will be able to

- a) Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors
- b) Determine market size through a target market analysis
- c) Utilize environmental scanning to identify opportunities and threats in the marketing environment.
- d) Examine electronic commerce and interactive marketing and how they create customer value.
- e) Evaluate the electronic presence of various companies in the marketplace (both locally and globally)
- f) Analyze marketing factors that contribute to a product's success or failure.

Course Contents & Number of Classes: 25

1. Introduction and Definition of Marketing : 1 class
2. Marketing philosophies and goals : 1 class
3. Elements of Marketing Mix : 1 class
4. Customer behavior : 1 class
5. SWOT analysis : 1 class
6. Competitive advantage : 1 class
7. Competitive analysis : 1 class
8. Environmental forces and marketing ethics : 1 class
9. Strategic marketing planning and forecasting : 1 class
10. The consumer market : 1 class
11. Segmentation, targeting, and positioning : 1 class
12. Product concepts : 1 class
13. Product life cycles and strategies for new products : 1 class
14. Product management : 1 class
15. Service and nonprofit marketing : 1 class
16. Pricing strategy : 1 class
17. Marketing channels : 1 class
18. Wholesaling and industrial distribution : 1 class
19. Retailing : 1 class
20. Promotional mix elements : 1 class
21. Promotional strategies and processes : 1 class
22. Intercultural and international marketing : 1 class
23. Quality and customer service : 1 class
24. Marketing trends : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books :

Principles of Marketing

Philip Kotler and Gary Armstrong (14th edition)

Marketing, 13th edition (looseleaf),

Kerin, Hartley, and Rudelius, McGraw-Hill Irwin, 2017, ISBN: 9781259573545.

Fundamentals of Marketing

W.J. Stanton, McGraw Hill.

Essentials of Marketing

E.J. McCarthy & W.D. Perreault, Irwin.

GD 3013 : The Contribution of Zainul | Credit 02

Course Description:

Understanding the vision and mission of Shilpacharya Zainul Abedin regarding traditional, folk and modern visual art of Bangladesh. Identification of the art trends and movements through his activities, efforts and social interaction. Appreciation of his contribution to art education, establishments and building national identity.

Topics:

Life and activities of Zainul Abedin, his institution, museums and other establishments.

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Collecting information about Zainul Abedin
- b) Acquiring knowledge about his activities and establishments
- c) Identifying his contribution to art, culture and society

Learning Outcome:

Students will be able to

- d) Understand the life and activities of Zainul Abedin.
- e) Recognize the social trends of art and culture of Bangladesh.
- f) Identify the aspect of art education in Bangladesh.

Course Contents & Number of Classes: 25

1. Early life and environment : 2 classes
2. Education : 1 class
3. Socio-political involvement : 2 classes
4. Famine and reaction: 2 classes
5. Professional carrier : 2 classes
6. Art institute in Bangladesh : 6 classes
7. Folk museums : 3 classes
8. War of independence : 1 classes
9. Art exhibitions : 2 classes
10. Art and cultural movements : 2 classes
11. National and international achievements : 2 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, field trip

Assessment :

4. Participation, Presentation & Submission
5. Class assignment & Class test
6. Final Examination

Reference Books :

Zainul Abedin

Dr. Muhammad Sirajul Islam

Master Artists of Bangladesh

Zainul Abedin- Accession No-10,355
Bangladesh National Museum

Great Masters of Bangladesh

Zainul Abedin- Accession No-10,133
Bengal Foundation

শিল্পাচার্য জয়নুল আবেদিন গীতিকাব্য

মনোরঞ্জন বাল্লা

মানুষ জয়নুল আবেদিন শিল্পী জয়নুল আবেদিন

হাশেম খান

জয়নুল আবেদিনের সারাজীবন

হাশেম খান

জয়নুলের এগারজন সহকর্মী

ড. আব্দুস সাত্তার

শিল্পাচার্য জয়নুল আবেদিন

মোহাম্মদ সিরাজুল ইসলাম

আবেদিনের বিবেচনা

মতলুব আলী

জয়নুল স্মৃতি

মতলুব আলী

আমাদের জয়নুল

মতলুব আলী

জয়নুল আবেদিনের জিজ্ঞাসা

বোরহান উদ্দিন খান জাহাঙ্গীর

জয়নুল আবেদিন তার কাজ ও কথা

নজরুল ইসলাম

জয়নুল আবেদিন সৃষ্টিশীল জীবন সমগ্র

সৈয়দ আজিজুল হক

জয়নুল আবেদিন শিল্পী ও শিল্পকর্ম

সৈয়দ আলী আহসান

জয়নুল আবেদিন জন্মশত বার্ষিক শ্রদ্ধাঞ্জলি

সৈয়দ আজিজুল হক

শিল্পাচার্য জয়নুল আবেদিন

এ. সাত্তার

অসাধারণ শিল্পাচার্য জয়নুল আবেদিন

মোহাম্মদ আবু সেলিম

আদ্যোপাত্ত জয়নুল A to Z

সুমন ওয়াহিদ

জয়নুল আবেদিন

নজরুল ইসলাম

And Internet Resources

GD 3020 : Graphic Design Project | Credit 02

Course Description:

A maximum of 50 undergraduate students from other departments within the Faculty of Fine Art will work on a graphic design project under supervision of a teacher from the department. They will make design plans and apply theoretical knowledge they have accumulated through their academic studies. They will accomplish digital design works and will make presentation for assessment.

The students will work in the fields of print, publishing, media, advertisement, animation, fashion, ICT and other fields upon requirement.

Topics: Professional artwork and design project on a selected topic.

Creative Lettering, Identity design, Advertising Art, Brand Design, Poster Design & other necessary visual communication design.

Medium: Lecture/discussion, Mixed media, Documentation, computer processing, print and presentation

Course Objectives:

- a) Learning about professional needs in visual communication environment, understanding demands of market and their practical and quick solutions
- b) Affirming responsibility and professional practice in real life creative works.
- c) Understanding the present aspect of graphic design and visual communication in local and global market.

Learning Outcomes:

Students will be able to

- a) Gather experience of professional workspace toward accomplishing a visual design project
- b) Attain self-confidence as a Graphic Designer
- c) Develop skills to work in professional level and self-assess as a graphic designer

Course Contents & Number of Classes:

At least 3 classes within 15 days.

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Lab study, Studio work, Library review work, Field analyzing

Assessment :

- 1) Presentation & Submission
- 2) Final Examination

Reference Books:***Design Project Management***

Griff Boyle

A Project Guide to UX Design:***For User Experience Designers in the Field Or in the Making***

Carolyn Chandler and Russ Unger

Graphic Design Thinking: Beyond Brainstorming

Editor: Ellen Lupton

Project management for design professionals

William G. Ramroth

A Graphic Design Project from Start to Finish

Index Book

Project Portfolio Management

Book by Harvey A. Levine

And Internet Resources

FOURTH YEAR

GD 4001: Brand Design | Credit 04

Course Description:

To identify and distinguish a particular brand, creating visual identity design with a combination of significant image, logotype, symbol, brand mark, color etc.

Students will create brand mark by utilizing intangible image of passion and status through representational visual symbol, based on the appeared and promised service standard to the customer. After that students will study to create Brand Identity Design by obtaining creative idea and composition from logo, product/service image, brand mark, trade mark, logotype, shape, symbol and individual or various color code of that particular institution.

Topics: Logo, Trademark, Logotype, Ad design, Package, Poster, Showcard, Corporate Stationary and other visual design

Medium: Pencil, pen, ink, color, brush, paper, board, computer processing, print, mock-up and prototype etc.

Course Objectives:

- a) An interaction between marketing and communication and applied design of visual identity
- b) Identity design study for visual communication
- c) Creating design based on information regarding the aim of the entrepreneur, their product/service standard, marketing strategy and consumer status
- d) Creation of philosophical metaphor for a particular business based on its identity, product/service objective, type of business activity, color theme etc.

Learning Outcomes:

Students will be able to

- a) Understand the interrelations of product/service standard, and marketing and consumer
- b) Obtain the capability of transforming image communication into visual communication
- c) Get higher studies regarding brand identity, obtaining professional skills in assessment and marketing communication.

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Corporate Identity, Trademark & Brandmark : 1 class
3. Brand identity in publicity design: 2 classes
4. Brand identity in environment /social design: 2 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom activities, Studio works, Lab works, Applied Study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands

Curt Wozniak, Kevin Budelmann, and Yang Kim

Brand Thinking and Other Noble Pursuits

Debbie Millman

Branding: In Five and a Half Steps

Michael Johnson

Designing Brand Identity: An Essential Guide for the Whole Branding Team

Alina Wheeler

Logo Design Love: A Guide to Creating Iconic Brand Identities

David Airey

And Internet Resources

GD 4002: Grid & Publication Design | Credit 04

Course Description:

Representation of written texts in a more catchy and aesthetic way before the readers of various age and taste, designing pictorial books.

Students will illustrate the important parts of a book and plan to design its individual pages. They will create a common style of page design by formatting texts along with graphics.

Topics: Book, Magazine, Picture book, Pop up, Catalogue, Album etc's design and prototype making

Medium: Pencil, pen, ink, color, brush, paper, board, computer processing, print etc

Course Objectives:

- a) Design planning and creative implication of pictorial books based on subject matter and level of consumer
- b) Unique technique development depending on variety of subject matter and book design
- c) Development of new publication style based on aesthetic composition of text and image

Learning Outcomes:

Students will be able to

- a) Develop skills regarding book design and illustration, depending on variety of publication subject matter and taste of readers.
- b) Change the taste of readers and make a positive impact on print and publication media
- c) Assess and develop professional competence regarding publication design

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Grid design and publication upon different print technology: 1 class
2. Children's' book design/ pop-up : 1 class
3. Innovative book design on different topics & riders' : 2 classes
4. Album/ catalog/ souvenir book : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab work, Studio work, Library review work, Field trip

Assessment :

- 1) Participation, Presentation & Submission
- 2) Class assignment & Class test
- 3) Final Examination

Reference Books :

Book Design Made Simple

Fiona Raven and Glenna Collett

Bookmaking

Marshall Lee

The End of Print

David Carson

And Internet Resources

GD 4003 : Motion Graphics | Credit 04

Digital representation of a running video footage through the combination of image, typography, dialogue and sound, which will be telecasted through electronic media.

Motion graphics is a very important technique in visual media. It is used in movie sequences, television, web, games and digital advertisement. It is known as broadcast graphics in television media. In program telecast, news, entertainment, advertisement and discussion motion graphics create a relation between the audience and the program by establishing visual communication.

Students will use animation software to gradually move the images and create an illusion of motion and gyration. Then they will add sound with it to practice motion graphics.

Topics: Movie sequence, television, web, games and digital advertisements - where motion graphics is used.

Medium: Adobe After Effects, Photoshop, Illustrator, Photography, Sound, Music & Video footage

Course Objectives:

- a) Learning to relate the sequential change of still image's placements and changes in size, dimension, angle and frame as accordingly
- b) Using Image manipulation, typography and creating accurate composition, sound addition, video editing following the rules of design
- c) Replacement, adaptation and adjustment of still picture into running video footage
- d) Practicing diagramming, storyboarding, and key framing to prepare time-based design (frame by frame: second, minute, hour)

Learning Outcomes:

Students will be able to

- a) Understand animation, sequence fixation and motion graphics
- b) Coordinate running video footage and given content
- c) Prepare professional broadcast motion graphics

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 5 to 10 days.

At least three classes must be commenced.

1. Basic Tools & Pre Composition (Motion With Basic Design Elements) : 1 class
2. Masking (Making a Total Landscape by After Effects), Camera Animation (on Previous Landscape Project) : 1 class
3. Using Effects (Defaults) : Making Title by Using Effects : 1 class
4. Principle of Motion (Making Information Cards) & Working with Text (Preset Motion) : 1 class
5. Working with Photoshop & Illustrator: 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab work, Studio work, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Design For Motion : Fundamentals & Techniques of motion Design

1st Edition

Austin Shaw

Motion Graphics : Principles & Practices From The Ground up

Ian Crook & Peter Beare

Creative Motion Graphics with After Effects

Tris & Chirs Meyer

And Internet Resources

GD 4004 : Web & Application Design | Credit 04

Course Description:

Aesthetic design of homepage and link page of website design for personal and individual institution.

Visual look creation of various software and device application program and creating a comfortable cyber space for the consumers through aesthetic and applicable icon graphics.

Following the standard dimensional pixel ration of display screen, students will practice creating aesthetic composition of text, image, icon and space with the guideline of vertical and horizontal grid. They will also plan for interface design of web and application interface along with link button, link text, scroll button, and click over appearance.

Topics: Web Page, Application Interface, Icon & Graphics

Medium: Photography, Computer processing and presentation, graphics software (Photoshop and illustrator)

Course Objectives:

- a) Study of modern ICT, webpage application interface and display device
- b) Practice of web and application design based on Photoshop, Illustrator and other helpful graphics software in order to used standard pixel and grid
- c) Flexible design planning due to the differences of graphics software and display device and its applied implication
- d) In order to ensure comfort of the consumer creating web design following global standard

Learning Outcomes:

Students will be able to

- a) Obtain capability for internet and technology-based communication
- b) Develop skills on web and apps-based software operation
- c) Learn outsourcing and connecting with global market place
- d) Conduct research on and assess ICT and upgrade their skills on a professional level

Course Contents & Number of Classes: 3 to 5

*1 hour briefing at the beginning of every class,
A class duration is 5 hours and a class consists of 5 to 10 days.
At least three classes must be commenced.*

1. Home page interface : 1 class
2. Responsive web page design : 2 classes
3. Application design : 1 class
4. Graphics development for different devices : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab work, Studio work, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Learning Web Design

Jennifer Niederst Robbins

The Principles of Beautiful Web Design

Jason Beard

The Web Designer's Idea Book

Book by Patrick McNeil

Web Application Design Handbook: Best Practices for Web-based Software

Susan L. Fowler and Victor R. Stanwick

Understanding Virtual Reality: Interface, Application, and Design

Alan Craig and Sherman William

And Internet Resources

GD 4005 : Visual Rhetoric | Credit 02

Course Description:

Visual rhetoric is the art of 'persuasive imagery and symbolism in visual media' and the cultural practices related to its construction, use, and interpretation:

Visual rhetoric creates visual communication regarding a particular activity, awareness, indication, motivation etc.

Students will learn how to develop a concept in order to create visual language. They will convert an image to an effective visual graphics in order to convey societal meaning/s. Through image manipulation, they will create visual rhetoric for using in poster, advertisement, illustration and other visual designs.

Topics: Conscious response to social, environmental, political, economic & global issues.

Medium: Pen and Pencil, Color, Brush, Paper, Board, Photography, Computer Processing, Print etc.

Course Objectives:

- a) Learning to collect information about socio economic context, marketing and consumer etc. and developing visual language based on that
- b) Implementation of new creative idea which are out of conventional provision of publication and media
- c) Promoting a particular event or offer through creating interest and motivating the consumers towards it
- d) Specific higher studies on communication design and advertising art

Learning Outcomes:

Students will be able to

- a) Create visual language for the effective design of an event/ program/ offer etc and create a meaning.
- b) Understand social, corporate and global values in contextual interactive design
- c) Research, assess and develop professional skills regarding marketing communication and advertisement

Course Contents & Number of Classes: 3

1 hour briefing at the beginning of every class,

A class duration is 5 hours and a class consists of 3 to 7 days.

1. Creating new image: Image manipulation & visual meaning : 1 class
2. Creating effective visual graphics : 1 class
3. Innovative interaction design : 1 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom activities, Studio works, Lab works, Applied Study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment & Class test
3. Final Examination

Reference Books :

Visual Rhetoric in a Digital World: A Critical Sourcebook

Carolyn Handa

Defining Visual Rhetorics

Editors: Marguerite Helmers, Charles A. Hill

Visual Rhetoric and the Eloquence of Design

Leslie Atzmon

Graphic Design That Works: Secrets For Successful Logo, Magazine, Brochure, Promotion, and Identity Design

Rockport Publishing (Creator)

Cut & Fold Techniques for Promotional Materials

Paul Jackson

And Internet Resources

GD 4006 : Portfolio Presentation | Credit 02

Course Description:

Accumulating all the knowledge that a student has gathered through his/her theoretical study, course work, assignments and submission - he/she will have to do a documentary presentation through which his/her gradual development as an artist and designer can be understood and assessed.

In that documentation students will present and analyze all the course works and submission from 1st year to 4th year and discuss his/her gradual development in terms of idea generation, skill, technique and style. They will add an analytic written report on their course works and submissions. They will attach related notable personal works, experience certificates of workshops attended and exhibition participation certificates. They will add their detailed CV and create a portfolio for presentation purpose.

Topics: Academic submissions from first to fourth year related to creation and formation courses, Commission art works, Internship and CV

Medium: Theoretical study, multimedia representation, classroom study, assignment, digital processing, print and presentation

Course Objectives:

- a) Analyzing of a student's gradual development as a graphic designer within years of his academic study
- b) Documentation of individual works
- c) Portfolio presentation

Learning Outcomes:

Students will be able to

- a) Learn to assess their gradual development as a graphic designer within their years of academic study
- b) Learn to preserve their art works and their documentation
- c) Develop skills for higher studies in Graphic Design, assessing their individual creative works for professional development

Course Contents & Number of Classes: 15

1. Introduction to Documentation & Portfolio: 1 class
2. Portfolio design with grid, text, image & graphics : 2 class
3. Selection & insertion of artworks from 4 academic years : 4 classes
4. Discussion on self evaluation : 1 class
5. Selection & insertion of other artworks : 1 classes
6. Preparing professional CV : 1 class
7. Preparing Portfolio : 5 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab study, Studio works, Applied Study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books:

Burn Your Portfolio

Michael Janda

The Graphic Designer's Guide to Portfolio Design 2nd Edition

Debbie Rose Myers

The Graphic Design Portfolio: How to Make a Good One

Book by Paula Scher

Design/Portfolio: Self Promotion at Its Best

Book by Craig Welsh

Creating Your Digital Design Portfolio:

Book by Ian Clazie

And Internet Resources

GD 4007 : Internship | Credit 02

Course Description:

A student of BFA Graphic Design has to work under an institution for practical assessment and application of all his theoretical knowledge that s/he has accumulated through his academic studies.

After completion of fourth year, and student has to work under a print, publishing, media, advertisement, animation, fashion, ICT media, educational institution or art gallery for at least three months for obtaining practical knowledge of his future work field.

After finishing internship, an intern student will make presentation with design works done in the institution during his internship.

Topics: Professional artwork for the selected institution, personal artwork & CV

Medium: Documentation, computer processing, print and presentation

Course Objectives:

- a) Learning about professional workspace, dealing with clients, understanding demands of market and their practical and quick solutions
- b) Assessment of a student's skill to work in professional environment
- c) Responsible and professional practice of creative works

Learning Outcomes:

Students will be able to

- a) Gather experience of professional workspace before stepping into the real workspace
- b) Attain self-confidence as a Graphic Designer
- c) Develop skills to work in professional level and self-assess as a graphic designer

Course Contents & Number of Classes:

At least 3 to 4 months of working experience to obtain applied knowledge in future work field.

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Lab study, Studio work, Library review work, Field trip

Assessment :

- 1) Presentation & Submission
- 2) Final Examination

Reference Books:

Best 109 Internships, 9th Edition
Mark Oldman and Samer Hamadeh

The Ultimate Guide to Internships: 100 Steps to Get a Great Internship
Eric Woodard

And Internet Resources

GD 4008 : Design Project | Credit 02

Course Description:

Undergraduate students of Graphic Design will work on a design project under supervision of a teacher from the department. They will make design plans and apply theoretical knowledge they have accumulated through their academic studies. They will accomplish design works for practical assessment.

The students will work in the fields of print, publishing, media, advertisement, animation, fashion, ICT for at least three months for obtaining practical knowledge of his future work field.

After finishing this project student will create a concept paper in short.

Topics: Professional artwork and design project on a selected topic

Medium: Mixed media, Documentation, computer processing, print and presentation

Course Objectives:

- a) Learning about professional workspace, dealing with clients, understanding demands of market and their practical and quick solutions
- b) Assessment of a student's skill to work in professional environment
- c) Responsible and professional practice of creative works

Learning Outcomes:

Students will be able to

- a) Gather experience of professional workspace before stepping into the real workspace
- b) Attain self-confidence as a Graphic Designer
- c) Develop skills to work in professional level and self-assess as a graphic designer

Course Contents & Number of Classes:

At least 3 to 4 months of working experience is required through accomplishment of personal design project.

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Lab study, Studio work, Library review work, Field trip

Assessment :

- 3) Presentation & Submission
- 4) Final Examination

Reference Books:***Design Project Management***

Griff Boyle

A Project Guide to UX Design:***For User Experience Designers in the Field Or in the Making***

Carolyn Chandler and Russ Unger

Graphic Design Thinking: Beyond Brainstorming

Editor: Ellen Lupton

Project management for design professionals

William G. Ramroth

A Graphic Design Project from Start to Finish

Index Book

Project Portfolio Management

Book by Harvey A. Levine

And Internet Resources

Description of the Course

The course aims to provide students with an understanding of the communication aspects of marketing. It will cover the range of tools available to marketers for the purpose of promotion such as advertising, sales promotion, personal selling, sponsorship, publicity and public relations as well as the process by which these are integrated and planned.

Topics : Marketing communication and specific advertisement of print, electronic & broadcast media

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Apply the key terms, definitions, and concepts used in integrated marketing communications.
- b) Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
- c) Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
- d) Choose a marketing communication mix to achieve the communications and behavioral objectives of the IMC campaign plan.
- e) Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
- f) Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
- g) Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.
- h) Understand properly all related topics of marketing communication and hence they will be able to apply the tools with relative ease and expertise.

Learning Outcomes:

Students will be able to

- a) Apply basic communication theories and concepts to understand the business environment for a company and understand marketing communication activities
- b). Undertake analysis to develop appropriate marketing communication objectives for a specified target market considering a range of media and methods available to marketers
- c). Identify, analyze and evaluate data and information
- d) Present a brief verbal presentation to the class showing insight and analysis
- e) Show analysis in case study and discussion work for participation marks which indicate critical thinking. Activities may cover campaigns in other countries and may consider ethical implications

Course Contents & Number of Classes: 50

1. Managing Mass Communications: Advertising, Sales Promotions, Events & Experiences and Public Relations : 10 classes
2. Organizing for Advertising and Promotion: The Role of Ad Agencies and other Marketing Communication Organization : 10 classes
3. Source, Message, and Channel Factors : 10 classes
4. Creative Strategy: Planning and Development : 10 classes
5. Direct and Online Marketing: Building Direct Customer Relationships : 10 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, quiz & Class test
3. Final Examination

Reference Books :

Principle of Marketing

13th Edition

Philip Kotler

Fundamentals of Marketing

W. J. Stanton

Essentials of Marketing

E. J. McCarthy & W. D. Perrault

Advertising and Promotion: An Integrated Marketing Promotion

George E. Belch and Michael E. Belch

Integrated Advertising, Promotion and Marketing Communications

Kenneth E. Clow and Donald E. Baack

Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications

Shimp, Terrence A.

And Internet Resources

GD 4012: History of Graphic Design: Mediaeval Period | Credit 04

Course Description:

During the mediaeval period, along with the development of print and publication media - graphic design starts to develop rapidly. These media was developed mainly for communication purpose, then with the development of graphic design, communication become easier and information and products got easier access to the consumers.

Topics: Information, Products, Graphic Design, Media of medieval period

Medium: Theoretical study, multimedia representation, classroom study & assignment

Course Objectives:

- a) Study of gradual development of graphic design in various schools within various time periods
- b) In order to understand the development of communication, observing various stages of informative text (as a medium of visual communication)

Learning Outcomes:

Students will be able to

Learn the development of graphic design during the medieval period up to the modern age through various schools of isms.

Course Contents & Number of Classes: 50

1. Analysis of various art schools and isms through Graphic Design : 10 classes
2. A Graphic Renaissance: The origins of European Typography and design for printing : 5 classes
3. Printing Comes to Europe (Early European block printing, Movable typography in Europe, Copperplate engraving) : 5 classes
4. The German Illustrated Book (Origins of the illustrated typographic book, The further development of the German illustrated book, Typography spreads from Germany) : 2 classes
5. Renaissance Graphic Design (Graphic design of the Italian Renaissance, Italian writing masters, Basel and Lyons become design centers, The seventeenth century) : 3 classes
6. An Epoch of Typographic Genius (Graphic design of the Rococo Era, Caslon and Baskerville, The origins of information graphics) : 5 class

7. The Industrial Revolution: The impact of industrial technology upon visual communications : 4 classes
8. Typography for an Industrial Age (Innovations in typography, The wood-type poster, A revolution in printing, The mechanization of typography) : 4 classes
9. Photography, the New Communications Tool (The application of photography to printing, Defining the medium) : 4 classes
10. The Arts and Crafts Movement (The Century Guild, The Kelmscott, The private press movement, A book-design renaissance) : 4 classes
11. Ukiyo-e and Art Nouveau (Ukiyo-e, Art Nouveau, English Art Nouveau, Art Nouveau comes to America) : 4 classes

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment, Class test & Viva
3. Final Examination

Reference Books:

A History of Graphic Design

Philip B.Meggs

History of Modern Art

Thames and Hudson

Art through the Eges

Christin J Mamiya

A Century of Graphic Design

Jeremy Aynsley

And Internet Resources

GD 4013: Research Methodology | Credit 02

Course Description:

Research methodology denotes the specific procedures or techniques used to identify, select, process, and analyze information about a phenomenon or an issue. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

The students will learn how to design a study systematically in order to ensure valid and reliable results that address the research aims and objectives.

Topics: Market analyze, Assessment and Implementation of new Concept

Medium: Documentation, class study, digital processing, print and presentation

Course Objectives:

- a) To develop understanding of the basic framework of research process.
- b) To develop an understanding of various research designs and techniques.
- c) To identify various sources of information for literature review and data collection.
- d) To clarify the ethics of conducting applied research.
- e) To appreciate the components of scholarly writing and evaluate its quality.

Learning Outcomes:

Students will be able to

- a) locate, analyze and synthesize information about the diversity of research approaches
- b) apply effective, creative and innovative solutions to research problems
- c) evaluate the efficacy of virtual means of delivering or developing research strategies
- d) demonstrate how research can help leadership through ethical decision making

Course Contents & Number of Classes: 25

1. Introduction to Documentation & Portfolio: 2 classes
2. Portfolio & catalog design with grid, text, image & graphics : 2 class
3. Compilation of information on project : 3 classes
4. Discussion on self-evaluation : 1 classes
5. Selection & insertion of project artworks : 4 classes
6. Preparing professional CV : 1 class
7. Preparing Portfolio/ catalog : 5 class

Instructional Strategies :

Lecture, Discussion, Audio visual presentation, Classroom study, Lab study, Studio work, Library review work, Field trip

Assessment :

1. Participation, Presentation & Submission
2. Class assignment
3. Final Examination

Reference Books:

গবেষণা পদ্ধতি

ড. এস জে আনোয়ার জাহিদ

ড. তাপস কুমার বিশ্বাস

সম্পাদক: ড. মোঃ লিয়াকত আলী খান

থিসিস

গবেষণা পদ্ধতি

ড. মোঃ ফকরুল ইসলাম

মোহাম্মদ ইন্তেখার রসুল

নাসরিন সুলতানা

সম্পা দাস

গবেষণা পদ্ধতি ও পরিসংখ্যান

ড. মোঃ আব্দুল ওদুদ ভূঁইয়া

গবেষণা পদ্ধতি

মোঃ হেদায়েত উল্লাহ

মোঃ জিয়াউল কবির

মোঃ নিজাম খান

মোঃ সহিদুল আলম

Research Methodology: Methods and Techniques

C. R. Kothari

Introducing Research Methodology:

Thinking Your Way Through Your Research Project

Uwe Flick

And Internet Resources

Chapter 4: Assessment System

4.1 Number of In-course and Final Examination

Drawing & Making :

3-5 assignments/projects and 1 final examination for each in-course in an academic year

Theory :

3 assignments/class tests, Viva/Presentation and 1 final examination for each in-course in an academic year

4.2 Projects & Assignment:

4.2.1 Drawing & Making:

Visual artworks on deferent topics for most of the course are assigned to the students in all four years courses as 'Assignments'. In 3rd year and 4th year, several courses are assigned as 'Projects'.

Courses are included with the plan to introduce one or more techniques and discussions about the concepts. Generally, each class takes 3 to 10 days and 5 hours per day, but may take longer for certain courses. The course teacher (and a specialist, in some cases) will evaluate and mark the submitted classwork accordingly. The average marks from at least 3 assignments/projects are added to the final examination marks in a 50:50% ratio, which will account for the total marks of the specific course.

4.2.2 Theory :

Submission of written papers is defined as an 'Assignment'.

The average marks from 3 assignments are added to the final examination marks in a 60:40% ratio, which will account for the total marks of the specific course.

Examination and evaluation process is followed by the act of Dhaka University rules of examination.

4.3 Instructional Strategies

4.3.1 Drawing & Making:

Lecture, Demonstration, Question-answer, Group discussion, Oral and/or Audio-visual presentation, Project, Seminar, Workshop, Field trip and Study tour.

The course teacher will provide Lecture Papers to the students prior to every course starts. Lecture papers are prepared by course teachers, by combining with sufficient information, data, infographics, images and references.

The course teacher may provide additional instructions for the course as required.

4.3.2 Theory:

Lecture, demonstration, question- answer, group discussion, oral and/or audio-visual presentation, review of articles – books – films, seminar and workshop.

Course teacher will provide students with lecture sheets in both Creation & Formation courses and theory courses.

4.4 Types of Questions

Depending on the variety of courses, two types of questions are set in the examination. For **Drawing & Making**: Creative and Applied questions.

The in-course and final examination's question papers are usually of the same types for Creation & Formation courses. Usually students are assigned with projects/art works which they work on and submit on the given timeframe.

For **Theory**: Narrative, observatory, explanatory, compare, contrast and analytic questions.

For in-course exams, written examinations, assignments and verbal presentation – all these mediums are applicable for the assessment of students. For final examination, only written questions are set to test and evaluate students.

4.5 Assessment

4.5.1 Marks distribution :

Each course carries 100 Marks

Drawing & Making: In-course 50 + Examination 50 = 100

Theory: In-course 30 + Viva 10 + Examination 60 = 100

Internship: In-course (intern company) 40 + Examination 50 + Presentation 10 = 100

Portfolio Presentation: In-course 40 + Examination 50 + Presentation 10 = 100

4.5.2 Assessment criteria :

Drawing & Making :

- a) After accomplishing each assignments of a course, students will submit their art works. The 'submission' will be evaluated under the guidelines of academic committee and marks obtained from these 'submission' will be counted as 'in-course number'
- b) Creative study, craftsmanship, concept, appropriate selection of material, technique, style, presentation of artwork – all of these would be brought under consideration for marking in both in course and final examinations.

Theory :

- a) In theory courses, 40 marks is assigned to in-course examinations (written tests: 30, viva: 10)
- b) The final examination (written test) consists of 60 marks of the whole course
- c) Participation, Presentation & Submission
- d) Class assignment
- e) Final Examination

4.6 Grading System and Grading Scale

Marks converted to Letter Grades and Grade Points

Numerical Marks	Letter Grade	Grade Point
80 to 100	A+	4.00
75 to 79	A	3.75
70 to 74	A-	3.50
65 to 69	B+	3.25
60 to 64	B	3.00
55 to 59	B-	2.75
50 to 54	C+	2.50
45 to 49	C	2.25
40 to 44	D	2.00
<40	F	0.00
	I	Incomplete
	W	Withdrawn

4.6.1 Grade Point Average (GPA)

The GPA is calculated according to the following formula:

$$\text{GPA} = \frac{\Sigma(\text{GP} \times \text{Course Credit}) + (\text{GP} \times \text{Course Credit}) + \dots (\text{GP} \times \text{Course Credit})}{\text{total Course Credits}}$$

$$\text{CGPA} = \frac{\Sigma(1^{\text{st}} \text{ year GPA} + 2^{\text{nd}} \text{ year GPA} + 3^{\text{rd}} \text{ year GPA} + 4^{\text{th}} \text{ year GPA})}{\text{total Program Credits}}$$

The Year Final result is prepared upon GPA and the final result for BFA Honours is prepared upon CGPA basis.

4.7 Requirements for BFA Degree

For a student, successful completion of pre-specified courses of 128 credits is required to obtain BFA degree.

In every 'Drawing & Making' course, a student must get at least 40% marks in each of their in-course examinations, only then s/he will be able to sit for the final examination. Without getting 'F' grade in any course, a student must get CGPA 2.5 to pass the final examination for BFA Honours.

Chapter 6: Conclusion

This proposed curriculum of BFA (Honours) has been created following the suggestion of peer reviewers, IQAC, DU in order to ensure quality education. This curriculum, created with the feedbacks and inputs taken from all related stakeholders, is expected to be implemented for next five years in order to modernize the teaching learning process of the concerned department.

Necessary up gradation of a Curriculum is a continuous process. Department of Graphic Design is committed to proceed towards the aims and objectives of the program.