

# CURRICULUM

## TWO-YEAR MASTER OF FINE ART IN **GRAPHIC DESIGN**

**Department of Graphic Design  
University of Dhaka**

# Curriculum

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## Submitted By

Department of Graphic Design  
Faculty of Fine Art  
University of Dhaka  
Dhaka-1000  
Bangladesh



## Preface

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Graphic Design is one of the most diverse and solicited subjects of fine arts. In today's social, economic, cultural, and 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. Therefore, 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



## Acknowledgement

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We are very much grateful to the people who have contributed to make the Curriculum for BFA Honors in Graphic Design of the Department of Graphic Design, University of Dhaka, a success. Here, we would like to heartfelt thanks especially to the following:

- 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

We also like to convey our especial thanks to Dr. Mahabub Ahasan khan, Professor of IER, University of Dhaka.

And we also give special thanks to Shazed Ul Hoq Abir, Part-Time Teacher, Department of Graphic Design, University of Dhaka, and Lecturer, Department of English, East West University, Dhaka, for his assistance in preparation of this curriculum.

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



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# Chapter 1: Introduction to Department of Graphic Design

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## 1.1 An Overview

The Department of Graphic Design of the Faculty of Fine Art established in 1948 by eminent artist Shilpacharya Zainul Abedin, the founder of art institute of Bangladesh. During that time, the name of this department was Commercial Art Department. Artist Quamrul Hassan 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 contributing 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 7 full-time and 3 part-time faculties, 4 staff and around 150 students in the session of 2020-2021.

## 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 and research on creative and applied visual design
- (c) To enrich the professional fields of visual communication design, print, publicity, publication, promotion and 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 highly 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 and 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 tiny 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 attached with the dept. for outdoor 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 |
| Md. Maksudur Rahman      | Associate Professor            |
| Reza Asad Al Huda Anupam | Associate Professor            |
| Vadreshu Rita            | Assistant Professor            |
| Dr. Sima Islam           | Assistant Professor            |
| Md. Harun-ar-Rashid      | Assistant Professor            |
| Dr. Farjana Ahmed        | Assistant Professor            |

### **Part-time Faculties :**

|                                    |  |
|------------------------------------|--|
| Prof. Dr. Masudur Rahman           | Professor, Department of Marketing, DU |
| Mohammad Ferdous Khan              |  |
| Mir Muhammad Abdullah Al Mamun Ali |  |

### **Faculty Alumni :**

Quamrul Hassan  
Khwaza Shafique Ahmed  
Professor Qayyum Chowdhury  
Mustafa Monwar  
Professor Samarjeet Roy Chowdhury  
Md. Zamiruddin  
Syed Ali Azam  
Professor F.M. Kaiser  
Professor Naima Haque  
Professor Mohammad Eunus



## Chapter 2: Introduction to the Program

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### 2.1 MFA (Master of Fine Art) in Graphic Design

The aim of the MFA programs is to make the graduate designers capable of serving the purposes of higher education on Graphic Design. Students gain these multiple knowledge skills through the achievement of intended learning outcomes of the programs by analyzation, applied study and experimentation of various medium.

Due to the respect of finishing MFA, artists earn a wide range of capability to experiment with the language of Graphic Design. The university focuses on preparing graduates with positive mindset and competence, which would help them to find a good fit into the social system as artists or as entrepreneurs to meet the needs of stakeholders, as well as to help making positive nation building images.

After obtaining the MFA Degree, the students become capable of joining their expected workplaces mainly as executive purposes in different institutions, organizations, government offices, media etc. Some of them may become entrepreneurs, organizers or employers in the field of graphic design. Some of them may pursue this process of learning through becoming a lifelong learner and a freelance artist.

### 2.2 Title of the Program

#### **MFA**

Master of Fine Art

The undergraduate program of 2 consecutive years.

### 2.3 Duration of the Program

The MFA (Master of Fine Art) course is consisted of 2 consecutive sessions (1st Part & 2nd Part). A session by one academic year is identified as a Part.

A regular student will complete his study within this given timeframe. In case of discontinuation of regular study, a student can take highest 4 years to finish his 2 years program.

## 2.4 Eligibility for Admission

Department of Graphic Design follows the common admission policy approved by the Dhaka University authority for the admission process of MFA program.

A current student must apply for his/her MFA admission within 2 years of completion of their BFA degree from the Department of Graphic Design of Dhaka University

International students may be considered eligible for admission under specific conditions approved by the Dhaka University authority.

## 2.5 Objectives of the MFA 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 the Course

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### 3.1 MFA: Master of Fine Art 2 years Program

#### 3.1.1 Type of Courses

MFA 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 replicate/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 (অঙ্কন ও নির্মাণ) :** Experimental Drawing, Motion Graphics & Animation, Infographic Design, Editorial Design, Event Design, User Interface & Experience Design, Experimental Artwork, 3D Animation, Experimental Illustration, Interior & Structural Design, Design Project.

**(2) Theory (তত্ত্বীয়) :** Aesthetics, Art of Bangladesh, Design Project Thesis, Dissertation, Self Documentation, Contemporary Graphic Design.



## 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.

### MFA Total Credits : 62

#### First part Total Credit 30

| Course Code  | Title of the Course           | Type of Course   | Credit    |
|--------------|-------------------------------|------------------|-----------|
| GD 5001      | Experimental Drawing          | Drawing & Making | 04        |
| GD 5002      | Motion Graphics & 3D Modeling | "                | 04        |
| GD 5003      | Infographic Design            | "                | 04        |
| GD 5004      | Editorial Design              | "                | 04        |
| GD 5005      | Event Design                  | "                | 04        |
| GD 5011      | Aesthetics                    | Theory           | 04        |
| GD 5012      | Art of Bangladesh             | "                | 04        |
| GD 5013      | Design Project Thesis         | "                | 02        |
| <b>Total</b> | <b>08 Courses</b>             |                  | <b>30</b> |

#### Second Part Total Credit 32

| Course Code                       | Title of the Course                | Type of Course   | Credit    |
|-----------------------------------|------------------------------------|------------------|-----------|
| GD 6001                           | UI/UX Design                       | Drawing & Making | 04        |
| GD 6002                           | Experimental Artwork               | "                | 04        |
| GD 6003                           | 3D Animation                       | "                | 04        |
| GD 6004                           | Experimental Illustration          | "                | 04        |
| GD 6005                           | Interior & Structural Design       | "                | 04        |
| GD 6006                           | Design Project                     | "                | 04        |
| GD 6011<br>Alternative<br>GD 6012 | Dissertation<br>Self-Documentation | Theory           | 04        |
| GD 6013                           | Contemporary Graphic Design        |                  | 04        |
| <b>Total</b>                      | <b>08 Courses</b>                  |                  | <b>32</b> |

**Note :** Each Course carries 100 Marks

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

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

### 3.4 Introduction to the Courses:

#### FIRST PART

#### GD 5001: Experimental Drawing | Credit 04

**Course Description:**

Observing the diversity of nature and natural elements and expressing them through experimental drawings. Creating its applicability in design and communication.

Students will study human, birds, animals, trees, houses, architectural structures etc. and do creative and experimental drawing in unique styles. Students will use various materials, textures, forms and color for developing personal style. They will experiment with drawing and typography in order to create graphics for communication in print, publication, ICT and broadcast technology and media.

**Topics:** Various materials of Life, Environment and Nature

**Medium:** Open Medium, Digital Processing and Print

**Course Objectives:**

- a) Innovation of new style and form through experimentation of alteration, minimization and addition of visual forms
- b) Establishing a unique personal style with inspiration from famous artists' experimental art works
- c) Creating art works in own unique style and applying on identity design, info communication, illustration and all other different fields of design

**Learning Outcomes:**

Students will be able to

- a) learn to figure out and differentiate various artistic styles and techniques in making art and design
- b) create new artistic styles for visual design
- c) develop their individual artistic persona and signature style
- d) earn the capability of taking part in national and international art exhibitions

## **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. Drawing Experiment with different media : 1 class
2. Texture & Colour : 1 class
3. Space, Shapes & Forms : 1 class
4. Composition & Graphics : 1 class
5. Implementation in Design : 1 class

## **Instructional Strategies :**

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

## **Assessment :**

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

## **Reference Books:**

### ***Master Class in Figure Drawing***

Robert Beverky Hale

### ***Expressive Drawing: A Practical Guide to Freeing the Artist***

Steven Aimone

### ***The Confident Creative: Drawing to Free the Hand and Mind***

Book by Cat Bennett

### ***Experimental Drawing***

30th Anniversary Edition: Creative Exercises Illustrated by Old and New Masters  
Robert Kaupelis

### ***Gesture Drawing: A Story-Based Approach***

April Connors

### ***Experimental Drawing***

Robert Kauplis

### ***A Creative Approach to Expressive Drawing***

Robert Kauplis

And Internet Sources

## GD 5002: Motion Graphics & 3D Modelling | Credit 04

### Course Description:

Creation of sequence for animated movie and making a logo, type or graphics animated on visual display screen through different graphics application processing

In this course, the students will experiment on creative combination of sequential images, video, sound, 3D modelling and speech. Moreover, they will apply creativity in order to make animation of title sequences, 3D modelling, logos, graphics and interactive infographics.

**Topics:** Motion Graphics, 3D Modelling, Infographics, Stop Motion, Modelling, Background Animation etc.

**Medium:** Photography, Graphics Software, 3D Software and Animation Software

### Course Objectives:

- a) Creative experiment on making composition with image, motion, video and graphics
- b) Experiment on making an aesthetic balance between modelling and motion graphics
- c) Creative experiment on making stop motion and implementing those into incumbent visual communication

### Learning Outcomes:

The students will be able to

- a) Learn all about graphics software and advanced motion graphics applications
- b) Integrate motion and modelling into work
- c) Get hands-on experience by building a successful project for the industry

### 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. Advanced After Effects (Using of Video Copilot) : 1 class
2. Making Title & Info Graphics : 1 class
3. Stop Motion (Usages of Photography) : 1 class
4. 3D Modelling: 2 classes

**Instructional Strategies :**

Lecture, Discussion, Audio-visual presentation, Classroom study, Lab works, Applied Experiments, Library work and Field trip

**Assessment :**

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

**Reference Books:**

*Animated Story Telling*

*Simple Steps for Creating Animation & Motion Graphics*

Liz Blazer

*Stop Motion: Craft Skills for Model Animation*

Susannah Shaw

And Internet Resources

## GD 5003: Infographic Design | Credit 04

### Course Description:

Aesthetic composition and visual representation of information, data and graphics (pictogram, symbol, sign, mark) for easier expression and preaching of information,

For representation of information, instruction, demonstration etc. through easier visuals students will create experimental graphics, pictogram, symbol and sign. After that through the provision of media, they will create necessary graphics and information to design the needed infographics.

**Topics:** Information, data, instruction, timeline, event sequence etc.

**Medium:** Graphics software, typography, photography, digital Process, projection & print

### Course Objectives:

- a) Expressing the information (feature, catalogue, report, instruction etc.) through visual graphics with the help of symbol, shape or color
- b) Aesthetic representation of graph, flowchart, timeline, statistics, calculation, diagram etc.
- c) Creating mono composition of sequential series events

### Learning Outcomes:

Students will be able to

- a) acquire knowledge on creating interaction design
- b) gain capacity to make transformation of idea and information
- c) learn to create effective visual composition

### 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. Information Folder : 1 class
2. Print & Electronic media Feature : 1 class
3. Event Graphics: 1 class

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:*****Designing Infographics***

Book by Eric K. Meyer

***Cool Infographics: Effective Communication with Data Visualization and Design***

Book by Randy Krum

And Internet Resources

## GD 5004: Editorial Design | Credit 04

### Course Description:

Experimentation and creative composition with text, image and graphics by following specific range and balance.

Students will experiment on designing every pages of a text publication through making grid, illustration and graphics. For image-based publication they will make a common style by inserting pictures and graphics with text.

**Topics:** Grid based composition, illustration, page make-up, book design

**Medium:** Pencil, pen, brush, ink, color, board, photography, digital processing, print etc.

### Course Objective:

- a) Creative experiment and planning a design based upon the subject and audience level
- b) Innovation of new style upon appropriation of topics followed by its applied experiment on publication.
- c) Implementation of new dimension in publication through grid composition

### Learning Outcomes:

Students will be able to

- a) create different types of publications upon topic and readers' test
- b) contribute to upgrading publication and to develop readers' concepts.
- c) acquire qualification to higher education and to get professional job in publication

### 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. Newspaper Feature Page: 1 class
- 2. Double Spread Magazine : 2 classes
- 3. Book : 1 class
- 4. Communicative Publication : 1 class



**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:**

***How to Design Grids***

Alan Swann

***Layout Essentials: 100 Design Principles for Using Grids***

Beth Tondreau

***The grid: A modular system for the design and production of newspapers, magazines, and books***

Allen Hurlburt

***Grid Systems in Graphic Design***

Book by Josef Müller-Brockmann

And Internet Resources

## GD 5005: Event Design | Credit 04

### Course Description:

Aesthetic reformation of the environment for an event to be launched through creative elements.

To create the required environment of an event design, students will create banner, festoon, billboard, package, advertisement, invitation card etc in unique experimental ways.

**Topics:** Festivals, Fair, Marketing promotion, Corporate Event, Campaign, Exhibition etc

**Medium:** Open Medium, Digital Processing and Print.

### Course Objective:

- a) Designing events of diversified classes like - events on education, health, nature, society, culture etc.
- b) Creation of visual identity for various 'time-framed' events like -publicity of information, seminar, workshop, festivals, competition, exhibition, fair etc.
- c) Creative and Aesthetic 'experimental' representation of contemporary events
- d) Presentation of written and printed document of event management plan on concept, material, color, motif etc. for designing an event

### Learning Outcomes:

Students will be able to

- a) acquire knowledge on theoretical and conceptual development regarding modern event design and its various concepts, material, context, etc.
- b) gain capability in generation of concept creation, material selection, event design etc. at a professional level
- c) attain detailed knowledge of interior and structural design
- d) understand the difference between event design and decoration

### 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. Festivals/ Fair : 2 classes
- 2. Marketing/Corporate Event : 2 classes
- 3. Campaign/Exhibition : 1 class

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:*****Event Design Handbook***

Ruud Janssen

***Art of the Event: Complete Guide to Designing and Decorating Special Events***

Book by James C. Monroe

And Internet Resources

## GD 5011 : Aesthetics | Credit 04

### Course Description :

A study on the philosophy of beauty and taste, definition of art and beauty, nature of art, human perception of beauty, criticism of art etc. described by the western and eastern philosophers.

Students will learn about the philosophical evolution and the emerging theory of value towards aesthetics.

They will also learn about definition and theory of aesthetics; followed by acquiring knowledge on definition of art and aesthetic experience.

**Topics :** Philosophy of Art, Definition and theory of aesthetics, Definition of Art and Aesthetic Experience.

**Medium of Lessons:** Lecture Sheet, Audio-Visual Presentation, Report & Assignment

### Course Objectives :

- a) Recognizing the relation between aesthetics and other branches of philosophy
- b) exploring the contribution of aesthetics to the world cultural advancement
- c) Explanation of Philosophy of art and beauty
- d) Evaluation of the philosophers' views on art
- e) Exploring the way to get Aesthetic Experience

### Learning Outcomes :

Students will be able to

- a) examine the nature of art and to gain experience of it.
- b) acquire qualification to work as an art critique
- c) recognize the evolution of philosophy of art
- d) evaluate an artist's artwork

### Course Contents & Number of Classes : 50 (1 hour a day)

- 1. Philosophy & Branches of Philosophy : 6 classes
- 2. Greek Philosophy : 4 classes
- 3. Western Philosophy of Art : 8 classes
- 4. South Asian Philosophy of Art : 5 classes
- 5. East Asian Philosophy of Art : 4 classes
- 6. Definitions for Aesthetics : 6 classes
- 7. Basic Aesthetic (Art) Theories : 8 classes
- 8. Art Theories of 20<sup>th</sup> Century : 5 classes
- 9. Modern Aesthetics : 5 classes

## Instructional Strategies :

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

## Assessment :

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

## Reference Books:

*A Modern Book of Aesthetics (5<sup>th</sup> edition)*

Melvin Rader

*Aesthetics from Classical Greece to The Present*

Monroe C. Beardsley

নন্দনতত্ত্বের সূত্র, শিল্পশাস্ত্র : সৌন্দর্যদর্শন

অরুণ ভট্টাচার্য

সৌন্দর্যতত্ত্ব

ড. সুরেন্দ্রনাথ দাশগুপ্ত

নন্দনতত্ত্ব

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বাগেশ্বরী শিল্প প্রবন্ধাবলী

অবনীন্দ্রনাথ ঠাকুর

শিল্পায়ন

অবনীন্দ্রনাথ ঠাকুর

রূপ, রস, ও সুন্দর: নন্দনতত্ত্বের ভূমিকা

দেবীপ্রসাদ চট্টোপাধ্যায়

নন্দনতত্ত্ব

ইউরি বোরোভ

শিল্পবোধ ও শিল্পচৈতন্য

সৈয়দ আলী আহসান

শিল্প ও নন্দনতত্ত্ব

ড. প্রদীপ কুমার নন্দী

নন্দনতত্ত্ব

সৈয়দ মনজুরুল ইসলাম

And Internet Resources

## GD 5012 : Art of Bangladesh | Credit 04

### Course Description:

Theoretical study of the evolution and expansion of various art forms in Bengal.

Students will trace back the history of art and culture of their motherland up to the ancient period and try to understand where they are standing as artists today, based on their understanding to that. For that, students will start studying from the prehistoric/ ancient Pala dynasty up to the Mughal period to independent Bangladesh and various art forms like - painting, sculpture etc. and their historical developments.

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

### Course Objectives:

- a) Imparting historical background of Bangladesh's art and culture
- b) Analyzing the gradual development of taste and culture of people of this area
- c) Analyzing various important phases and historical events that caused the major changes in art history of Bangladesh
- d) Understanding where we are standing as a cultural and art practicing nation based on our historical trace

### Learning Outcomes:

- a) Students will know the historical background of art and culture of Bangladesh
- b) They will know how the taste and culture gradually developed among the people of this land
- c) They will know about various important historical events that caused the major changes in art history of Bangladesh
- d) They will understand their artistic background and its historical evolution

### Course Contents and Number of Classes: 50 (1 hour a day)

1. Pala, Sen, dynasty and evolution of art and culture in Bengal: 5 classes
2. Sultani dynasty, Arabian & Persian calligraphic style in Bengal: 5 classes
3. Vaishnab painting, Hindu religious paintings and medieval art: 5 classes
4. Mughal art and its influence in Bengal school: 5 classes
5. Company school: 5 classes
6. Bengal renaissance and evolution of modern painting in Bengal: 5 classes
7. Famous Bengali painters in British Bengal: 5 classes
8. Famous Bengali Painters in post British and independent Bangladesh: 10 classes
9. Presentations: 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:

বাংলাদেশের শিল্প আন্দোলনের পঞ্চাশ বছর  
আমিনুল ইসলাম

আমার কথা : বাংলাদেশের শিল্প আন্দোলন  
কামরুল হাসান

শিল্পাচার্য জয়নুল আবেদিন  
ড. আবদুস সাত্তার

বাংলাদেশের আধুনিক চিত্রকলা ও তিনজন শিল্পী : জয়নুল আবেদিন ও রশিদ চৌধুরী  
ড. আবু তাহের

লোকশিল্পের ভুবনে  
তোফায়েল আহমেদ

সমকালীন শিল্প ও শিল্পী  
নজরুল ইসলাম

শিল্প, শিল্পী ও সমাজ  
বুলবন ওসমান

জয়নুল আবেদিনের জিজ্ঞাসা  
বোরহান উদ্দিন খান জাহাঙ্গীর

কামরুল হাসান  
বোরহান উদ্দিন খান জাহাঙ্গীর

জয়নুলের জলরঙ  
মতলুব আলী

শিল্পী ও শিল্পকলা  
মতলুব আলী

বাংলাদেশের চিত্রশিল্প  
মঈনুদ্দিন খালেদ

চিত্রশিল্প: বাংলাদেশের  
বোরহান উদ্দিন খান জাহাঙ্গীর

লোকশিল্প  
তোফায়েল আহমেদ

কামরুল হাসান  
বোরহান উদ্দিন খান জাহাঙ্গীর

শিল্পের স্বদেশ ও বিশ্ব  
মৃণাল ঘোষ

প্রকৃত শিল্পের স্বরূপ সন্ধান  
ড. আব্দুস সাত্তার

বাংলার চিত্রকলা  
অশোক ভট্টাচার্য

উপমহাদেশের শিল্পকলা  
ড. রফিকুল আলম

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## GD 5013 : Design Project Thesis | Credit 02

### **Course Description :**

Analytical evaluation of design project that is expected to be accomplished in the second part of MFA. Students will review the concept behind the project and evaluate the visual, functional and ergonomic attributes of the artwork.

They will provide a clear idea on how to implement their findings in a feasible procedure within the professional fields of visual communication and graphic design.

**Topics :** Thesis on new Design Project

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

### **Course Objectives :**

- a) interaction with Ideas, concepts and different media
- b) innovation of new dimensions in modern art
- c) to improve concepts through analytical evaluation
- d) to develop critical thinking on visual art and design

### **Learning Outcomes:**

At the end of the course students will be able to

- a) experiment with conceptual art
- b) evaluate visual art and design
- c) Create an appropriate design concept

### **Course Contents and Number of Classes: 25**

1. Self-Introduction: 1
2. Evaluation of proposed design project : 4 class
3. Creative Strategy: 3
4. Concept & objective: 4
5. Environment & ethics: 3
6. Coping up with present trends: 3
7. Critical analysis: 4
8. Feasibility : 1 class
9. Optimization: 2 class



**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:**

***Design Research: Methods and Perspectives***

Brenda Laurel

***Design Research Through Practice:  
From the Lab, Field, and Showroom***

Editor: Ilpo Kalevi Koskinen

***A Designer's Research Manual:***

***Succeed in Design by Knowing Your Clients and What They Really Need***

Jennifer Visocky O'Grady and Kenneth Visocky O'Grad

***Universal Methods of Design:***

***100 Ways to Research Complex Problems,  
Develop Innovative Ideas, and Design Effective Solutions***

Bella Martin and Bruce Hanington

And Internet Resources

## SECOND PART

### GD 6001: UI/UX Design | Credit 04

#### Course description

User interface and Experience design.

Planning and creating an interface design for webpages and application software. Making interactive design for users to let them gain an aesthetic experience of fluent browsing in information communication stream through consecutive sequence of web pages.

The students will plan and experiment on designing web pages, application interface, icons, symbols, logos and graphics for creating an aesthetic function of info-com devices followed by a precise implementation.

**Topics :** Web page, Application Interface, Video Game graphics, Apps Design etc.

**Medium:** Graphics software, programming software, Photography etc.

#### Course Objectives :

- a) Experiment on interactive interface design based on info-communication technology
- b) Experiment and implementation of visual interaction through making sequence of instant instructions.
- c) Aesthetic application of flexibility and comfort in operating the info-devices

#### Learning Outcomes:

- a) Acquiring knowledge on upgrading and functions of Info-tech devices
- b) Gaining capability of best adaptation of text and image in interface design in context of limitations and provisions of technology
- c) Acquiring qualification of self-employment into outsourcing and global marketplace

#### 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. Webpage Design: 3 classes
- 2. Application Interface: 1 class
- 3. Games graphics: 1 class

**Instructional Strategies :**

Lecture, Discussion, Audio visual presentation, Classroom study, Lab works, Applied Experiments, Library review work

**Assessment :**

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

**Reference Books:*****A Project Guide to UX Design***

Carolyn Chandler and Russ Unger

***UX for Beginners: A Crash Course in 100 Short Lessons***

Joel Marsh

***The UX Book: Process and Guidelines for Ensuring a Quality User Experience***

Pardha S. Pyla and Rex Hartson

***Sketching User Experience***

Bill Buxton, Nicolai Marquardt, Saul Greenberg, and Sheelagh Carpendale

***Designing Web Interfaces: Principles and Patterns for Rich Interactions***

Theresa Neil and W. P. Scott

And Internet Resources

## GD 6002 : Experimental Artwork | Credit 04

### Course Description:

An innovation of creative ideas and techniques to express feelings or concepts through experimentation of integrating different materials in order to make visual art.

Students will apply creative ideas in order to express concepts and feelings in exceptional visual means. Regarding this, they will search a way of extending the visual art limit in terms of techniques and materials.

**Topics :** Representational, conceptual and abstract artwork i.e. painting, installation, print and 3D object in different materials.

**Medium:** Mixed Medium

### Course Objectives :

- e) interaction with Ideas, techniques and materials in a process of making artworks
- f) innovation of new dimensions in modern art
- g) to introduce oneself as a distinct artist
- h) to implement new style in visual art
- i) to participate in national and international art exhibitions

### Learning Outcomes:

At the end of the course students will be able to

- a) searching for suitable materials colour and texture
- b) experiment with colour space and forms
- c) representational artwork
- d) conceptual artwork
- e) abstract artwork

### 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.*

- 10. Experimental Painting: 2 classes
- 11. Space, Shapes, Forms and abstraction : 2 classes
- 12. Self-Introduction: 1 classes

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:**

***The Russian experiment in art, 1863-1922***

Camilla Gray

***Watercolour Textures***

Ann Blockley

***Experimental Landscapes in Watercolour***

Book by Ann Blockley

***Experimental Painting: Inspirational Approaches for Mixed Media Art***

Book by Lisa Cyr

***The Visible Word***

Johanna Drucker

***The Freedom Principle: Experiments in Art and Music, 1965 to Now***

Dieter Roelstraete and Naomi Beckwith

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## GD 6003: 3D Animation | Credit 04

### Course Description

3D Animation will insert those into digital animation and motion graphics in order to create virtual reality or three-dimensional characters

The students will experiment on 3-D animation techniques, renderings and motion through multimedia. The students will create their own short digital animation using character movement, typography movement and imaging processes. The students will get an opportunity to create different animation projects for their personal portfolios.

**Topics:** 3D Modelling, 3D Motion, Character Animation etc.

**Medium:** Graphics Software, Animation & Motion Graphics, 3Ds Max, Wacom Tablet and Multimedia Applications

### Course Objectives:

- d) Creative experiment on making composition with 3D Animation, video and graphics
- e) Experiment on making an aesthetic lighting and texture
- f) Creative experiment on making 3D Animation and implementing those into different projects

### Learning Outcomes:

The students will be able to

- a) Gain knowledge on basic modelling
- b) Apply basic light, texture and camera
- c) Gain knowledge on 3D Animation
- d) Make Demo

### 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. Basic Geometry & Line Work : 1 class
2. Basic Lighting, Texture and Camera : 1 class
3. 3D Animation : 2 classes
4. Making Demo : 1 class

**Instructional Strategies :**

Lecture, Discussion, Audio-visual presentation, Classroom study, Lab works, Applied Experiments, Library work

**Assessment :**

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

**Reference Books:**

***Animated Story Telling***

***Simple Steps for Creating Animation & Motion Graphics***

Liz Blazer

***Motion Graphics: Graphic Design for Broadcast and Film***

Steven Curran

***Practical Algorithms for 3D Computer Graphics***

Stuart Ferguson

***Artist Guide to Motion Graphics in 3ds Max***

Kyle Green and Chris Glick

***3ds Max Bible***

And Internet Resources

## GD 6004 : Experimental Illustration | Credit 04

### Course Description

Making an integration of creative graphics, visual interpretation and innovative ideas in order to establish visual communication.

Students will experiment on making visual graphics in different styles and techniques for representing concepts, instructions or information.

They will also experiment to find a creative way for visual explanation of text and topography.

**Topics :** Books, Magazine, Newspaper, Poster, Advertisement etc.

**Medium :** Open Medium, Digital processing and Print

### Course Objectives

- a) Generating expressive image in order to convey messages ideas and concepts
- b) Making a visual interpretation of text
- c) Innovation of new techniques in order to implement new visual elements in communication design

### Learning Outcomes

At the end of the course students will be able to

- a) enhance the Weavers in tourist and understanding in visual communication
- b) innovate a new way of illustration and infographics
- c) work in a field up creative research on communication 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. Magazine & Feature: 1 class
- 2. Cartoons & Caricatures : 1 class
- 3. Communication Graphics: 2 classes



### **Instructional Strategies :**

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

### **Assessment :**

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

### **Reference Books:**

#### ***Creative illustration***

Andrew Loomis

#### ***Illustrating Children's Books: Creating Pictures for Publication***

Martin Salisbury

#### ***The Golden Age of Children's Book Illustration***

Richard Dalby

#### ***Big Book of Contemporary Illustration***

Martin Dawber

#### ***Modern Vintage Illustration***

Martin Dawber

#### ***New Illustration with Type***

Martin Dawber

#### ***Digital Illustration: A Master Class in Creative Image-making***

Lawrence Zeegen

#### ***Digital Illustration Fundamentals: Vector, Raster, Wave Form***

Wallace Jackson

#### ***The Complete Guide to Digital Illustration***

Adam Banks and Steve Caplin

#### ***Digital Art Technique Manual for Illustrators and Artists***

Book by Joel Lardner and Paul Roberts

And Internet Resources

## GD 6005 : Interior & Structural Design | Credit 04

### Course Description :

Aesthetic arrangement of components with making a space-based infrastructure for event design. Presentation of Art through creative installation of various materials.

Students will experiment on implementing proper materials regarding the objective and purposes of an event program,

**Topics :** Promotions, Campaigns and Events

**Medium:** Open Medium, Digital Processing and Print

### Course Objectives :

- a) Creative modification of environment with infrastructural design for time limited events
- b) technical experiment on making installation on open space experiment and evaluation on creative materials for modern interior and installation.

### Learning Outcomes :

Students will be able to

- a) Be qualified as a professional event designer
- b) participate in national and international art exhibition.

### 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. Interior & Exterior : 2 classes
- 2. Set Design and Entrance : 2 classes
- 3. Event Installation : 1 class

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:**

***Elements of Style: Designing a Home & a Life***  
Erin Gates

***Stage Design: A Practical Guide***  
Gary Thorne

***Stage Design: Concerts, Events, Ceremonies and Theater***  
Google Books

***Land art***  
Book by Michael Lailach

***From Margin to Center: The Spaces of Installation Art***  
Book by Julie H. Reiss

***Understanding Installation Art: From Duchamp to Holzer***  
Book by Mark Rosenthal

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## GD 6006 : Design Project | Credit 04

### **Course Description :**

Interaction with concept and new media in a process of making innovative artworks of new dimensions following the art trend of postmodern era

**Topics :** Project on modern art

**Medium:** Mixed medium

### **Course Objectives :**

- j) interaction with Ideas, concepts and different media
- k) innovation of new dimensions in modern art
- l) to introduce oneself as a distinct artist
- m) to participate in national and international art exhibitions

### **Learning Outcomes:**

At the end of the course students will be able to

- g) searching for suitable materials
- h) experiment with conceptual art
- i) conceptual artwork

### **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. Experiment with Media : 2 classes
2. Space and Concept: 2 classes
3. Self-Introduction: 1 class

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:*****Conceptual Art and Painting***

Charles Townsend Harrison

***Beyond New Media Art***

Domenico Quaranta

***New media in art***

Michael Rush

***Conceptual art***

Daniel Marzona

***Art After Conceptual Art***

Editors: Sabeth Buchmann, Alexander Alberro

***Minimal Art***

Daniel Marzona

***Alf Löhr: Abstraction***

Richard Dyer and Tony Godfrey

***Design Creativity 2010***

Editors: Yukari Nagai, Toshiharu Taura

And Internet Resources

## GD 6011 : Dissertation | Credit 04

### Course description

Research on a specific topic through literature review, field study, examination of elements, defining its function/s, assessing necessity & impact and finding outcomes

To complete this research work, the candidate must prepare and submit a written document consisting of a long essay describing the research topic and undertaken research methodologies in details, using related images or graphics.

Students are instructed to find a suitable topic within the graphic design courses to search for a specific area with potential aspects, functions and possibilities. S/he would explore this area of interest for the benefit of graphic and communication design.

**Topics :** Potential arena and probable fields in Graphic Design

**Medium :** Research, Documentation & Print

### Course Objectives :

- a) exploration of potentials in the field of graphic design
- b) evaluation and compilation of explored facts
- c) documentation of written essay and concerned visual graphics

### Learning Outcomes :

Students will be able to

- a) contribute to the progress of lifestyle
- b) accomplish and assessment and research work.

### Course Contents and Number of Classes: 12 (1 hour a day)

1. Introduction to Research Methodology: 2 classes
2. Literature review : 2 classes
3. Compilation of text, image & graphics : 2 class
4. Preparing documents : 4 classes
5. Preparing Dissertation Book : 2 class

**Minimum hours of interaction : 40 hours in total**

**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:*****Writing Your Dissertation***

Derek Swetnam

***Surviving Your Dissertation***

Kjell Rudestam and Rae R. Newton

And Internet Resources

## GD 6012 : Self-Documentation | Credit 04

### Course description

Written and graphical documentation on academic and creative achievements along with the student's philosophical concept.

The document will contain inspiration & motivation to gain knowledge & skills, and also the optimistic impact on future profession.

To complete this research work, the candidate must prepare and submit a written document consisting of a long essay describing the research topic and undertaken research methodologies in details, using related images or graphics.

Students are instructed to evaluate their achievements with potential aspects, functions and possibilities. They would explore this area for the benefit of graphic and communication design.

**Topics :** Self achievement as a Graphic Designer

**Medium :** Research, Documentation & Print

### Course Objectives :

- d) exploration of potentials in the field of graphic design
- e) evaluation and compilation of explored facts
- f) documentation of written essay with visual graphics

### Learning Outcomes :

Students will be able to

- c) contribute to the progress of lifestyle
- d) accomplish and assess professional work.

### Course Contents and Number of Classes: 12 (1 hour a day)

- 6. Literature review : 2 classes
- 7. Compilation of text, image & graphics : 2 class
- 8. Preparing documents : 4 classes
- 9. Preparing Dissertation Book : 2 class

**Minimum hours of interaction : 40 hours in total**



**Instructional Strategies :**

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

**Assessment :**

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

**Reference Books:*****Managing your documentation projects***

JoAnn Hackos

***The academic portfolio***

Peter Seldin

***Information Development:******Managing Your Documentation Projects, Portfolio, and People***

JoAnn Hackos

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## GD 6013 : Contemporary Graphic Design | Credit 04

### Course Description:

During the modern period, along with the development of communication and publication media - graphic design has started to develop rapidly. This current expansion of media is developed mainly for communication purposes. Then, with the development of graphic design, communication has become easier.

**Topics :** Typography and Communication Design through 'Isms' and Post Modernism

**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

- a) learn the development of graphic design during the medieval period up to the modern age through various schools of isms.
- b) Explain the evolution of modern graphic design
- c) Differentiate the characteristics between mechanical printing and digital communication

### Course Contents & Number of Classes : 45 (1 hour a day)

1. The Modernist Era: Graphic Design in the first half of the 20th century : 5 classes
2. The Genesis of Twentieth-Century Design (Frank Lloyd Wright and the Glasgow School, Peter Behrens and the New Objectivity, Design for the London Underground) : 5 classes
3. The Influence of Modern Art (Cubism, Futurism, Dada, Surrealism, Expressionism, Photography and the Modern Movement) : 5 classes
4. Pictorial Modernism, Post-Cubist Pictorial Modernism : 5 classes
5. A New Language of Form (Russian Supremacism and Constructivism, The Spread of Constructivism) : 2 classes
6. The Bauhaus and the New Typography (The Bauhaus at Weimar, The impact of Laszlo Moholy-Nagy, New approaches to photography) : 4 classes
7. The Age of Information: Graphic design in the global village : 2 classes

8. The international Typographic Style : 2 classes
9. (Pioneers of the movement, New Swiss sans-serif typefaces, Design in Basel and Zurich) : 2 classes
10. Corporate Identity and Visual Systems : 2 classes
11. (Design at CBS, The CIBA corporate design program, Corporate identification comes of age) : 2 classes
12. The Digital Revolution (The origins of computer-aided graphic design, Pioneers of digital graphic design, Revitalizing magazine design, Digital imaging, Interactive media and the internet) : 4 classes
13. The Modern Movement in Bangladesh (History of modern graphic design in Bangladesh, Pioneers of the graphic design movement in Bangladesh) : 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:**

#### ***A History of Graphic Design***

Philip B. Meggs

#### ***History of Modern Art***

Thames and Hudson

#### ***Art through the Ages***

Christin J Mamiya

#### ***A Century of Graphic Design***

Jeremy Aynsley

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## Chapter 4: Assessment System

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### 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 3<sup>rd</sup> year and 4<sup>th</sup> 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

Dissertation: Thesis Paper 60 + 40 = 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:

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

$$\text{CGPA} = \frac{\Sigma (1^{\text{st}} \text{ part GPA} + 2^{\text{nd}} \text{ part GPA})}{\text{total Program Credits}}$$

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

## 4.7 Requirements for MFA Degree

For a student, successful completion of pre-specified courses of 62 credits is required to obtain MFA 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 MFA Program.



## Chapter 6: Conclusion

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

Necessary upgradation of a Curriculum is a continuous process. Any minor amendment regarding the curriculum is to be accomplished by the academic committee of the department. Department of Graphic Design is committed to proceed towards the aims and objectives of the program.