OBE CURRICULUM

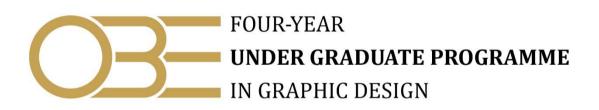**OBE**

FOUR-YEAR
UNDER GRADUATE PROGRAMME
IN GRAPHIC DESIGN

DEPARTMENT OF GRAPHIC DESIGN
UNIVERSITY OF DHAKA

Submitted By

Department of Graphic Design
Faculty of Fine Art
University of Dhaka
Dhaka-1000
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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. 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 OBE Curriculum as an outcome of the undertaken challenge.

This Curriculum is subjected be implemented from the approval date.

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

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University of Dhaka

2.1 Vision of the University:

The University of Dhaka (DU) aims to pursue excellence in the research and educational goals by infusing innovations into the academic culture and settings. DU will prepare the students for rewarding lifelong careers and will instill in them a continued and permanent dedication to the search for knowledge and the search for truth. It will strive to transform the world in positive ways through advanced education, impactful research and scholarship, and the translation of knowledge into solutions. Together, the university and its graduates will create and sustain environments to advance the motto of this academic hub and build and maintain excellence.

2.2 Mission of the University:

The set missions of the university are to:

Mission	Statements
UM 1	Build strength through creative innovation, entrepreneurship, research, intellectual curiosity and partnerships in everything we do.
UM 2	Generate new knowledge through a broad array of scholarly, research and creative endeavours, which provide a foundation for dealing with the immediate and long-range needs of society.
UM 3	Empower the students to fulfil their academic and professional passions in the university that is diverse, welcoming, and inclusive for all students, faculty, and staff.
UM 4	Serve society through coordinated countrywide outreach programmes that meet continuing educational needs in accordance with the university's designated status.
UM 5	Foster a diverse community of students, staff, and faculty. It is dedicated to access, affordability, and ensuring that the benefits of its transformative educational opportunities are not limited by financial circumstance or background.
UM 6	Maintain a level of excellence and standards in all programmes that will give them countrywide, national and international significance.
UM 7	Supporting the community of alumni through imaginative programmes that enrich their lifelong relationship with the university and that expand the collective contributions to the world.

Department of Graphic Design

Chapter 4: Introduction to Department of Graphic Design

4.1 An Overview

The Department of Graphic Design was established in 1948 by the eminent artist Shilpacharya Zainul Abedin, founder of the institutional art in 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 were as teachers.

For the last seven decades, this department has promoted generations of artists and educationalists who have been contributing to the national and global arenas.

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 art 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 has also introduced PhD program.

The academic programs of this department are proceeding with 8 full-time and 4 part-time faculties, 4 staff and around 150 students in the session of 2020-2021.

4.2 Vision of the Department of Graphic Design

To provide higher learning environment for education & research on creative & applied visual design and develop a higher education system on graphic design in context of the national and global concern towards SDG 2030.

4.3 Mission of the Department of Graphic Design

M1   To enrich the professional fields of visual communication design, print, publicity, publication, promotion & information technology.

M2   To exceed global standards and satisfy the burgeoning demand for multimedia, motion graphics and immersive 2D, 3D animation.

M3   To enable graduates organize and supervise the nation-building activities.

M4   To develop a progressive and cultural mindset among the nation through the generation of high educated visual designers.

M5   To transform human potential through creative technical skills and education.

4.4   Establishment:

4.4.1   *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 (Honors), 4 years
1978-1979 – till now – MFA (Masters of Fine Art), 2 years
2011-2012 – till now – PhD, 3 years

4.4.2   *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 and research 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

Chapter 5: Name of the Undergraduate Programme

Bachelor of Fine Art in Graphic Design

Abbreviation: BFA (Honours) in Graphic Design

5.1   Description of the Programme:

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

After obtaining the BFA degree, students will be capable of joining their expected workplaces mainly as a designer and/or other creative designer 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, critical thinking, creative skills and competence, which would help them to fit comfortably into the social system as designer, artist or as entrepreneur to meet the needs of stakeholders.

5.2   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.

5.3   Programme Educational Objectives (PEOs)

PEO1   To enrich the nation with educated creative excellence in the graphic design field including freelancing opportunities in the global market.

PEO2   To provide support in upholding the national visual identity.

PEO3   To meet the national and global needs relating creative professional fields.

PEO4   To promote cultural and traditional identity in communicative visual arts.

PEO5   To develop contemporary design skills to foster creativity and prepare students for their successful career.

5.4   Programme Learning Outcomes (CLOs)

PLO1   Graduates will be proficient in using theory of art and global design techniques by acquiring communicative knowledge and skills through the power of observation and study.

PLO2   Graduates will excel in knowledge, design creativity, technical professionalism and freelancing success.

PLO3   Graduates will be capable of conducting design research and of experimenting with innovative design approach.

PLO4   Graduates will demonstrate contemporary creative and conceptual skills, enabling them to produce innovative visually compelling design works.

PLO5   Graduates will be capable of acquiring the Graduate Attributes.

5.5   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 using 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.)

5.6   Faculties:

Dr. Vadreshu Rita	Associate Professor & Chairman
Md. Maksudur Rahman	Associate Professor
Reza Asad Al Huda Anupam	Associate Professor
Md. Israfil Pk (Israfil Ratan)	Associate Professor
Dr. Sima Islam	Associate Professor
Md. Harun-Ar-Rashid	Associate Professor
Dr. Farjana Ahmed	Associate Professor
Dr. Siddharta Dey	Associate Professor

Part-time Teachers :
Md Shafiqul Islam
Mohammad Ferdous Khan Shawon
Mir Muhammad Abdullah Al Mamun Ali
Md. Nazvi Islam

Faculty Alumni :
Quamrul Hasan
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

5.7   Eligibility for 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 they have 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.

5.8   Rules and 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 6: Graduate Attributes

GA No.	Graduate Attributes		
GA1	Creativity	Ideas	Graphic designers must be able to come up with new and original ideas. They should be able to think outside the box and see the world in a different way.
		Innovation	Encouraging creativity and the pursuit of new ideas and solution
		Qualities	Striving for excellence and delivering high-quality work or products.
GA2	Professional skills	Technical skills	Graphic designers need to be proficient in a variety of software programs, such as Adobe Photoshop, Illustrator, and InDesign. They should also have a strong understanding of typography, color theory, and layout.
		Communication skills	Graphic designers need to be able to communicate their ideas effectively to both clients and colleagues. They should be able to explain clearly their design process and why they made the choices, they did.
		Problem-solving skills	Graphic designers often have to solve problems creatively. They should be able to think on their feet and come up with innovative solutions.
		Time-management skills	Graphic designers often have to meet tight deadlines. They should be able to manage their time effectively and prioritize their tasks.
		Critical thinking Skills	Graphic designers need to be able to evaluate critically their own work and the work of others. They should be able to identify strengths and weaknesses and make improvements.
		Leadership skills	Some graphic designers may reach eventually to leadership positions. They should be able to motivate and inspire others, and set a good example.
		Marketing Strategies Skills	Understanding marketing concepts to create design that aligns with marketing strategies.
GA3	Management Capacity	Attention to detail	Graphic designers need to have a keen eye for detail. They should be able to spot even the smallest mistakes in their work.
		Team Building	Graphic designers often work as part of a team. They should be able to work well with others and share credit for their work.
		Open to feedback	Graphic design is a subjective field, so it's important that graduates are open to feedback. They should be willing to listen to the opinions of others and be willing to make changes to their designs.
		Professional Sourcing	Graphic designer should have contemporary market standard raw materials, output methods, execution excellences, skilled manpower, artisan sourcing knowledge to create the visuals into reality.

GA4	Values	Collaborative	Graphic designers often work with clients, colleagues, and other creative professionals. They should be able to collaborate effectively and work well as part of a team.
		Self-motivated	Graphic designers often work independently, so it's important that graduates are self-motivated. They should be able to set goals and work towards them without being told what to do.
		Adaptability	The graphic design field is constantly evolving, so it's important that graduates are adaptable. They should be willing to learn new things and adapt to new technologies.
		Ethical	Graphic designers need to be ethical in their work. They should be honest and transparent with their clients and colleagues.
		Flexibility	Flexibility to adapt to new design trends, technologies and client preference.
		Passionate about design	Graphic design is a creative field, so it's important that graduates are passionate about their work. They should be excited to come up with new ideas and see their designs come to life.
		Empathy	Understanding and sharing the feelings of others showing compassion
		Integrity	Being honest and maintaining strong moral principles in all actions and decision.
GA5	Self Competency	Persistent	Graphic design can be a challenging field, so it's important that graduates are persistent.
		Resilience	Graphic designers will face setbacks and challenges throughout their careers. It's important that they are resilient and able to bounce back from these challenges.
		Professional	Graphic designers need to be professional in their work and interactions with others. They should be able to dress and act appropriately for the situation.
		Independence and Confidence	Designer should process the confidence to independently create their Unique project.

Chapter 7: Mapping mission of the university with PEOs

Types of correlation: 1) No correlation, 2) Weak, 3) Moderate, 4) Strong

PEOs	UM 1	UM 2	UM 3	UM 4	UM5	UM6	UM7
PEO 1	4	4	2	2	1	2	2
PEO 2	1	2	1	4	2	4	3
PEO 3	4	2	1	3	3	4	3
PEO 4	4	2	2	4	2	4	3
PEO 5	4	4	3	4	2	4	4

Chapter 8: Mapping PLOs with the PEOs

Types of correlation: 1) No correlation, 2) Weak, 3) Moderate, 4) Strong

PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
PLO 1	4	4	4	4	4
PLO 2	4	4	4	4	4
PLO 3	4	4	4	4	4
PLO 4	4	4	4	4	4
PLO 5	4	4	4	4	4

Chapter 9: Structure of the Curriculum

9.1   Duration of the programme: Years: 4
9.2   Total credit requirement to complete the programme: 140
9.3   Total class weeks in a session: 28 weeks
9.4   Minimum CGPA requirements for graduation: 2.50
9.5   Maximum academic years of completion: 6 years
9.6   Category of Courses

(a) General Education (GED) │ 9 Courses (32 Credits)
(b) Minor Courses │ 3 Courses (10 Credits)
(c) Core Courses (CC) │ 23 Courses (90 Credits)
(d) Elective Courses (EC) │ 01 Course (04 Credits)
(e) Capstone Course │ 02 Courses (04 Credits)
(f) Interdisciplinary │ 01 Courses (2 Credits)
        (for maximum of 50 students from other departments of Faculty of Fine Art)

9.6.1 General Education (GED) Courses | 09 Courses (28 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 1001	Basic Drawing	Studio (Drawing & Making)	04
GD 1005	Basic Design	"	04
GD 2005	Mongal Shobhajatra & Cultural Art	"	04
GD 1011	Communicative English	Lecture (Theory) (Multidisciplinary)	02
GD 2011	Computer Graphics	MIXED (Lecture + Studio)	04
GD 3012	Principles of Marketing	Lecture (Theory) (Multidisciplinary)	04
GD 3013	Zainul Studies	Lecture (Theory)	02
GD 4012	Marketing & Communication	Lecture (Theory) (Multidisciplinary)	04
Total	**08 Courses**		**28**

9.6.2 Minor Courses | 04 Courses (14 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 1004	Outdoor Study	Studio (Drawing & Making)	04
GD 2001	Figure Drawing	"	04
GD 3001	Action Drawing	"	04
GD 4014	Research Methodology	Lecture (Theory)	02
Total	**04 Courses**		**14**

9.6.3 Core Courses (CC) | 23 Courses (90 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 1002	Perspective	Studio (Drawing & Making)	04
GD 1003	Composition	"	04
GD 1006	Calligraphy	"	04
GD 2002	Still Life	"	04
GD 2003	Nature Study	"	04
GD 2004	Typography	"	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	"	04
GD 4001	Brand Design	"	04

GD 4002	Grids & Publication Design	"		04
GD 4003	Motion Graphics	"		04
GD 4004	Web & Application Design	"		04
GD 4005	Visual Rhetoric	"		04
GD 1012	Materials & Techniques	Lecture (Theory)		02
GD 1013	History of Art, Culture & Civilization	"		04
GD 2012	Design & Color Theory	"		04
GD 2013	History of Graphic Design (Ancient Period)	"		04
GD 3011	Design Aesthetics	"		04
GD 4013	History of Graphic Design (Mediaeval Period)	"		04
Total	**23 Courses**			**90**

9.6.4   Elective Courses (EC) │ 01 Course (04 Credits)

In the 4th year, a student will elect a course between GD 4006 and GD 4007 prior to starting of classes.

Course Code	Title of the Course	Type of Course	Credit
GD 4006	Internship	Workplace Learning (Drawing & Making)	04
GD 4007	Copywriting & Design Project	Studio (Drawing & Making)	
Total	**01 Course**		**04**

9.6.5   Capstone Course │ 02 Courses (04 Credits)

At the conclusion of the program, these courses will be used to assess the students' overall academic performance. A learner can select a course from different courses proposed by the department.

Course Code	Title of the Course	Type of Course	Credit
GD 4011	Portfolio	Lecture (Theory)	02
GD 4015	Self-Skills Presentation	"	02
Total	**02 Courses**		**04**

9.6.6   Interdisciplinary Course │ 01 Courses (02 Credits)

Any department under the Faculty of Fine Art may offer this Studio course as an Interdisciplinary course. *(for maximum of 50 students from other departments of Faculty of Fine Art)*

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 3020	Graphic Design Project	GED	Studio Course (Drawing & Making) (Interdisciplinary)	02
Total	**01 Course**			**02**

9.7 Type of Courses

BFA (Honours) Programme consists of an integration of creative and applied visual art and theoretical studies.

There are three basic types of courses in this programme. They are studio courses, lecture courses and workplace learning courses. In studio courses, students are required to observe the given objects indoor and outdoor 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 lecture courses are related to Tutorial/Seminar theoretical studies and history of relevant subjects– which are identified as 'Theory' courses. As workplace learning courses, the internship and Copy Writing & Design Project– which are included into 'Drawing & Making' courses.

(a) ***Studio*** *(Drawing & Making)* ***Course*** | 24 Courses (94 Credits)

(b) ***Lecture/*** *Tutorial/Seminar (Theory)* ***Course*** | 13 Courses (40 Credits)

(c) Industrial or ***Workplace Learning Course*** | 01 Course (04 Credits)

(d) ***Mixed*** *(Studio + Lecture)* ***Course*** | 01 Course (02 Credits)

9.7.1 **Studio** (Drawing & Making) **Course**   Total Courses: 24   Total Credit: 94

Course Code	Title of the Course	Category of Courses	Credit
GD 1001	Basic Drawing	GED	04
GD 1002	Perspective	Core	04
GD 1003	Composition	Core	04
GD 1004	Outdoor Study	Minor	04
GD 1005	Basic Design	GED	04
GD 1006	Calligraphy	Core	04
GD 2001	Figure Drawing	Minor	04
GD 2002	Still Life	Core	04
GD 2003	Nature Study	Core	04
GD 2004	Typography	Core	04
GD 2005	Mongal Shobhajatra & Cultural Art	GED	04
GD 3001	Action Drawing	Minor	04
GD 3002	Creative Typography	Core	04
GD 3003	Visual Identity Design	Core	04
GD 3004	Product & Package Design	Core	04
GD 3005	Photography & Advertising Art	Core	04
GD 3006	Textile Design	Core	04

GD 3007	Illustration	Core	04
GD 4001	Brand Design	Core	04
GD 4002	Grids & Publication Design	Core	04
GD 4003	Motion Graphics	Core	04
GD 4004	Web & Application Design	Core	04
GD 4005	Visual Rhetoric	Core	04
GD 4047	Copy Writing & Design Project	Elective	02
Total	**24 Courses**		**94**

Note: Studio Course (Drawing & Making) for maximum of 50 students from other departments of Faculty of Fine Art (Interdisciplinary)

Course Code	Title of the Course	Category of Courses	Credit
GD 3020	Graphic Design Project	GED (Interdisciplinary)	02
Total	**01 Courses**		**01**

9.7.2 **Lecture/ Tutorial/Seminar** (Theory) **Course** Total Courses: 13 Total   Credit: 40

Course Code	Title of the Course	Category of Courses	Credit
GD 1011	Communicative English	GED (Multidisciplinary)	02
GD 1012	Materials & Techniques	Core	02
GD 1013	History of Art, Culture & Civilization	Core	04
GD 2012	Design & Color Theory	Core	04
GD 2013	History of Graphic Design (Ancient Period)	Core	04
GD 3011	Design Aesthetics	Core	04
GD 3012	Principles of Marketing	GED (Multidisciplinary)	04
GD 3013	Zainul Studies	GED	02
GD 4011	Portfolio	Capstone	02
GD 4012	Marketing & Communication	GED (Multidisciplinary)	04
GD 4013	History of Graphic Design (Mediaeval Period)	Core	04
GD 4014	Research Methodology	Minor	02
GD 4015	Self Skills Presentation	Capstone	02
Total	**13 Courses**		**40**

9.7.3 Industrial or **Workplace Learning Course**   Total Courses: 01   Total Credit: 02

Course Code	Title of the Course	Category of Courses	Credit
GD 4006	Internship	Elective	02
Total	**01 Course**		**02**

9.7.4 **MIXED** (Lecture + Studio) **Courses**   Total Courses: 01   Total Credit: 04

Course Code	Title of the Course	Category of Courses	Credit
GD 2011	Computer Graphics	GED	04
Total	**01 Course**		**04**

9.8   Course Code & Title

Every course will be 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 digit (1, 2, 3 and 4) represents four consecutive years accordingly.

9.9   Course Credit Hours

(a)   Studio (Drawing & Making) Course: 1 credit = 60 Notional hours
(21 hours Interaction/contact + 39 hours indirect interaction/contact.)

(b)   Lecture (Theory) Course: 1 credit = 40 Notional hours
(14 hours lecture/discussion/contact + 26 hours indirect discussion/assignment/field visit.)

(c)   Workplace Learning Course: 1 credit = 80 Notional hours
(28 hours interaction/contact + 52 hours indirect interaction/contact.)

(d)   Mixed1 (Studio Course + Lecture Course) Course

In the case of mixed courses, the outline or ratio of credits will be determined according to the requirements, importance and planning of the departmental educational program. The department will determine the respective division of course credit and credit hours of the respective mixed courses.

9.10 Course Summary of BFA (Honours) Total Credits: 140

Note : Each Course carries 100 Marks

Studio (Drawing & Making) Course: In-course 50 + Examination 50 = 100

Lecture (Theory) Course: In-course 40 (Tutorial/Assignment 30 + Viva 10) + Examination 60 = 100

Workplace Learning Course: In-course (from intern company) 40 + Examination 60 = 100

Mixed Course: In-course 50 + Examination 50 = 100

Capstone Course: In-course 40 + Examination 60 = 100

First Year   **Total Credit: 32**

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 1001	Basic Drawing	GED	Studio (Drawing & Making)	04
GD 1002	Perspective	Core	"	04
GD 1003	Composition	Core	"	04
GD 1004	Outdoor Study	Minor	"	04
GD 1005	Basic Design	GED	"	04
GD 1006	Calligraphy	Core	"	04
GD 1011	Communicative English	GED	Lecture (Theory) (Multidisciplinary)	02
GD 1012	Materials & Techniques	Core	Lecture (Theory)	02
GD 1013	History of Art, Culture & Civilization	Core	"	04
Total	**09 Courses**			**32**

Second Year   **Total Credit: 32**

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 2001	Figure Drawing	Minor	Studio (Drawing & Making)	04
GD 2002	Still Life	Core	"	04
GD 2003	Nature Study	Core	"	04
GD 2004	Typography	Core	"	04
GD 2005	Mongal Shobhajatra & Cultural Art	GED	"	04
GD 2011	Computer Graphics	GED	Mixed (Lecture & Studio)	04
GD 2012	Design & Color Theory	Core	"	04
GD 2013	History of Graphic Design (Ancient Period)	Core	"	04
Total	**08 Courses**			**32**

Third Year   Total Credit: 38

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 3001	Action Drawing	Minor	Studio (Drawing & Making)	04
GD 3002	Creative Typography	Core	"	04
GD 3003	Visual Identity Design	Core	"	04
GD 3004	Product & Package Design	Core	"	04
GD 3005	Photography & Advertising Art	Core	"	04
GD 3006	Textile Design	Core	"	04
GD 3007	Illustration	Core	"	04
GD 3011	Design Aesthetics	Core	Lecture (Theory)	04
GD 3012	Principles of Marketing	GED	Lecture (Theory) (Multidisciplinary)	04
GD 3013	Zainul Studies	GED	"	02
Total	**10 Courses**			**38**

Interdisciplinary (for maximum of 50 students from other departments of Faculty of Fine Art)

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 3020	Graphic Design Project	GED	Studio (Drawing & Making) (Interdisciplinary)	02

Fourth Year   Total Credit: 38

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 4001	Brand Design	Core	Studio (Drawing & Making)	04
GD 4002	Grids & Publication Design	Core	"	04
GD 4003	Motion Graphics	Core	"	04
GD 4004	Web & Application Design	Core	"	04
GD 4005	Visual Rhetoric	Core	"	04
GD 4006 Alternative GD 4007	Internship	Elective	Workplace Learning	04
	Copy Writing & Design Project	Elective	Studio (Drawing & Making)	
GD 4011	Portfolio	Capstone	Lecture (Theory)	02
GD 4012	Marketing & Communication	GED	Lecture (Theory) (Multidisciplinary)	04
GD 4013	History of Graphic Design (Mediaeval Period)	Core	Lecture (Theory)	04
GD 4014	Research Methodology	Minor	"	02
GD 4015	Self Skills Presentation	Capstone	"	02
Total	**11 Courses**			**38**

Chapter 10: Introduction to the Courses

10.1 FIRST YEAR: Total Course 09 | Total Credit 32

GD 1001: Basic Drawing | GED (Studio) Course | Credit 04

Rationale of the Course:

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 make realistic line drawing of it. Study of contextual theories and regular practice of sketch and drawing, students would excel their necessary observing capacity and skills for this course.

To ensure continuous development, students have to practice regularly using their Drawing & Sketch book and they must submit those 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 (COs):

CO1 Studying the theoretical and applied rules of drawing.

CO2 Observing the given object/model from different angles and replicating their shapes, colors, dimensions and characteristics.

CO3 Understanding the characteristics and functions of different types of pencil, pen paper & ink and learning precise techniques of using them.

CO4 Finding out the comparative and proportional measures of physical objects.

CO5 Studying the works of famous artists and their styles.

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.

Topic	Required Session(s)	CLOs
Practicing different types of basic lines, shapes, forms (geometric, organic and natural) and texture	1	CLO1, CLO2
Block and quick drawing of objects or model, Flower, leaf, fruit, tree	1	CLO1, CLO2, CLO3
Detail drawing of human, animals, birds & other figures	3	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 obtain basic knowledge regarding drawing.

CLO2 apply intelligence, observation and technics in order to develop the capability of flawless drawing.

CLO3 develop the capability of drawing and making realistic paintings.

CLO4 develop skills for future courses like perspective, still life, illustration, design and typography.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	1	1	3
CLO3	4	2	1	1	4
CLO4	4	1	1	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Obtain basic knowledge regarding drawing	PLO1	GS12	PS7	SDG4	AR3 Study, Tutorial, Assignment
CLO2	Apply intelligence, observation and technics in order to develop the capability of flawless drawing	PLO2 PLO3	GS43 GS31	PS7	SDG4	AR3 Study, Tutorial, Assignment
CLO3	Develop the capability of drawing and making realistic paintings	PLO3 PLO4	GS37 GS42	PS7	SDG4	AR4 Study, Tutorial, Assignment
CLO4	Develop skills for future courses like perspective, still life, illustration, design and typography	PLO4	GS43	PS10	SDG4	AR4 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)
Class Study and Tutorial 30 + Assignments 20

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course| Credit 04

Rationale of the Course:

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 etc.

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

Course Objectives (COs):

CO1   Achieving the applied and theoretical knowledge of perspective drawing.

CO2   Presenting three-dimensional objects in two-dimensional linear drawing.

CO3   Drawing with an application of positional and angular distance between the object and view-range in context with eye level.

CO4   Creating three-dimensional artwork on plain surface by manipulating the length, width, depth, distance and gradual color value.

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.

Topic	Required Session(s)	CLOs
Observing 3D objects and structure in order to create its perspective drawing	2	CLO1, CLO2, CLO3, CLO4
Perspective view of nature and environment, including humans and animals	3	CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   explain the geometric application of views from different position.

CLO2   analyze structural forms of cubic objects.

CLO3   explain the elemental aspects of aerial views.

CLO4   develop skill of drawing realistic 3D objects.

CLO5   develop skills in illustration, event design, motion graphics and animation for future courses.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	3
CLO3	4	2	1	2	3
CLO4	4	1	1	1	3
CLO5	4	2	2	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Explain the geometric application of views from different position.	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Analyze structural forms of cubic objects.	PLO1 PLO5	GS12	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Explain the elemental aspects of aerial views.	PLO1 PLO2 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment
CLO4	Develop skill of drawing realistic 3D objects.	PLO1 PLO5	GS43	PS10	SDG4	AR1, AR7 Study, Tutorial, Assignment
CLO5	Develop skills in illustration, event design, motion graphics and animation for future courses.	PLO1 PLO2 PLO3 PLO4 PLO5	GS42 GS43	PS7 PS10	SDG4	AR3, AR4, AR8 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1 Theoretical studies and basic knowledge development regarding composition study.

CO2 Realistic drawing study of objects of different shapes, forms, textures and colors.

CO3 Capturing the core characteristics of different materials in canvas, like their hardness and softness, limpid - opaque, smooth, textured, etc.

CO4 Following the principles of composition and applying them in creating aesthetic compositions.

CO5 Practicing creative composition using different types of objects.

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.

Topic	Required Session(s)	CLOs
Realistic drawing of various objects of different materials	1	CLO1, CLO2
Creating individual compositions arranging various shapes	2	CLO3
Creative composition	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 Obtain basic knowledge of composition and the capability of creating composition.

CLO2 Understand the differences of various shapes, learning to bring them in a harmony and portray those in an aesthetic entity.

CLO3 Obtain skills for future courses like drawing, illustration, design etc.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	3
CLO3	4	2	1	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Obtain basic knowledge of composition and the capability of creating composition	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Understand the differences of various shapes, learning to bring them in a harmony and portray them in an aesthetic entity	PLO1 PLO5	GS12	PS7	SDG4	AR1, AR3, AR4 Study, Tutorial, Assignment
CLO3	Obtain skills for future courses like drawing, illustration, design etc.	PLO1 PLO2 PLO4 PLO5	GS37 GS42	PS7 PS10	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Minor (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1 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.

CO2 Studying landscapes and drawing the far objects in minimized line and tones, and using proper color contrast and light-shadow as per appearance.

CO3 Dividing the color variation of nature into various grades using the monochromatic tone and drawing them.

CO4 Learning to focus on the central object and drawing the picture giving sufficient details to the contextual surrounding.

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.

Topic	Required Session(s)	CLOs
Different types of drawing, sketches, light and shades, detailed texture	1	CLO1, CLO2
Close up study of natural objects: groups of flowers, leaves, bush, trees	2	CLO3, CLO4
Close up study of inhabitant objects: artistic ruins, vehicles, boats etc.	2	CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   explain the nature, its various objects and their characteristics.

CLO2   understand various objects of nature according to its structure and color combination.

CLO3   differentiate between close drawing and landscape drawing.

CLO4   draw objects with different colors using a singular color tone.

CLO5   develop skills of future courses like - drawing, still life, nature study, illustration and design.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	1
CLO2	4	1	1	2	3
CLO3	4	2	1	1	3
CLO4	4	2	1	2	3
CLO5	4	3	1	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Explain the nature, its various objects and their characteristics.	PLO1	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Understand various objects of nature according to its structure and color combination.	PLO1 PLO4 PLO5	GS12	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Differentiate between close drawing and landscape drawing.	PLO1 PLO2 PLO5	GS37	PS7	SDG4	AR1, AR4 Study, Tutorial, Assignment
CLO4	Draw objects with different colors using a singular color tone.	PLO1 PLO2 PLO4 PLO5	GS37 GS42	PS7 PS10	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment
CLO5	Develop skills of future courses like - drawing, still life, nature study, illustration and design.	PLO1 PLO2 PLO4 PLO5	GS43	PS7 PS10	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | GED (Studio) Course| Credit 04

Rationale of the Course:

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 (COs):

CO1   Obtaining basic theoretical information, knowledge and principles of design.

CO2   Designing with creative, aesthetic and visual representation of objects.

CO3   Preparing design by transforming and stylizing shapes and colors of objects.

CO4   Creating composition with visual elements applying principles to prepare 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.

Topic	Required Session(s)	CLOs
Combination of dots, lines, geometric/ organic shapes & colors	1	CLO1, CLO2
Paper collage, ink and mixed media design	2	CLO2, CLO3
Visualizing from imagination and making design	2	CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand the basic idea and apply skills in design.

COL2   apply skills of combining various shapes and develop more innovative designs.

CLO3   develop skills of illustration, composition and design of future courses.

CLO4   develop innovation and apply creativity.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	1	1	3
CLO3	4	2	1	1	4
CLO4	4	2	3	4	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand the basic idea and apply skills in design.	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Apply skills of combining various shapes and develop more innovative designs.	PLO1 PLO5	GS12	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Develop skills of illustration, composition and design of future courses.	PLO1 PLO2 PLO5	GS37	PS7	SDG4	AR1, AR4 Study, Tutorial, Assignment
CLO4	Develop innovation and apply creativity.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43	PS7 PS10	SDG4	AR1, AR4, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Study on calligraphy.

CO2   Deciphering the underlying meaning of written text and representing them through calligraphy works.

CO3   Probable and contextual photo, developing calligraphic design using signs and symbols.

CO4   Drawing and painting based on calligraphy.

CO5   Diversified study of 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.

Topic	Required Session(s)	CLOs
Applying a new style to letters and words	1	CLO1, CLO2
Deciphering of underlying meaning of Bangla text and creating calligraphy	2	CLO2, CLO3
Creating calligraphy based on the appeal of given foreign text	2	CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 maintain rhythmic fluency and expression of letters in freehand calligraphic design.

COL2 create specific calligraphy as per necessity of the design.

CLO3 develop skills to create calligraphy on any language.

CLO4 develop prior skills, like illustration and design of future courses.

CLO5 differentiate handwriting and calligraphy.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	3
CLO3	4	2	1	1	4
CLO4	4	2	2	2	4
CLO5	4	2	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Maintain rhythmic fluency and expression of letters in freehand calligraphic design	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Create specific calligraphy as per necessity of the design	PLO1 PLO5	GS12	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Develop skills to create calligraphy on any language	PLO1 PLO2 PLO5	GS37	PS7	SDG4	AR1, AR4 Study, Tutorial, Assignment
CLO4	Develop prior skills, like illustration and design of future courses	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42	PS7 PS10	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment
CLO5	Differentiate handwriting and calligraphy	PLO1 PLO2 PLO3 PLO4 PLO5	GS43	PS7 PS10	SDG4	AR1, AR4, AR7 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | GED (Lecture) Course| Credit 02

Rationale of the Course:

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 (COs):

CO1 Understanding English language by listening and being able to reciprocate in spoken and written form.

CO2 Developing both formal and free hand writing styles.

CO3 Enriching vocabulary and practicing grammar of English

CO4 Developing communication skills of the students keeping the global perspective in head

Course Contents & Number of Classes: 30

Topic	Required Session(s)	CLOs
Grammar and vocabulary	10	CLO1, CLO2
Writing	5	CLO3
Listening and speaking	5	CLO3
Presentation skills	5	CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   develop spoken skills in English.

CLO2   develop reading skills in English.

CLO3   develop formal and informal writing skills.

CLO4   develop presentation skills in English.

CLO5   develop communication skills in global workspace.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	3	2	1	4
CLO2	4	3	2	1	4
CLO3	4	4	1	1	4
CLO4	4	4	2	3	4
CLO5	4	4	2	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Develop spoken skills in English	PLO1 PLO2 PLO3 PLO5	GS12 GS21	PS7	SDG4	AR1, AR5 Assignment, Test, Viva
CLO2	Develop reading skills in English	PLO1 PLO2 PLO3 PLO5	GS21	PS7	SDG4	AR3 Assignment, Test, Viva
CLO3	Develop formal and informal writing skills	PLO1 PLO2 PLO5	GS22 GS23	PS7 PS9	SDG4	AR6 Assignment, Test, Viva
CLO4	Develop presentation skills in English	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS32	PS5 PS10	SDG4	AR2, AR8 Assignment, Test, Viva
CLO5	Develop communication skills in global workspace	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS23 GS32	PS6 PS10 PS12	SDG4	AR9 Assignment, Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test *30 + Viva 10*

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 & Techniques | Core (Lecture) Course | Credit 02

Rationale of the Course:

Understanding the functional characteristics of medium and materials and applying them in visual art.

Students will enrich themselves through theoretical discussion, subject matter collection, technique development, design materials and rules, and application of all these for 'Drawing and Making' course of Graphic Design.

Topics: Art materials and its application for Graphic Design

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

Course Objectives (COs):

CO1   Introduction to different materials of drawing and design.
CO2   Theoretical background for 'Drawing and Making'.
CO3   Theoretical study on the basic elements and principles of design.
CO4   Information on various medium of application in design.

Course Contents & Number of Classes: 30

Topic	Required Session(s)	CLOs
Theoretical study and Explanation on Definition of Design, Elements and Principles of Design	2	CLO1
Introduction to essential materials used in graphic design works	4	CLO1
Introduction to different types of general papers, special papers & boards	2	CLO1
Steps of poster designing & art techniques	2	CLO2
Design techniques of newspapers, magazines and advertising art	3	CLO3, CLO4
Drawing Illustrations and its techniques	2	CLO3, CLO4
Techniques of book design and book cover design	2	CLO3, CLO4
Definition of book designing and design techniques	2	CLO1, CLO3, CLO4
Press & printing technology : Introduction & technological concept	2	CLO1, CLO3, CLO4
Formation & techniques of typography	2	CLO3, CLO4
Theoretical study of publicity campaign & communications	2	CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   develop theoretical knowledge on design materials and techniques.

CLO2   use various material and utilize them in design.

CLO3   develop skill to select perfect medium and material for drawing and design.

CLO4   apply creative ways of expression through drawing and design.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	2
CLO3	4	1	1	1	4
CLO4	4	2	2	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Develop theoretical knowledge on design materials and techniques.	PLO1 PLO5	GS12	PS7	SDG4	AR1 Assignment, Test, Viva
CLO2	Use various material and utilize them in design.	PLO1 PLO5	GS12	PS7	SDG4	AR1, AR3 Assignment, Test, Viva
CLO3	Develop skill to select perfect medium and material for drawing and design.	PLO1 PLO5	GS37	PS7	SDG4	AR1, AR4 Assignment, Test, Viva
CLO4	Apply creative ways of expression through drawing and design.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS43	PS7 PS10	SDG4	AR1, AR4, AR7 Assignment, Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
Class Assignment, Class Test *30 + Viva 10*

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Lecture) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1 Getting introduced to the development of human civilization and art-culture along with it.

CO2 Understanding the relation between graphic design and all these various forms of art- cultures and isms.

CO3 Developing a personal approach to art by practicing various isms in class works.

CO4 Practicing visual communication by getting enriched from historical study.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Analyzing relation between art, artist and graphic design along with civilization, culture and history, importance of studying history	05	CLO1, CLO2
Prehistoric culture and their life style, art and culture	05	CLO1, CLO2, CLO3
Egyptian, Mesopotamian, Indus civilization	10	CLO1, CLO2, CLO3
Greek – Roman and Byzantine civilization	10	CLO1, CLO2, CLO3
Islamic civilization and art	02	CLO1, CLO2, CLO3
Pre renaissance, renaissance and post renaissance art and culture	08	CLO1, CLO2, CLO3
Development of various isms	10	CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   develop a clear idea regarding evolution and development of civilization, lifestyle, art, culture and philosophy.

CLO2   enrich own art- literary philosophy by getting enriched from historical study.

CLO3   analysis art and design.

CLO4   apply leadership skills to carry individual art and culture ahead.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	2
CLO3	4	1	1	1	4
CLO4	4	2	2	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Develop a clear idea regarding evolution and development of civilization, lifestyle, art, culture and philosophy.	PLO1 PLO5	GS34	PS7	SDG4	AR1, AR2 Assignment, Test, Viva
CLO2	Enrich own art- literary philosophy by getting enriched from historical study.	PLO1 PLO5	GS42	PS7	SDG4	AR3 Assignment, Test, Viva
CLO3	Analysis art and design.	PLO1 PLO5	GS44	PS7	SDG4	AR3, AR6 Assignment, Test, Viva
CLO4	Apply leadership skills to carry individual art and culture ahead.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS44	PS7 PS10	SDG4	AR5, AR7, AR9 Assignment, Test, Viva

Instructional Strategies:

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

Assessment Pattern:

  a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
      Class Assignment, Class Test 30 + Viva 10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			

  b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

1. Freds. Kleiner/ Christinj Mamiya, ***Art through the Ages***

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. ***Gardner's 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 (প্রম খন্ড)* কলকাতা: পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৯০

১৭. কৃষ্ণলাল দাশ, *শিল্প ও শিল্পী (তৃতীয় খন্ড)* 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 অনূদিত, 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, *পাশ্চত্য শিল্পের ইতিহাস,* বাংলা একাডেমী, ঢাকা, ১৯৯৪।

২৩. ড. রফিকুল আলম, *উপমহাদেশের শিল্পকলা,* মাওলা ব্রাদার্স, ২০০৩।

২৪. নুরুণ 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,* ঢাকাঃ বাংলা একাডেমী, ১৯৮৮।

২৯. ড. রফিকুল আলম, *বিশ্ব সভ্যতা ও শিল্পকলা,* ঢাকাঃ বাংলা একাডেমী, ২০০১।

৩০. সিগমুন্ড ফ্রয়েড, *টোটেম ও টাবু,* কলিকাতা: সুবর্ণরেখা, ১৯৯৩।

৩১. সরসীকুমার সরস্বতী, *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, *প্রাক ইতিহাস (ভারতবর্ষের মানুষের ইতিহাস ১),* এন বি এ, কলকাতা ২০০২

৩৫. ইরফান হাবিব ও বিবেকানন্দ ঝা, *মৌর্য যুগের ভারতবর্ষ,* এন বি এ, কলকাতা ২০০৬

৩৬. ইরফান হাবিব, *সিন্ধু সভ্যতা,* এন বি এ, কলকাতা ২০০৪

৩৭. শিরিন রত্নাগর, *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

10.2 SECOND YEAR   Total Course 08 | Total Credit 32

GD 2001 Figure Drawing | Minor (Studio) Course| Credit 04

Rationale of the Course:

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

The 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 (COs):

CO1   Detailed theoretical study on human figure and anatomy.

CO2   Learning the postures and expressions of human figure, its color, shade and applying them in drawing.

CO3   Learning the proportional structure of human figure and their application.

CO4   Learning to draw portrait, facial expression, contour, skin texture etc.

CO5   Replication of famous artists' figurative drawings.

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.

Topic	Required Session(s)	CLOs
Block drawing and quick drawing of model	1	CLO1, CLO2
Application of line, shade and balancing them for detailed and realistic figure drawing	1	CLO1, CLO2, CLO3
Full-fledged human figure drawing keeping the balance of various body parts	2	CLO1, CLO2, CLO3, CLO4
Portrait drawing applying detailed expression and light-shade	1	CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   develop basic skills of figure drawing.
CLO2   draw realistic figure of models or from imagination.
CLO3   apply skills for portrait drawing.
CLO4   analyze skills like drawing, illustration and design for future courses.
CLO5   evaluate their artistic self.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	2	2	3
CLO2	4	1	3	3	3
CLO3	4	3	2	2	4
CLO4	4	2	3	4	4
CLO5	4	3	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Develop basic skills of figure drawing.	PLO1 PLO3 PLO4 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Draw realistic figure of models or from imagination.	PLO1 PLO3 PLO4 PLO5	GS37	PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Apply skills for portrait drawing.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42	PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Analyze skills like drawing, illustration and design for future courses.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42 GS43	PS10	SDG4	AR5 Study, Tutorial, Assignment
CLO5	Evaluate their artistic self.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS31 GS32 GS37 GS42	PS7 PS10	SDG4	AR7, AR8 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)
   Class Study and Tutorial 30 + Assignments 20

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course| Credit 04

Rationale Course:

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 (COs):

CO1   Drawing three dimensional still objects using precise tone and color combination.

CO2   Drawing various still objects in the combination of a singular unit.

CO3   Representing materials of various stature and different forms, structures, colors and textures through visual art.

CO4   Elaborate study of 'Composition study' course.

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.

Topic	Required Session(s)	CLOs
Realistic drawing of combined objects (pencil and pen)	2	CLO1, CLO2
Three dimensional object drawing in black & white (water color)	1	CLO1, CLO2, CLO3
Colorful three-dimensional object drawing (poster color and collage)	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   create a balanced combination with different shapes and colors.

CLO2   understand the internal characteristics of different physical objects.

CLO3   analyze skills like drawing, illustration, composition and design of future courses.

CLO4   evaluate the artistic persona of self.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	1	2	2	4
CLO4	4	1	2	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contri bution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Create a balanced combination with different shapes and colors.	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Understand the internal characteristics of different physical objects.	PLO1 PLO3 PLO4 PLO5	GS37	PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Analyze skills like drawing, illustration, composition and design of future courses.	PLO1 PLO3 PLO4 PLO5	GS12 GS43	PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Evaluate the artistic persona of self.	PLO1 PLO3 PLO4 PLO5	GS12 GS42 GS43	PS10	SDG4	AR5 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course| Credit 04

Rationale of the Course:

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 (COs):

CO1   Learning to draw one central object of nature contextualizing it with the presence of other elements in minimized stature using line and tone.

CO2   Learning to draw using nature's moderate stature.

CO3   Aesthetic composition creation of present materials through transformation and replication.

CO4   Learning to create different compositions (landscape, riverscape, skyscape etc) based on the light and shades of various timeframe of a day.

CO5   Elaborate study of course 'GD 1005: Outdoor study'.

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.

Topic	Required Session(s)	CLOs
Drawing and sketching of nature & life (pen and pencil)	1	CLO1, CLO2
Landscape drawing focusing on a particular subject matter including human figure etc. (Pen and Pencil)	2	CLO2, CLO3
Modified composition of given landscape (water color and poster color)	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   differentiate the variations of color in different natural elements.
CLO2   draw from imagination and memory.
CLO3   analyze impressionistic and nostalgic drawings.
CLO4   apply skills, like drawing, still life, nature study, illustration and design for future courses.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	1
CLO2	4	1	1	2	3
CLO3	4	2	1	1	3
CLO4	4	2	1	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Differentiate the variations of color in different natural elements.	PLO1	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Draw from imagination and memory.	PLO1 PLO4 PLO5	GS37	PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Analyze impressionistic and nostalgic drawings.	PLO1 PLO2 PLO4 PLO5	GS12 GS43	PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Apply skills, like drawing, still life, nature study, illustration and design for future courses.	PLO1 PLO2 PLO4 PLO5	GS12 GS42 GS43	PS10	SDG4	AR5, AR7, AR8 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Theoretical study of letters, types, typography and application of obtained knowledge.

CO2   Study of structure of types, their linear measurement, adjacent angular space and replication of these types.

CO3   By following the given typography, learning to replicate the original typography and transforming it into a different style of typeface.

CO4   Creating typographic 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.

Topic	Required Session(s)	CLOs
Replication of given letters or words	2	CLO1, CLO2
Transforming letter, symbol, numerical, word and sentence into a given typographic style and measurement	2	CLO1, CLO2, CLO3
Typography design by contextualizing the meaning of given sentence	1	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   gain primary knowledge about letters, type and typography.
CLO2   create letterforms from memory.
CLO3   identify specific typeface and differentiate it with other styles.
CLO4   apply creativity to make composition based on letterforms.
CLO5   analyze skills for future courses, like- lettermark, wordmark and design.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	3
CLO3	4	2	1	1	3
CLO4	4	2	2	3	4
CLO5	4	2	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Gain primary knowledge about letters, type and typography.	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Create letterforms from memory.	PLO1 PLO5	GS37	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Identify specific typeface and differentiate it with other styles.	PLO1 PLO2 PLO5	GS42	PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Apply creativity to make composition based on letterforms.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43	PS7 PS10	SDG4	AR5, AR7 Study, Tutorial, Assignment
CLO5	Analyze skills for future courses, like- lettermark, wordmark and design.	PLO1 PLO2 PLO3 PLO4 PLO5	GS43	PS7 PS10	SDG4	AR4, AR5, AR7 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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: Mongal Shobhajatra & Cultural Art | GED (Studio) Course | Credit 04

Rationale of the Course:

Interaction of Art and Society. Understanding the comprehensive idea of Mongal Shobhajatra along with the concept and values of cultural and traditional events of Bangladesh.

Students will participate in creative activities of Mongal 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: Masks, Graffiti, Nakshi Kantha, Alpona, Nakshi Pitha, Sheetal Pati, traditional pottery and their designs. Folk replica 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 (COs):

CO1   Creating interrelationship within life, politics, society, culture and art.

CO2   Observation, analysis and understanding the concept and values of national, traditional and folk art of Bangladesh.

CO3   Combination of traditional Bangladeshi folk motifs and modern design, and its implementation.

CO4   Conversion of various objects of regular lifestyle around into traditional folk motifs.

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.

Topic	Required Session(s)	CLOs
Logo and cover design based on traditional topic	1	CLO1, CLO2
Textile design, clothing and home textile design	1	CLO1, CLO2, CLO3
Invitation card and poster design for various cultural events	2	CLO2, CLO3, CLO4
Creative design in combination with folk motifs	1	CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand the local and traditional folk motifs, cultural signs, symbols and traditional design.

CLO2   connect the rich cultural heritage of Bangladesh with modern urban lifestyle through visual art and design.

CLO3   apply their own artistic self that will carry and enrich our culture and heritage.

CLO4   evaluate and inherit the values of Bangladeshi culture in the global context.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	2	2	2	2
CLO3	4	2	1	1	3
CLO4	4	2	2	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand the local and traditional folk motifs, cultural signs and symbols and traditional design	PLO1 PLO5	GS12	PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Connect the rich cultural heritage of Bangladesh with modern urban lifestyle through visual art and design	PLO1 PLO2 PLO3 PLO4 PLO5	GS31 GS37	PS7	SDG4	AR1, AR3 Study, Tutorial, Assignment
CLO3	Apply their own artistic self that will carry and enrich our culture and heritage.	PLO1 PLO2 PLO5	GS31 GS37 GS42	PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Evaluate and inherit the values of bangladeshi culture in the global context.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10	SDG4	AR5, AR7 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

১। সম্পাদক- মিহির ভট্টাচার্য ও দীপঙ্কর ঘোষ (২০০৪)। বঙ্গীয় শিল্প পরিচয়, কলকাতা।

২। বোরহানউদ্দিন খান জাহাঙ্গীর বাংলাদেশের লোকশিল্প

৩। তোফায়েল আহমেদ (১৯৯৯)। লোক ঐতিহ্যের দশদিগন্ত, ঢাকা।

৪। সম্পাদক- সিরাজুল ইসলাম (২০০৪)। বাংলা পিডিয়া, ৫ খণ্ড, ঢাকা।

৫। বিনয় ঘোষ (১৯৭৯)। বাংলার লোক সংস্কৃতির সমাজ তত্ত্ব।

৬। প্রসঙ্গ: পট, পটুয়া ও পটুয়া সঙ্গিত, কলকাতা, (২০০১)।

৭। সম্পাদক সঞ্জীব কুমার বসু, লোকসংস্কৃতি গবেষণা।

৮। অবনীন্দ্রনাথ ঠাকুর, বাংলার ব্রত।

৯। বাংলাদেশ লোক ও কারুশিল্প ফাউন্ডেশন। বাংলাদেশের লোকশিল্প

১০। D.J. Huppatz. Modern Asian Design (Cultural Histories of Design)

১১। Henry GlassieTraditional Art of Dhaka

And Internet Resources

GD 2011: Computer Graphics | GED (Mixed1) Course | Credit (1+3) 04

Rationale of the Course:

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

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

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 (COs):

CO1   Study on various graphics software and digital graphics.
CO2   Study on various mediums of digital graphics.
CO3   Acquiring knowledge on print, publication, communication and media.
CO4   Study on digital processes and techniques.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
a) Theoretical study		
Definition of computer graphics & digital design	2	CLO1
Introduction to Graphics Software (System & Program)	2	CLO1
Graphics (Vector & Raster, RGB & CMYK, Static & Motion)	2	CLO1
Typeface, Fonts & Typestyles	2	CLO1
CMYK & Hexadecimal color systems and codes	2	CLO1
Digital process, techniques, dimensions & formats	2	CLO1
Digital printing & Communication Media	2	CLO1
b) Computer Lab study		
Analyze & observation in Computer Lab	36	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   express knowledge of digital graphics.

CLO2   generate idea & concept regarding vector & raster graphics.

CLO3   apply precise dimension, techniques and formats in design process.

CLO4   implement the right provision for publication and communication media.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	2	2
CLO3	4	1	2	2	3
CLO4	4	2	2	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Express knowledge of digital graphics	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Assignment, Lab Test, Class Test, Viva
CLO2	Generate idea & concept regarding vector & raster graphics	PLO1 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR3 Assignment, Lab Test, Class Test, Viva
CLO3	Apply precise dimension, techniques and formats in design process	PLO1 PLO3 PLO4 PLO5	GS37 GS42 GS43	PS7	SDG4	AR3, AR4 Assignment, Lab Test, Class Test, Viva
CLO4	Implement the right provision for publication and communication media	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10 PS12	SDG4	AR5, AR7 Assignment, Lab Test, Class Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)
   Lecture 25 (Class Test 15 & Viva10) + Studio 25 (Class Assignment & Lab Test)

Bloom's Category	Assignments	Lab Test	Class Test	Viva
Remember	▪	▪	▪	▪
Understand	▪	▪	▪	▪
Apply	▪	▪	▪	▪
Analyze	▪	▪	▪	▪
Evaluate		▪	▪	▪
Create		▪	▪	

b) Session End Evaluation (SEE) (Out of 50 marks)
   Lecture 25 + Studio 25

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 2012: Design & Color Theory | Core (Lecture) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Information collection regarding analytical information of graphic design.

CO2   Acquiring knowledge interaction within visual communication in various society and tracing its relation with Graphic Design.

CO3   Making effective meaning and perception on visual language.

      Theoretical study of various types of color, colorful objects and color medium.

CO4   Understanding the applicability of color/color mediums on various contexts.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Introduction to Design & Design theory	1	CLO1
Elements, Principles & Composition (Grid, Rule of Third, Golden Ratio)	8	CLO1, CLO2
Visual Communication (language, rhetoric, information, explanation & conveying message)	9	CLO3, CLO4, CLO5
Color & color theory	1	CLO1, CLO2, CLO3
Classification & Attributes of color, Hexadecimal color coding, Color source, Sensory mechanism & Perception	6	CLO1, CLO2, CLO3, CLO4
Idea & Identity	2	CLO3, CLO4
Style, Trend & Lifestyle	2	CLO1, CLO2
Corporate identity, Communication, Promotion & Brand	6	CLO1, CLO2
Introduction to Semiotics (icon, index, symbol)	2	CLO1, CLO2
Semiotics & Design, Semiotics & Color, Semiotics & Typography	6	CLO1, CLO2, CLO3
Urban Signs & Signals	2	CLO1, CLO2, CLO3
Cultural & Social Values (in semiotics aspects)	2	CLO1, CLO2, CLO3
Presentation	3	CLO1, CLO2, CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 identify the different attributes of graphic design and its creative arenas and functions.

CLO2 analyze social meaning of visual elements and color used in graphic design; and to explain visual language.

CLO3 analyze thorough understanding and meanings of characteristics of various color, colorful objects and color mediums.

CLO4 apply appropriate color based on design objectives.

CLO5 implement theoretical concept to graphic design works.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	2	2	3
CLO3	4	2	2	1	3
CLO4	4	1	2	1	4
CLO5	4	2	4	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Identify the different attributes of graphic design and its creative arenas and functions.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Assignment, Class Test, Viva
CLO2	Analyze social meaning of visual elements and color used in graphic design; and to explain visual language.	PLO1 PLO3 PLO4 PLO5	GS21 GS22	PS5 PS7 PS8	SDG4	AR1, AR2 Assignment, Class Test, Viva
CLO3	Analyze thorough understanding and meanings of characteristics of various color, colorful objects and color mediums.	PLO1 PLO2 PLO3 PLO5	GS37 GS42	PS5 PS7	SDG4	AR2, AR3, AR6, AR7, Assignment, Class Test, Viva
CLO4	Apply appropriate color based on design objectives.	PLO1 PLO3 PLO5	GS37 GS42 GS43 GS44	PS7	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO5	Implement theoretical concept to graphic design works.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS8 PS10 PS12	SDG4	AR1, AR2, AR3, AR4, AR6, AR7, AR8, AR9 Assignment, Class Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)

Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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: Joanette 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 2013: History of Graphic Design: Ancient Period | Core (Lecture) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Information collection regarding the evolution and development of graphic design from the ancient human civilization to modern world.

CO2   Observation of prehistoric cave arts, gradual development of visual communication in various civilization and society and tracing its relation with Graphic Design.

CO3   Making habituated with the applied meaning of pictograms, symbols and glyphs

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Emergence of Graphic Design and explanation	5	CLO1, CLO4
Cave art and Stone Art	4	CLO1, CLO4
Hieroglyphics and Cuneiform	5	CLO1, CLO4
Typography and Calligraphy	5	CLO1, CLO4
Usages of book	4	CLO1, CLO4
Usages of sign and Symbol in Graphic Design	5	CLO1, CLO2
Byzantine era (writing and illustration)	5	CLO1, CLO3
Greek Civilization (Alphabet, Coin Design, Pottery Design based book illustration)	5	CLO1, CLO2, CLO3, CLO4
Roman Civilization (Mosaic and glass based illustration, coin design)	4	CLO1, CLO2, CLO3, CLO4
Asian Civilization (China, Japanese and Vietnamese lettering, print and illustration)	4	CLO1, CLO2, CLO3, CLO4
African Civilization (Textile, Mask, Illustration)	4	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1	acquire knowledge on the periodic sequence and style of Graphic Design from ancient age to modern time.
CLO2	identify the symbols and their visual meanings.
CLO3	recognize the evolution of visual communication through the ages.
CLO4	analyze the history, society and evolution of graphic design history.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	2	2	3
CLO3	4	2	3	3	4
CLO4	4	3	4	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Acquire knowledge on the periodic sequence and style of Graphic Design from ancient age to modern times	PLO1 PLO5	GS12 GS12 GS22 GS23	PS2 PS3 PS4 PS5 PS8 PS9 PS10	SDG4	AR1, AR2 Assignment, Class Test, Viva
CLO2	Identify the symbols and their visual meanings	PLO1 PLO3 PLO4 PLO5	GS11 GS12 GS42 GS43 GS44	PS2 PS4 PS5 PS7 PS8 PS10	SDG4	AR1, AR2, AR3, AR6, AR7, AR8 Assignment, Class Test, Viva
CLO3	Recognize the evolution of visual communication through the ages	PLO1 PLO3 PLO4 PLO5	GS42 GS43 GS44	PS2 PS4 PS5 PS7 PS8 PS10	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO4	Analyze the history, society and evolution of graphic design history.	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS23 GS31 GS33 GS43 GS44	PS2 PS3 PS4 PS5 PS8 PS9 PS10	SDG4	AR1, AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze		▪	▪
Evaluate		▪	▪
Create			

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 Resource

10.3 THIRD YEAR: Total Course 10 | Total Credit 38

GD 3001: Action Drawing | Minor (Studio) Course | Credit 04

Rationale of the Course:

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 those, 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 (COs):

CO1   Study of physical structure of animals and human anatomy.

CO2   Study of the change in shape of living beings during actions.

CO3   Study of relax physical gesture of men free from any load and stressed physical gesture of men with load.

CO4   Study of physical and facial expression of human body in happiness - anger and other emotional conditions.

CO5   Study of physical gesture and facial expression and their changes for outside effects and change in nature.

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.

Topic	Required Session(s)	CLOs
Visual study of human and animal anatomy	2	CLO1, CLO2
Quick drawing, action drawing and gesture drawing	1	CLO2, CLO3
Expression and gesture based drawing of given human model	1	CLO2, CLO3, CLO4
Human figure during and out of action and its change	1	CLO1, CLO2, CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   draw from memory.

CLO2   reproduce illustration and innovative characters.

CLO3   draw animals, cartoons and caricatures from imagination.

CLO4   achieve knowledge and skills in human anatomy, different poses, balance and movements.

CLO5   obtain skills for experimental drawing, motion graphics and animation.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	2	2	2
CLO3	4	3	2	2	4
CLO4	4	2	3	4	4
CLO5	4	3	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Draw from memory.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Replicate illustration and animation characters	PLO1 PLO3 PLO4 PLO5	GS37	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Draw animals, cartoons and caricature from imagination	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Achieve knowledge and skills in human anatomy, different poses, balance and movements.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42 GS43	PS7 PS10	SDG4	AR4, AR5 Study, Tutorial, Assignment
CLO5	Obtain skills for experimental drawing, motion graphics and animation.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS31 GS32 GS37 GS42	PS7 PS10	SDG4	AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)
   Class Study and Tutorial 30 + Assignments 20

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate			▪
Create			▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 create a typeface of Bangla letters in order to create a 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, book/poster heading, typo-graphics, new font etc.

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

Course Objectives (COs):

CO1 Theoretical and practical study of different typography, implementation and conceptual transformation.

CO2 New design creation based on self-developed typeface, numerals, marks and symbols.

CO3 Typeface adaptation, modification, transformation and composition based on various purposes and implicit meaning.

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.

Topic	Required Session(s)	CLOs
Evolution and usages of typography in modern graphic design	1	CLO1, CLO2
New typeface design	2	CLO1, CLO2, CLO3
Creative typography	2	CLO1, CLO2, CLO3, CLO4, CLO4

Course Learning Outcomes (CLOs):

The Students will be able to:

CLO1 understand the difference between various typographies, their implication and modern implementation.

CLO2 create new typeface and typography according to necessity.

CLO3 apply the meaningful implication of typography.

CLO4 analyze diversity of creative typography and calligraphy.

CLO5 evaluate skills, like design and graphics for future courses.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	1	2
CLO3	4	3	3	3	3
CLO4	4	3	3	3	4
CLO5	4	4	4	4	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to PLOs	GS	PS	SDG Contribution	Assessment Rubrics (AR)
CLO1	Understand the difference between various typographies, their implication and modern implementation.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Create new typeface and typography according to necessity.	PLO1 PLO5	GS37	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Apply the meaningful implication of typography.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Analyze diversity of creative typography and calligraphy.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42 GS43	PS7 PS10	SDG4	AR3, AR4, AR5 Study, Tutorial, Assignment
CLO5	Evaluate skills, like design and graphics for future courses.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS31 GS32 GS37 GS42	PS7 PS10	SDG4	AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Applied exercise, Library work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 Design | Core (Studio) Course | Credit 04

Ration of the Course:

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

The student will use sign, symbols, icons, pictogram, ideogram etc. as visual medium in order to express or feature the given topic. Therefore, the student will work on creating poster, show card, book cover design, ad art, illustration, package design, etc. by using text and images.

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

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

Course Objectives (COs):

CO1	Study and practice of visual communication and its main features.
CO2	Development of new creative ideas and their visual design implementation.
CO3	Submission of write-ups regarding new ideas and concepts and their importance in the establishment of communication.
CO4	Having Bangladeshi motifs as base, taking the design standard of our country to an international level and reshaping the taste of general people.

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.

Topic	Required Session(s)	CLOs
Logo, Monogram, and Index symbol	2	CLO1
Corporate Identity	1	CLO2, CLO3
Trademark/ Servicemark	1	CLO2, CLO3, CLO4
Poster	1	CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

The Students will be able to:

CLO1   obtain knowledge on visual communication and media.

CLO2   create skills of comparative identification design of symbol and metaphor and poster and advertisement.

CLO3   evaluate their individual artistic self of a communication designer through concept development.

CLO4   create a strong position in global market place.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	2	2	2	3
CLO3	4	3	3	3	4
CLO4	4	4	4	4	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to PLOs	GS	PS	SDG Contribution	Assessment Rubrics (AR)
CLO1	Obtain knowledge on visual communication and media.	PLO1 PLO5	GS11 GS12	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO2	Create skills of comparative identification design of symbol and metaphor and poster and advertisement.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS35 GS37 GS42 GS43	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO3	Evaluate their individual artistic self of a communication designer through concept development.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS35 GS37 GS42 GS43 GS46	PS7 PS10	SDG4	AR3, AR4, AR5 Study, Tutorial, Assignment
CLO4	Create a strong position in global market place.	PLO1 PLO2 PLO3 PLO4 PLO5	GS22 GS35 GS37 GS41 GS43 GS44 GS46	PS7 PS10	SDG4	AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Outdoor study, Applied exercise, Library work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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

GD 3004: Product & Package Design | Core (Studio) Course | Credit 04

Rationale of the Course:

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 materials and draw physical form on given topics and plan package design as accordingly. After that, by inserting product name, trademark/service mark, logo, necessary text 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, container etc. and mechanical drawing.

Medium: Board, poster color, digital processing and print

Course Objectives (COs):

CO1　Creative design practice of various item and product etc.

CO2　Replication of previous product designs through drawing, creation and formation; practicing package design.

CO3　Creating the physical structure of packet of various products through mechanical drawing and prototype formation.

CO4　By keeping the pattern of the product same and through varieties of die cut - creating packaging object and practicing design as accordingly.

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.

Topic	Required Session(s)	CLOs
Creating new package design and its mechanical drawing	2	CLO1, CLO2
Making package prototype through a die-cut	2	CLO1, CLO2, CLO3
Making forms of product design prototype	1	CLO2, CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 obtain knowledge on suitable and effective packaging.
CLO2 make products more creative and attractive based on their purpose.
CLO3 analyze skills of creating variety of products and package design.
CLO4 apply technical application regarding package design of various styles.
CLO5 create brand package design effectively.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	2	2	3	3
CLO3	4	3	3	3	4
CLO4	4	3	2	1	4
CLO5	4	4	3	2	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Obtain knowledge on suitable and effective packaging.	PLO1 PLO5	GS11 GS12	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO2	Make products more creative and attractive based on their purpose.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS35 GS37 GS42 GS43	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO3	Analyze skills of creating variety of products and package design.	PLO1 PLO2 PLO3 PLO4 PLO5	GS35 GS37 GS42 GS43	PS7 PS10	SDG4	AR3, AR4, AR5 Study, Tutorial, Assignment
CLO4	Apply technical application regarding package design of various styles.	PLO1 PLO2 PLO3 PLO4 PLO5	GS35 GS37 GS41 GS43 GS44	PS7 PS10	SDG4	AR7, AR8, AR9 Study, Tutorial, Assignment
CLO5	Create brand package design effectively	PLO1 PLO2 PLO3 PLO4 PLO5	GS35 GS37 GS41 GS43 GS44 GS46	PS5 PS7 PS10 PS12	SDG4	AR3, AR4, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Applied exercise, Library work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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.

The 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 (COs):

CO1 Philosophy of advertisement; study of photography in print and electronic media as well as objective photography and their application.

CO2 Understanding several dimensions of print and electronic media and usages of technology, practicing advertisement art as accordingly.

CO3 Making creative photography on the given topics.

CO4 Developing new concepts and preparing design ensuring global standard.

CO5 Thorough study prior Communication Design course.

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.

Topic	Required Session(s)	CLOs
Re-composition of advertisement and new design	1	CLO1, CLO2
Product photography & ad design	1	CLO1, CLO2, CLO3
Model photography & ad design	1	CLO1, CLO2, CLO3, CLO4
Conceptual ad design (products & service)	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 obtain knowledge on communication media, photography and advertisement.

CLO2 obtain skills for advertisement design and photography on given topics.

CLO3 be capable of communicating ideas in a global context.

CLO4 obtain prior skills for courses; like Brand Identity, Event Design, and Motion Graphics.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	2	3	3	4
CLO4	4	3	4	4	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Obtain knowledge on communication media, photography and advertisement.	PLO1 PLO5	GS12	PS5	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Obtain skills for advertisement design and photography on given topics.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS23	PS6 PS7	SDG4	AR2, AR3 Study, Tutorial, Assignment
CLO3	Be capable of communicating ideas in a global context.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO4	Obtain prior skills for courses; like Brand Identity, Event Design, and Motion Graphics.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

Practical usages 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 create design based on our traditional & folk motifs, signs & symbols, natural and geometric objects. Therefore, they will create design unit based on implementation of those applied designs. A detail study on market value of folk and traditional materials will develop their creative concepts.

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 (COs):

CO1   Theoretical and practical study on the necessity and implementation of traditional and folk element in modern life style and cultural event.

CO2   Modern characterization of traditional and folk motifs and modern usages of fabrics.

CO3   Design composition maintaining national and global standard.

CO4   Higher applied study prior course- Cultural 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.

Topic	Required Session(s)	CLOs
Modern composition with traditional folk motif: 1 class	1	CLO1, CLO2
Using Bangla calligraphy for folk and modern design composition: 1 class	1	CLO1, CLO2, CLO3
Innovative design composition for creating global market: 3 classes	3	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

The Students will be able to:

CLO1   understand modern textile design and its practical aspects in the 21st century.

CLO2   create motifs, patterns and values for local textile design in national and global arena.

CLO3   enrich the diversity of lifestyle design.

CLO4   contribute to local textile market; and to create an international marketplace.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	3	3	3
CLO3	4	2	1	3	3
CLO4	4	4	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand modern textile design and its practical aspects in the 21st century.	PLO1 PLO5	GS12	PS4 PS7	SDG4	AR1, AR2 Study, Tutorial, Assignment
CLO2	Create motifs, patterns and values for local textile design in national and global arena.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS37 GS42 GS43	PS5 PS6 PS7	SDG4	AR3, AR4, AR5, AR6, AR7 Study, Tutorial, Assignment
CLO3	Enrich the diversity of lifestyle design.	PLO1 PLO2 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10	SDG4	AR5, AR6, AR7, AR9 Study, Tutorial, Assignment
CLO4	Contribute to local textile market; and to create an international marketplace.	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS23 GS44 GS46	PS6 PS7 PS10	SDG4	AR2, AR3, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Realistic, ornamented, symbolic or metaphoric illustration and drawing of given text

CO2   Practices of various illustrations based on variety of written texts

CO3   Understanding the internal and external characteristics of color and empirical study of visual topics

CO4   Illustration drawing based on the dimensional measurement of book, magazine, newspaper and other digital medium

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.

Topic	Required Session(s)	CLOs
Cartoon and illustration for children books	1	CLO1, CLO2
Illustration for newspaper/magazine	2	CLO1, CLO2, CLO3
Illustration for Creative publication	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

The Students will be able to:

CLO1   Draw realistic, fantasy and stylized illustration for children's books
CLO2   make the book more communicative by creating illustration
CLO3   create relevant simile, metaphor and symbols
CLO4   insert illustration and ornamentation in different publications
CLO5   create visual communication by using appropriate illustration

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	2	3	3
CLO2	4	3	3	4	3
CLO3	4	2	3	4	4
CLO4	4	1	1	2	4
CLO5	4	2	4	4	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Draw realistic, fantasy and stylized illustration for children's books	PLO1 PLO3 PLO4 PLO5	GS12	PS4 PS5 PS7	SDG4	AR1, AR2, AR3, AR4 Study, Tutorial, Assignment
CLO2	Make the book more communicative by creating illustration	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS37 GS42	PS4 PS5 PS7	SDG4	AR1, AR2, AR3, AR4 Study, Tutorial, Assignment
CLO3	Create relevant simile, metaphor and symbols	PLO1 PLO4 PLO5	GS12 GS37 GS42 GS43	PS5 PS7 PS10	SDG4	AR3, AR4, AR6, AR7 Study, Tutorial, Assignment
CLO4	Insert illustration and ornamentation in different publications	PLO1 PLO2 PLO4 PLO5	GS23 GS37 GS42 GS43 GS44	PS7 PS10	SDG4	AR6, AR7 Study, Tutorial, Assignment
CLO5	Create visual communication by using appropriate illustration	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS44 GS46	PS6 PS7 PS10	SDG4	AR2, AR3, AR4, AR7 AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Outdoor study, Applied exercise, Library work, Field trip, Study tour

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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: Design Aesthetics | Core (Lecture) Course | Credit 04

Rationale of the Course:
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 presentation, classroom study & assignment

Course Objectives (COs):

CO1   Information collection regarding theoretical information of graphic design from the ancient human civilization to modern world.

CO2   Acquiring knowledge on visual communication systems in various society and tracing its relations with Graphic Design.

CO3   Making effective meaning and perception on visual language.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Area of graphic design and creative arenas	3	CLO1
Graphic design terminology	3	CLO1
Glyph, Ideogram & Pictogram	3	CLO1
Writing Systems: Lettering, Typography & Calligraphy	3	CLO1
Illustration and Visual Explanation	3	CLO1, CLO2
Surface Design & Lifestyle Design	3	CLO1, CLO2
Area of graphic design and creative arenas	3	CLO1, CLO2
Corporate Identity, Logo, Monogram & Trademark	4	CLO1, CLO2
Information Design & Infographics	5	CLO1, CLO2
Photography & Visual Rhetoric	5	CLO1, CLO2
Publicity : Promotion & Brand	5	CLO1, CLO2, CLO3
Publication Design & Grid Systems	5	CLO1, CLO2, CLO3
Visual Communication	5	CLO1, CLO2, CLO3

Course Learning Outcome (CLOs):

Students will be able to:

COL1 identify the vast area of graphic design and its creative arenas and functions.

COL2 recognize the social meaning of visual elements that are using in graphic design.

COL3 define processes, techniques, functions incorporated in graphic design systems.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	2	2	2
CLO3	4	2	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Identify the vast area of graphic design and its creative arenas and functions	PLO1 PLO5	GS12 GS21	PS4 PS7	SDG4	AR1, AR2 Assignment, Class Test, Viva
CLO2	Recognize the social meaning of visual elements being used in graphic design	PLO1 PLO3 PLO4 PLO5	GS21 GS23 GS32	PS4 PS5 PS7	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO3	Define processes, techniques, functions incorporated in graphic design systems	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS23 GS32	PS6 PS8 PS9 PS10 PS12	SDG4	AR2, AR3, AR4, AR6, AR7, AR8, AR9 Assignment, Class Test, Viva

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva 10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):
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 খন্ড) কলকাতা, পশ্চিমবঙ্গ রাজ্য পুস্তক পর্ষদ, ১৯৯০
কৃষ্ণলাল দাশ

And Internet Resources

GD 3012: Principles of Marketing | GED (Lecture) Course | Credit 04

Rationale of the Course:

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 printed and electronic media

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

Course Objectives (COs):

CO1 To define commonly used marketing concepts and terminology.

CO2 To summarize the main marketing tools of products and services, pricing, distribution and communications.

CO3 To explain social responsibility and ethics in today's business environment.

CO4 To analyze marketing problems associated with marketing decisions and incumbent solutions.

CO5 To organize and explain processes involved in the preparation of marketing strategies and plans.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Introduction and Definition of Marketing	2	CLO1
Marketing philosophies and goals	2	CLO1, CLO2
Elements of Marketing Mix, Customer behavior	4	CLO1, CLO2
SWOT analysis, Competitive advantage	4	CLO1, CLO2
Competitive analysis	2	CLO1, CLO2
Environmental forces and marketing ethics	2	CLO1, CLO2
Strategic marketing planning and forecasting	2	CLO1, CLO2
The consumer market, Product concepts	4	CLO1, CLO2
Segmentation, targeting, and positioning	2	CLO1, CLO2, CLO3
Product Life Cycles and strategies for new products	2	CLO1, CLO2, CLO3
Product management, Service and nonprofit marketing	4	CLO1, CLO2, CLO3
Pricing strategy, Marketing channels	4	CLO1, CLO2, CLO3
Wholesaling and industrial distribution, Retailing	4	CLO1, CLO2, CLO3
Promotional mix elements	2	CLO1, CLO2, CLO3
Segmentation, Targeting and positioning	2	CLO2, CLO3 CLO4
Promotional strategies and processes	2	CLO2, CLO3 CLO4
Intercultural and international marketing	2	CLO2, CLO3 CLO4
Quality and customer service and Marketing trends	6	CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors.

CLO2 determine market size through a target market analysis.

CLO3 utilize environmental scanning to identify opportunities and threats in the marketing environment.

CLO4 examine electronic commerce and interactive marketing.

CLO5 analyze marketing factors that contribute to a product's success or failure

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	3	1	1	1	1
CLO2	4	1	1	1	2
CLO3	4	2	1	1	3
CLO4	4	2	2	2	3
CLO5	4	3	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors.	PLO1	GS12 GS21	PS7	SDG4	AR1, AR2 Assignment, Test, Viva
CLO2	Determine market size through a target market analysis.	PLO1 PLO4	GS21 GS22	PS7	SDG4	AR2, AR3 Assignment, Test, Viva
CLO3	Utilize environmental scanning to identify opportunities and threats in the marketing environment.	PLO1 PLO2 PLO5	GS12 GS21 GS22	PS4 PS7	SDG4	AR3, AR4 Assignment, Class Test, Viva
CLO4	Examine electronic commerce and interactive marketing.	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS23 GS32	PS4 PS5 PS7	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO5	Analyze marketing factors that contribute to a product's success or failure.	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS23 GS32	PS6 PS8 PS9 PS10 PS12	SDG4	AR2, AR3, AR4, AR6, AR7, AR8, AR9 Assignment, Class Test, Viva

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva 10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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.

And Internet Resources

GD 3013: Zainul Studies | GED (Lecture) Course | Credit 02

Rationale of the Course:

Zainul Abedin's role in establishing a modern art institution and art movements in Bangladesh. Understanding the vision and mission of Shilpacharya 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 presentation, classroom study & assignment.

Course Objectives (COs):

CO1   Collecting information about Zainul Abedin
CO2   Acquiring knowledge about his activities and establishments
CO3   Identifying his contribution to art, culture and society

Course Contents & Number of Classes: 25

Topic	Required Session(s)	CLOs
Early life and environment	2	CLO1
Education	1	CLO1
Socio-political involvement	2	CLO1
Famine and reaction	2	CLO1
Professional carrier	2	CLO1
Art institute in Bangladesh	6	CLO1, CLO2
Folk museums	3	CLO1, CLO2
War of independence	1	CLO1, CLO2
Art exhibitions	2	CLO1, CLO2
Art and cultural movements	2	CLO1, CLO2, CLO3
National and international achievements	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand the life and activities of Zainul Abedin.
CLO2   recognize the social trends of art and culture of Bangladesh.
CLO3   identify the characteristics of art education in Bangladesh.
CLO4   analyze the national heritage in the global context.
CLO5   evaluate the contribution of Zainul Abedin to branding Bangladesh.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	1
CLO2	4	1	1	1	2
CLO3	4	2	2	2	4
CLO4	4	2	2	2	4
CLO5	4	3	3	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand the life and activities of Zainul Abedin.	PLO1	GS12	PS4 PS7	SDG4	AR1, AR2 Assignment, Class Test, Viva
CLO2	Recognize the social trends of art and culture of Bangladesh.	PLO1 PLO5	GS21 GS22 GS44	PS4 PS5 PS7	SDG4	AR1, AR2 Assignment, Class Test, Viva
CLO3	Identify the characteristics of art education in Bangladesh.	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS44	PS4 PS5 PS7	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO4	Analyze the national heritage in the global context	PLO1 PLO2 PLO3 PLO4 PLO5	GS22 GS23 GS42 GS44	PS4 PS5 PS7 PS9	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva
CLO5	Evaluate the contribution of Zainul Abedin to branding Bangladesh	PLO1 PLO2 PLO3 PLO4 PLO5	GS22 GS23 GS42 GS44	PS7 PS8 PS9 PS10 PS12	SDG4	AR2, AR3, AR4, AR6, AR7, AR9 Assignment, Class Test, Viva

Instructional Strategies :

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva 10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs) :

Zainul Abedin
Dr. Muhammad Sirajul Islam

Master Artists of Bangladesh
Zainul Abedin- Accession No-10,355
Bangladesh National Museum

Rosa Maria Falvo [Editor] (2012), *Great Masters of Bangladesh : Zainul Abedin.* Bengal Foundation (Dhaka), Skira editore (Milano).

আবুল মনসুর (২০১৩) জয়নুল আবেদিন। বেঙ্গল পাবলিকেশনস লিমিটেড, ঢাকা।

নজরুল ইসলাম (১৯৯৭) জয়নুল আবেদিন। বাংলাদেশ শিল্পকলা একাডেমি, ঢাকা।

নজরুল ইসলাম (২০২০) জয়নুল আবেদিন। তাঁর কাজ ও কথা। সমাবেশ, ঢাকা।

নিসার হোসেন [সম্পাদক] (২০১৬) জয়নুল জন্মশতবর্ষ প্রবন্ধাবলি। চারুকলা অনুষদ, ঢাকা বিশ্ববিদ্যালয়, ঢাকা।

নিসার হোসেন (১৯৮৭) 'জয়নুল আবেদিন ও বাংলাদেশের চিত্রকলা আন্দোলন'। প্রসঙ্গ, সংকলন ৩ ভাদ্র ১৩৯৪, চট্টগ্রাম

বোরহানউদ্দিন খান জাহাঙ্গীর (১৯৯৬) জয়নুল আবেদিনের জিজ্ঞাসা। বাংলাদেশ শিল্পকলা একাডেমি ঢাকা।

শোভন সোম (১৯৯৬) 'জয়নুল আবেদিন'। নিরন্তর, চতুর্থ সংখ্যা, শ্রাবণ ১৪০২, ঢাকা

সৈয়দ আজিজুল হক (২০১৫) জয়নুল আবেদিন : *সৃষ্টিশীল জীবনসমগ্র*। প্রথমা প্রকাশনা, ঢাকা

হাশেম খান
মানুষ জয়নুল আবেদিন শিল্পী জয়নুল আবেদিন

ড.আব্দুস সাত্তার
জয়নুলের এগারজন সহকর্মী

শিল্পাচার্য জয়নুল আবেদিন
মোহাম্মদ সিরাজুল ইসলাম

সৈয়দ আজিজুল হক [সম্পাদক] (২০১৬) *জয়নুল আবেদিন : জন্মশতবার্ষিকীর শ্রদ্ধাঞ্জলি*। বেঙ্গল পাবলিকেশনস লিমিটেড, ঢাকা

মতলুব আলী [সম্পাদক] (১৯৯৪) জয়নুল স্মৃতি মানব প্রকাশন, ঢাকা

জয়নুল আবেদিন শিল্পী ও শিল্পকর্ম
সৈয়দ আলী আহসান

শিল্পাচার্য জয়নুল আবেদিন
এ. সাত্তার

অসাধারণ শিল্পাচার্য জয়নুল আবেদিন
মোহাম্মদ আবু সেলিম

আদ্যোপান্ত জয়নুল A to Z
সুমন ওয়াহিদ

And Internet Resources

GD 3020: Graphic Design Project | Interdisciplinary Course | Credit 02

Any department under the Faculty of Fine Art may offer this Drawing & Making course as Interdisciplinary course. (for maximum of 50 students from other departments)

Rationale of the Course:

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 (COs):

CO1 Learning about professional needs in visual communication environment, understanding demands of market and their practical and quick solutions.

CO2 Affirming responsibility and professional practice in real life creative works.

CO3 Understanding the present aspect of graphic design and visual communication in local and global market.

Course Contents & Number of Classes:
15 days (per day minimum 6 contact hours)

Topic	Required Session(s)	CLOs
Computer Lab study		
Introduction to computer graphics & digital design	1	CLO1
Image Editing & Manipulation (Adobe Photoshop)	4	CLO1, CLO2
Types, Shapes & Pattern (Adobe Illustrator)	4	CLO1, CLO2
Basic graphic design (Logo, Poster, Book Cover, Digital Marketing)	6	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   apply basic knowledge on digital design and workplace.

CLO2   gather skill and experience for working in professional arena.

CLO3   evaluate self-confidence in accomplishing graphic design works.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	2
CLO2	4	1	1	2	2
CLO3	4	2	2	2	3

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Apply basic knowledge on digital design and workplace.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Class Study, Lab Test, Assignment
CLO2	Gather skill and experience for working in professional arena.	PLO1 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR2 Class Study, Lab Test, Assignment
CLO3	Evaluate self-confidence in accomplishing graphic design works.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10 PS12	SDG4	AR2, AR3, AR5, AR7 Class Study, Lab Test, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Lab Test	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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

10.4 FOURTH YEAR: Total Course 11 | Total Credit 38

GD 4001: Brand Design | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   An interaction between marketing and communication and applied design of visual identity design study for visual communication

CO2   Creating design based on information regarding the aim of the entrepreneur, their product/service standard, marketing strategy and consumer status

CO3   Creation of philosophical metaphor for a particular business based on its identity, product/service objective, type of business activity, color theme 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 commenced.

Topic	Required Session(s)	CLOs
Corporate Identity, Trademark & Brandmark : 1 class	1	CLO1, CLO2
Brand identity in publicity design: 2 classes	2	CLO1, CLO2, CLO3
Brand identity in environment /social design: 2 classes	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand the interrelations of product/service standard, and marketing and consumer.

CLO2   obtain the capability of transforming image communication into visual communication.

CLO3   get higher studies regarding brand identity, obtaining professional skills in assessment and marketing communication.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO4	4	3	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO2	Understand the interrelations of product/service standard, and marketing and consumer.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, AR3 Study, Tutorial, Assignment
CLO3	Obtain the capability of transforming image communication into visual communication	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO4	Get higher studies regarding brand identity, obtaining professional skills in assessment and marketing communication	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

c) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

d) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs) :

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 design and prototype making

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

Course Objectives (COs):

CO1   Design planning and creative implication of pictorial books based on subject matter and level of consumer

CO2   Unique technique development depending on variety of subject matter and book design

CO3   Development of new publication style based on aesthetic composition of text and image

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.

Topic	Required Session(s)	CLOs
Grid Design and Publication upon different print technology	1	CLO1, CLO2
Children's' book design/ pop-up	1	CLO1, CLO2, CLO3
Innovative book design on different topics & riders'	2	CLO1, CLO2, CLO3
Album/ catalog/ souvenir book	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 develop skills regarding book design and illustration, depending on variety of publication subject matter and taste of readers.

CLO2 analyze the taste of readers and make a positive impact on print and publication media.

CLO3 assess and develop professional competence regarding publication design.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	3	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Develop skills regarding book design and illustration, depending on variety of publication subject matter and taste of readers.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, AR3 Study, Tutorial, Assignment
CLO2	Analyze the taste of readers and make a positive impact on print and publication media.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Assess and develop professional competence regarding publication design.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Lab work, Studio work, Library work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | 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 (COs):

CO1 Learning to relate the sequential change of still image's placements and changes in size, dimension, angle and frame as accordingly.

CO2 Using Image manipulation, typography and creating accurate composition, sound addition, video editing following the rules of design.

CO3 Replacement, adaptation and adjustment of still picture into running video footage.

CO4 Practicing diagramming, storyboarding, and key framing to prepare time-based design (frame by frame: second, minute, hour).

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.

Topic	Required Session(s)	CLOs
Basic Tools & Pre Composition (Motion With Basic Design Elements)	1	CLO1, CLO2
Masking (Making a Total Landscape by After Effects), Camera Animation (on Previous Landscape Project)	1	CLO1, CLO2, CLO3
Using Effects (Defaults) : Making Title by Using Effects	1	CLO1, CLO2, CLO3
Principle of Motion (Making Information Cards) & Working with Text (Preset Motion)	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand animation, sequence fixation and motion graphics.

CLO2   apply and coordinate running video footage and given content.

CLO3   evaluate and prepare professional broadcast motion graphics.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	3	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand animation, sequence fixation and motion graphics.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Apply and coordinate running video footage and given content.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Evaluate and prepare professional broadcast motion graphics.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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: Webpage, Application Interface, Icon & Graphics

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

Course Objectives (COs):

CO1   Study of modern ICT, webpage application interface and display device
CO2   Practice of web and application design based on Photoshop, Illustrator and other helpful graphics software in order to used standard pixel and grid
CO3   Flexible design planning due to the differences of graphics software and display device and its applied implication
CO4   In order to ensure comfort of the consumer creating web design following global standard

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.

Topic	Required Session(s)	CLOs
Homepage Interface	1	CLO1, CLO2
Responsive webpage design	2	CLO1, CLO2, CLO3
Application design	1	CLO1, CLO2, CLO3
Graphics development for different devices	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

The Students will be able to:

CLO1   explain internet and technology-based communication.

CLO2   develop skills on web and apps-based software operation.

CLO3   analyze outsourcing and connecting with global market place.

CLO4   conduct research on and assess ICT and upgrade their skills on a professional level.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	3	3	4	4
CLO4	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Explain internet and technology-based communication.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Develop skills on web and apps-based software operation.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Analyze outsourcing and connecting with global market place.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR1, AR2, AR3, AR9 Study, Tutorial, Assignment
CLO4	Conduct research on and assess ICT and upgrade their skills on a professional level	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

Learning Web Design
Jennifer Niederst Robbins

The Principles of Beautiful Web Design
Jason Beaird

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 | Core (Studio) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Learning to collect information about socio-economic context, marketing and consumer etc. and developing visual language based on that.

CO2   Implementation of new creative idea which are out of conventional provision of publication and media.

CO3   Promoting a particular event or offer through creating interest and motivating the consumers towards it.

CO4   Specific higher studies on communication design and advertising art.

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.

Topic	Required Session(s)	CLOs
Creating new image: Image manipulation & visual meaning	2	CLO1, CLO2
Creating effective visual graphics	1	CLO1, CLO2, CLO3
Innovative interaction design	2	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   create visual language for the effective design of an event/ program/ offer etc and create a meaning.

CLO2   understand social, corporate and global values in contextual interactive design.

CLO3   research, assess and develop professional skills regarding marketing communication and advertisement.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Create visual language for the effective design of an event/ program/ offer etc and create a meaning.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Understand social, corporate and global values in contextual interactive design	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Research, assess and develop professional skills regarding marketing communication and advertisement.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 50 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create		▪	▪

b) Session End Evaluation (SEE) (Out of 50 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

Visual Rhetoric in a Digital World: A Critical Sourcebook
Carolyn Handa

Defining Visual Rhetoric
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: Internship | Elective (Workplace Learning) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Learning about professional workspace, dealing with clients, understanding demands of market and their practical and quick solutions.

CO2   Assessment of a student's skill to work in professional environment.

CO3   Responsible and professional practice of creative works.

Course Contents & Number of Classes:

Topic	CLOs
At least 3 to 4 months of working experience to obtain applied knowledge in future work field	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   gather experience of professional workspace before stepping into the real workspace.

CLO2   analyze self-confidence as a Graphic Designer.

CLO3   develop skills to work in professional level and self-assess as a graphic designer.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Gather experience of professional workspace before stepping into the real workspace.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Analyze self-confidence as a Graphic Designer.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Develop skills to work in professional level and self-assess as a graphic designer.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks from intern company)

Bloom's Category	Workplace Tutorial	Assignments
Remember	▪	
Understand	▪	▪
Apply	▪	▪
Analyze	▪	▪
Evaluate	▪	▪
Create	▪	▪

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

***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 4007: Copy Writing & Design Project | Elective (Studio) Course | Credit 02

Rationale of the Course:

Copywriting is one of the most important elements of advertising and marketing. This course introduces basic script formats, terminology, and writing techniques, including the writing of commercials, newspaper advertisement, public service announcements, promotions, news documentary and fictional. The students will be trained to construct words in a way that will connect with the target audience and move them to do something. They will practise copywriting and generate new ideas and thoughts from various aspects of advertising, communication and design.

Then the students 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.

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

Topics: Copywriting for Advertisement, Visual Communication, New Media and TVC. and Professional artwork and design project on a selected topic.

Medium: Mixed Media, Documentation, Computer Processing, Print and Presentation

Course Objectives (COs):

CO1   To explain the words that sell in today's business and advertising industry

CO2   Learning about professional workspace, dealing with clients, understanding demands of market and their practical and quick solutions.

CO3   To incorporate the knowledge of writing for print media, TV commercial, radio commercial, social media and email marketing.

CO4   To learn to write with consciousness, clarity, artistry, rhythm and spare amounts of words to infuse the language with power, emotion, humor and depth.

CO5   To make students responsible to professional practice of creative works.

Course Contents & Number of Classes:

Topic	CLOs
At least 3 to 4 months of working experience is required through accomplishment of personal design project.	CLO1, CLO2, CLO3, CLO4, CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   achieve knowledge of appropriate styles and strategies in producing copy for sales and promotional projects.

CLO2   incorporate appropriate words and visual design successfully.

CLO3   define target audience for each piece of writing.

CLO4   gather professional experience before stepping into the real workspace.

CLO5   evaluate self-confidence as a Graphic Designer.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	3	1	4	4
CLO4	4	4	3	4	4
CLO5	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Achieve knowledge of appropriate styles and strategies in producing copy for sales and promotional projects.	PLO1 PLO5	GS12	PS6 PS7 PS10	SDG4	AR2, AR3 Study, Tutorial, Assignment
CLO2	Incorporate appropriate words and visual design successfully.	PLO1 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS41	PS5 PS7	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO3	Define target audience for each piece of writing.	PLO1 PLO2 PLO4 PLO5	GS23 GS37 GS43	PS5 PS9 PS10	SDG4	AR4, AR5, AR6, AR8 Study, Tutorial, Assignment
CLO4	Gather professional experience before stepping into the real workspace..	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS46	PS5 PS6 PS7 PS8 PS10	SDG4	AR4, AR5, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO5	evaluate self-confidence as a Graphic Designer.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS46	PS5 PS6 PS7 PS8 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)

Bloom's Category	Class Study	Tutorial	Assignments
Remember	▪	▪	
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate	▪	▪	▪
Create	▪	▪	▪

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

Automated Client Attraction
Daniel Levis

Write to Sell
Andy Maslen

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

And Internet Resources

GD 4011: Portfolio | Capstone (Lecture) Course | Credit 02

Rationale of the Course:

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 presentation, classroom study, assignment, digital processing, print and presentation

Course Objectives (COs):

CO1 Analyzing of a student's gradual development as a graphic designer within years of his/her academic study.

CO2 Documentation of individual works.

CO3 Portfolio presentation.

Course Contents & Number of Classes: 25

Topic	Required Session(s)	CLOs
Introduction to Documentation & Portfolio Presentation	1	CLO1
Portfolio design with grid, text, image & graphics	2	CLO1, CLO2
Selection & insertion of artworks	5	CLO2, CLO4,
Discussion on self-evaluation	8	CLO2, CLO4
Preparing professional CV and Portfolio	9	CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand and assess their gradual development as a graphic designer within the period of their academic study.

CLO2   analyze and evaluate their art works, and to make documentation.

CLO3   implicate skills for higher studies and profession in Graphic Design.

CLO4   express individual creativity and efficiency for professional workplace.

Mapping CLOs with the PLOs:
Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	3	1	4	4
CLO4	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand and assess their gradual development as a graphic designer within the period of their academic study.	PLO1 PLO5	GS12	PS6 PS7 PS10	SDG4	AR2, AR3 Study, Tutorial, Assignment
CLO2	Analyze and evaluate their art works, and to make documentation.	PLO1 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS41	PS5 PS7	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO3	Implicate skills for higher studies and profession in Graphic Design.	PLO1 PLO2 PLO4 PLO5	GS23 GS37 GS43	PS5 PS9 PS10	SDG4	AR4, AR5, AR6, AR8 Study, Tutorial, Assignment
CLO4	Express individual creativity and efficiency for professional workplace.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS46	PS5 PS6 PS7 PS8 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)

Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 4012: Marketing & Communication | GED (Lecture) Course | Credit 04

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 and broadcast media

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

Course Objectives (COs):

CO1   Apply the key terms, definitions, and concepts used in integrated marketing communications.

CO2   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.

CO3   Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.

CO4   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.

CO5   Understand properly all related topics of marketing communication and hence they will be able to apply the tools with relative ease and expertise.

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Managing Mass Communications: Advertising, Sales Promotions, Events & Experiences and Public Relations	10	CLO1
Organizing for Advertising and Promotion: The Role of Ad Agencies and other Marketing Communication Organization	10	CLO1, CLO2
Source, Message, and Channel Factors	10	CLO2 CLO3
Creative Strategy: Planning and Development	10	CLO2 CLO3, CLO4 CLO5
Direct and Online Marketing: Building Direct Customer Relationships	10	CLO2 CLO3, CLO4 CLO5

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1 apply basic communication theories and concepts to understand the business environment for a company and understand marketing communication activities.

CLO2 analyze to develop appropriate marketing communication objectives for a specified target market considering a range of media and methods available to marketers.

CLO3 identify, analyze and evaluate data and information.

CLO4 present a brief verbal presentation to the class showing insight and analysis.

CLO5 analyze in case study and discussion work for participation marks that indicate critical thinking. Activities may cover campaigns in other countries and may consider ethical implications

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	3	1	4	4
CLO4	4	4	3	4	4
CLO5	4	4	4	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Apply basic communication theories and concepts to understand the business environment for a company and understand marketing communication activities.	PLO1 PLO5	GS12	PS6 PS7 PS10	SDG4	AR2, AR3 Study, Tutorial, Assignment
CLO2	Analyze to develop appropriate marketing communication objectives for a specified target market considering a range of media and methods available to marketers	PLO1 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS41	PS5 PS7	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO3	Identify, analyze and evaluate data and information.	PLO1 PLO2 PLO4 PLO5	GS23 GS37 GS43	PS5 PS9 PS10	SDG4	AR4, AR5, AR6, AR8 Study, Tutorial, Assignment
CLO4	Present a brief verbal presentation to the class showing insight and analysis.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS46	PS5 PS6 PS7 PS8 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO5	Analyze in case study and discussion work for participation marks that indicate critical thinking. Activities may cover campaigns in other countries and may consider ethical implications.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS46	PS5 PS6 PS7 PS8 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)

Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

Principles 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 4013: History of Graphic Design: Mediaeval Period | Core (Lecture) Course | Credit 04

Rationale of the Course:

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 (COs):

CO1   Study of gradual development of graphic design in various schools within various time periods.

CO2   In order to understand the development of communication, observing various stages of informative text (as a medium of visual communication).

Course Contents & Number of Classes: 50

Topic	Required Session(s)	CLOs
Analysis of various art schools and isms through Graphic Design	10	CLO1
A Graphic Renaissance: The origins of European Typography and design for printing	5	CLO1, CLO2
Printing Comes to Europe (Early European block printing, Movable typography in Europe, Copperplate engraving)	5	CLO1, CLO2
The German Illustrated Book (Origins of the illustrated typographic book, The further development of the German illustrated book, Typography spreads from Germany)	2	CLO1, CLO2
Renaissance Graphic Design (Graphic design of the Italian Renaissance, Italian writing masters, Basel and Lyons become design centers, The seventeenth century)	3	CLO1, CLO2
An Epoch of Typographic Genius (Graphic design of the Rococo Era, Caslon and Baskerville, The origins of information graphics)	5	CLO1, CLO2
The Industrial Revolution: The impact of industrial technology upon visual communication	4	CLO1, CLO2
Typography for an Industrial Age (Innovations in typography, The wood-type poster, A revolution in printing, The mechanization of typography)	4	CLO1, CLO2
Photography, the New Communications Tool (The application of photography to printing, Defining the medium)	4	CLO1, CLO2
The Arts and Crafts Movement (The Century Guild, The Kelmscott, The private press movement, A book-design renaissance)	4	CLO1, CLO2
Ukiyo-e and Art Nouveau (Ukiyo-e, Art Nouveau, English Art Nouveau, Art Nouveau comes to America)	4	CLO1, CLO2

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand development of graphic design during the medieval period up to the modern age through various schools of isms.

CLO2   recognize the evolution of visual communication through the ages.

CLO3   analyze the history, society and evolution of graphic design history.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand the development of graphic design during the medieval period up to the modern age through various schools of isms.	PLO1 PLO5	GS12	PS2 PS4 PS5 PS7 PS8 PS10	SDG4	AR2, AR3 Assignment, Class Test, Viva
CLO2	Recognize the evolution of visual communication through the ages.	PLO1 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS41	PS2 PS4 PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR7, AR9 Assignment, Class Test, Viva
CLO3	Analyze the history, society and evolution of graphic design history.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS2 PS3 PS4 PS5 PS8 PS9 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Assignment, Class Test, Viva

Instructional Strategies:

Lecture, Discussion, Audiovisual presentation, Classroom study, Library review work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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 4014: Research Methodology | Minor (Lecture) Course | Credit 02

Rationale of the Course:

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 (COs):

CO1   To develop understanding of the basic framework of research process

CO2   To develop an understanding of various research designs and techniques

CO3   To identify various sources of information for literature review and data collection

CO4   To clarify the ethics of conducting applied research

CO5   To appreciate the components of scholarly writing and evaluate its quality

Course Contents & Number of Classes: 25

Topic	Required Session(s)	CLOs
Research methodology : introduction & foundation	2	CLO1
Methodology of research	4	CLO1
Problem Identification and Hypothesis	3	CLO2, CLO3
Information & data collection instruments	3	CLO1, CLO2
Literature review	4	CLO2, CLO3
Research design	2	CLO3, CLO4
Referencing and appendix	2	CLO2, CLO3
Rules for writing a research paper	5	CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand and locate information about the diversity of research approaches.

CLO2   synthesize and apply effective, creative and innovative solutions to research problems.

CLO3   evaluate the efficacy of virtual means of delivering or developing research strategies.

CLO4   demonstrate how research can help leadership through ethical decision-making.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	1	3
CLO3	4	1	3	1	4
CLO4	4	1	3	1	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand and locate information about the diversity of research approaches.	PLO1 PLO5	GS12	PS5	SDG4	AR1, AR2, Assignment, Class Test, Viva
CLO2	Synthesize and apply effective, creative and innovative solutions to research problems.	PLO1 PLO3 PLO5	GS12 GS22 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR2, AR3, AR4, AR6, AR7 Assignment, Class Test, Viva
CLO3	Evaluate the efficacy of virtual means of delivering or developing research strategies.	PLO1 PLO3 PLO5	GS12 GS22 GS42 GS43 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR9 Assignment, Class Test, Viva
CLO4	Demonstrate how research can help leadership through ethical decision-making.	PLO1 PLO3 PLO5	GS37 GS42 GS43 GS44 GS46	PS5 PS6 PS7 PS10	SDG4	AR2, AR3, AR4, AR5, AR9 Assignment, Class Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)

Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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

GD 4015: Self Skill Presentation | Capstone (Lecture) Course | Credit 02

Rationale of the Course:

Accumulating all the skills that a student has acquired through their academic course study, - they will have to perform a documentary presentation, through which their cumulative developments of cognition and psychomotor can be assessed. The documentation consists of both written and audio-visual contents.

Students will write articles on their concept and experience regarding the usage of materials, tools, processes, techniques and study, along with execution of design works. The presentation will showcase their observation, exploration and analysis of their own course study from the beginning of the first year to the end of the second year.

Topics: Design works created during First year and Second year

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

Course Objectives (COs):

CO1   Analyzing the cumulative development of the students within the first two years of their academic study.

CO2   Preparing documentation of individual student's experiential knowledge.

CO3   Making individual student capable of evaluating self-skills.

Course Contents & Number of Classes: 25

Topic	Required Session(s)	CLOs
Introduction to documentation	1	CLO1
Presentation on self-experience	2	CLO1, CLO2
Writing on self-development	5	CLO1, CLO2, CLO3, CLO4
Preparing written document	5	CLO1, CLO2, CLO3, CLO4
Making image and graphics	5	CLO1, CLO2
Preparing Audiovisual document	7	CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to:

CLO1   understand and assess their cumulative development during their academic study.

CLO2   analyze and compare their experiential variation in terms of skills and knowledge.

CLO3   evaluate their art works, processes and techniques.

CLO4   express their level of skills through written and audio-visual presentation.

CLO5   express individual creative thoughts, concept and competency into oral and a written presentation.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Week, 3) Moderate, 4) Strong

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CLO1	4	1	1	1	3
CLO2	4	1	2	3	3
CLO3	4	3	1	4	4
CLO4	4	4	3	4	4
CLO5	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Understand and assess their cumulative development during their academic study.	PLO1 PLO5	GS12	PS5 PS6 PS7 PS10	SDG4	AR1 Assignment, Class Test, Viva
CLO2	Analyze and compare their experiential variation in terms of skills and knowledge.	PLO1 PLO3 PLO4 PLO5	GS21 GS22 GS42 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR2, AR3 Assignment, Class Test, Viva
CLO3	Evaluate their art works, processes and techniques.	PLO1 PLO2 PLO4 PLO5	GS22 GS42 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Assignment, Class Test, Viva
CLO4	Express their level of skills through written and audio-visual presentation.	PLO1 PLO2 PLO3 PLO4 PLO5	GS22 GS23 GS42 GS44 GS46	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR8 Assignment, Class Test, Viva
CLO5	Express individual creative thoughts, concept and competency into oral and a written presentation.	PLO1 PLO2 PLO3 PLO4 PLO5	GS21 GS22 GS23 GS42 GS44 GS46	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR2, AR4, AR5, AR7, AR8, AR9 Assignment, Class Test, Viva

Instructional Strategies:

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE) (Out of 40 marks)
   Class Assignment, Class Test 30 + Viva10

Bloom's Category	Assignments	Class Test	Viva
Remember	▪	▪	▪
Understand	▪	▪	▪
Apply	▪	▪	▪
Analyze	▪	▪	▪
Evaluate		▪	▪
Create		▪	

b) Session End Evaluation (SEE) (Out of 60 marks)

Bloom's Category	Final Examination
Remember	▪
Understand	▪
Apply	▪
Analyze	▪
Evaluate	▪
Create	▪

Learning Resources (LRs):

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

Chapter 11: Assessment System

11.1 Number of In-course and Final Examination

*11.1.1 **Studio** (Drawing & Making) **Course:***
At least 3-5 Class Study/ Tutorial/ assignments/ projects during each in-course and a final examination for in an academic year.

*11.1.2 **Lecture** (Theory) **Course:***
At least three assignments/ class tests/ viva/ presentation during each in-course and a final examination for in an academic year.

*11.1.3 **Workplace Course:***
The intern institution will assign expected numbers of workplace tutorial/assignments during the internship period as in-course and The Department will set a final examination for in an academic year.

*11.1.4 **Mixed Course:***
Number of in-course and final examination will be taken by following the format of both the Studio Course and Lecture Course.

11.2 Assignment & Projects:

*11.2.1 **Studio** (Drawing & Making) **Course:***
Visual artworks on deferent topics for most of the courses 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 assess and mark the submitted classwork accordingly. The average marks obtained from Class Study/ Tutorial/ assignments/ projects will be added to the final examination marks, which will account for the total marks of the specific course.

*11.2.2 **Lecture** (Theory) **Course:***
Submission of written papers is defined as an 'Assignment'.

The average marks obtained from the assignments/ class tests/ viva/ presentation will be added to the final examination marks, which will account for the total marks of the specific course.

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

*11.1.3 **Workplace Course:***
The assigned tasks given by the intern institution will be identified as 'Workplace tutorial'/ 'Assignments'.

*11.1.4 **Mixed Course:***
Defined by referring Studio course and Lecture course.

11.3 Instructional Strategies

11.3.1 Studio (Drawing & Making) Course:

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 the course teachers, by combining with sufficient information, data, infographics, images and references.

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

11.3.2 *Lecture (Theory) Course:*
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 theory courses.

11.3.3 Workplace Course:
Lecture, demonstration, question-answer, group discussion, oral and/or audio-visual presentation, project, seminar, workshop, field trip and study tour.

The intern institution will provide necessary facilities.

11.3.4 Mixed Course:
Followed by the instruction strategies of Studio course and Lecture course.

11.4 Types of Questions

11.3.1 Studio (Drawing & Making) Course:

Depending on the variety of courses, two types of questions are set in the examination: Creative and Applied questions.

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

11.3.2 *Lecture (Theory) Course:*
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.

11.3.3 Workplace Course:
Questions on creative, applied or verbal presentation by the intern institution for in-course tutorial/ assignments. The intern institution will provide necessary facilities.

The Department will set questions for a final examination.

11.3.4 Mixed Course:
Followed by the instruction strategies of Studio course and Lecture course.

11.5 Assessment

11.5.1 Marks distribution:

Note : Each Course carries 100 Marks

Studio (Drawing & Making) Course: In-course 50 + Examination 50 = 100
Lecture (Theory) Course: In-course 40 (Tutorial/Assignment 30 + Viva 10) + Examination 60 = 100
Workplace Learning Course: In-course (from intern company) 40 + Examination 60 = 100
Mixed Course: In-course 50 + Examination 50 = 100
Capstone Course: In-course 40 + Examination 60 = 100

11.5.2 Assessment criteria:

Studio (Drawing & Making) **Course:**

a) After accomplishing each assignments of a course, students will submit their art works. The submission will be assessed 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.

c) Final Examination

Lecture (Theory) **Course:**

a) In lecture courses, 40 marks is assigned to in-course examinations (Assignment & 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

In both the Studio Course and Lecture courses, an average of top obtained marks from submitted class works will be assessed as according to the following format:
(i) 2 out of 3, (ii) 3 out of 4, (iii) 3 out of 5, (iv) 4 out of 6, (v) 5 out of 7 & (iv) 5 out of 8
If any of submissions is missing, the average of all marks will be taken to assess.
Example: (33, 22, 42 = av. 37.5), (33, A, 42 = av. 25)

Workplace Course:

a) Creative study, craftsmanship, concept, appropriate selection of material, technique, style, presentation of artworks– all of these would be brought under consideration for marking in both in course and final examinations.

b) Final Examination

The intern institution will provide necessary facilities.

Mixed Course:
Followed by the Assessment criteria for Studio course and Lecture course.

11.6 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

11.6.1 Grade Point Average (GPA)

The GPA will be calculated according to the following formula:

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

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

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

11.7 Requirements for BFA (Honours) Degree

For a student, successful completion of pre-specified courses of 140 credits is required to obtain BFA degree.

In every 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) in Graphic Design.

Chapter 12: Conclusion

For the Undergraduate Program his proposed Outcome Based Education (OBE) curriculum of BFA (Honours) in Graphic Design has been prepared following the instructions of peer reviewers, IQAC, University of Dhaka in order to ensure quality education. This curriculum has been prepared with the feedbacks and inputs taken from all related stakeholders like the alumni, employers; it will continue for next five years in order to modernize the teaching and learning process of the concerned department.

Necessary upgradation of Curriculum is a continuous process. Therefore, the academic committee of the department will accomplish any minor amendment regarding the OBE curriculum. The Department of Graphic Design at University of Dhaka is committed to proceed towards the mission and vision of the Program.

Appendix

A

The Sustainable Development Goals are a collection of seventeen interlinked objectives designed to serve as a "shared blueprint for peace and prosperity for people and the planet, now and into the future".

Sustainable Development Goals (SDGs)	
SDG 1	No Poverty
SDG 2	Zero Hunger
SDG 3	Good Health and Well Being
SDG 4	Quality Education
SDG 5	Gender Equality
SDG 6	Clean Water and Sanitation
SDG 7	Affordable and Clean Energy
SDG 8	Decent Work and Economic Growth
SDG 9	Industry Innovation and Infrastructure
SDG 10	Reduced Inequalities
SDG 11	Sustainable Cities and Communities
SDG 12	Responsible Consumption and Production
SDG 13	Climate Action
SDG 14	Life Below Water
SDG 15	Life on Land
SDG 16	Peace, Justice and Strong Institutions
SDG 17	Partnerships for the Goals

B

Generic Skills (GSs)		
Knowledge	GS 11	IT Knowledge
	GS 12	Innovative Knowledge
Communication	GS 21	Oral Communication
	GS 22	Written Communication
	GS 23	Presentation Skills
Interpersonal Skills	GS 31	Ability to work in teams
	GS 32	Leadership
	GS 33	Empathy
	GS 34	Motivation ability
	GS 35	Reliability
	GS 36	Appreciation of ethical values
	GS 37	Adaptability
Work Skills	GS 41	Time management
	GS 42	Judgment
	GS 43	Problem formulation, solving and decision making skills
	GS 44	Collecting and analyzing appropriate data
	GS 45	Discipline
	GS 46	Sense of responsibility

C

Professional Skills (PSs)	
PS1	**Freedom of Speech:** Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and to criticize power and to assemble and petition for redress of grievances.
PS2	**History/Role in Shaping Communications:** Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
PS3	**Gender, Race, Ethnicity, Sexual Orientation** Demonstrate an understanding of gender, race, ethnicity, sexual orientation and as appropriate other forms of diversity in domestic society in relation to mass communications.
PS4	**Diversity of Peoples and Cultures:** Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
PS5	**Concepts and Theories:** Understand concepts and apply theories in the use and presentation of images and information.
PS6	**Professional Ethical Principles:** Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
PS7	**Critical Thinking and Creativity:** Think critically, creatively and independently.
PS8	**Research Skills** Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
PS9	**Writing Skills:** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purpose they serve.
PS10	**Evaluation Skills:** Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
PS11	**Numeric and Statistical Skills** Apply basic numerical and statistical concepts.
PS12	**ICT** Apply current tools and technologies appropriate for the communications professions in which they work and to understand the digital world.

D

Assessment Rubrics (ARs)	
AR1	Rate Memorization/ Recall/ Differentiation (identification, Enumeration, True or False, MCQs, Fill in the Blanks, Matching Type and Definition).
AR2	Thinking critically and making judgments (Developing arguments such as In debates, reflecting, evaluating such as a film or play production qualities, assessing such as a business plan. judging).
AR3	Solving problems and developing plans (identifying problems, posing problems, defining problems, analyzing data, reviewing, designing experiments, planning, applying information) such as in case studies or case teaching.
AR4	Performing procedures and demonstrating techniques (Computation, taking readings, using equipment, following laboratory procedures, following protocols, carrying out instructions) such as operating equipment.
AR5	Managing and developing oneself (Working co-operatively, working independently, learning independently, being self-directed, managing time, managing tasks, organizing) such as event organizing and execution.
AR6	Accessing and managing information (Researching, investigating, interpreting, organizing information, reviewing and paraphrasing information, collecting data, searching and managing information sources, observing and interpreting) such as research proposals or reports.
AR7	Demonstrating knowledge and understanding (Describing, reporting, recounting, recognizing, identifying, relating & interrelating) such as term papers.
AR8	Designing, Creating and Performing (imagining, visualizing, designing, producing, creating, innovating, performing) such as a documentary project or marketing campaigns.
AR9	Communicating (One and two-way communication; communication within a group, verbal, written and non-verbal communication. Arguing, describing, advocating, interviewing, negotiating, presenting; using specific written forms) such as group or individual presentations.

F   The frequently used terminologies are as below:

SDG: Sustainable Development Goals
AR: Assessment Rubrics
PS : Professional skills
GS: Generic Skills
UM: University Missions
PEO: Programme Education Objectives
PLO: Programme Learning Outcomes
CO: Course Objectives
CLO: Course Learning Outcomes
GED: General Education
CC: Core Course
EC: Elective Course
CIE: Continuous Internal Evaluation
SEE: Session End Examination