



MFA OBE CURRICULUM

OBE TWO-YEAR
POSTGRADUATE PROGRAM
IN GRAPHIC DESIGN



DEPARTMENT OF GRAPHIC DESIGN
UNIVERSITY OF DHAKA

Submitted By

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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, and political and every other practical context, the necessity of Graphic Design is inevitable. Whatever we do in our personal or professional life, it must have an artistic representation. For artistic presentation, promotion and publicizing of any product Graphic Design plays the most vital role. Therefore, this subject is important from both practical and aesthetic point of views.

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

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

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

This curriculum is subject to being 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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Chapter 1 : Title of the Academic Program

Postgraduate Program in Graphic Design

Chapter 2 : Name of the University

University of Dhaka

2.1 Vision of the University

Create a world-class educational ecosystem that enables individuals to act as dynamic human capital and ethical leaders for a sustainable future.

2.2 Mission of the University

The set missions of the university are to:

Mission	Statements
UM 1	Transformative Education <ul style="list-style-type: none">• Provide transformative education by enabling students to embrace lifelong learning and fostering a sustainable knowledge-based society through the continuous pursuit of scholarship, humanistic values, and technological innovation.
UM 2	Collaborative Research and Innovation <ul style="list-style-type: none">• Pursue collaborative research and innovation, leveraging partnerships to expand the boundaries of knowledge.
UM 3	Educational Ecology <ul style="list-style-type: none">• Develop an educational ecosystem that fosters excellence, transparency, inclusivity, and accountability.
UM 4	Community Engagement <ul style="list-style-type: none">• Engage with stakeholders and communities to build a just, fair, diverse, and sustainable world.
UM 5	Ethical Responsibility <ul style="list-style-type: none">• Encourage students to become ethically responsible global citizens with a positive societal impact.
UM 6	National Heritage <ul style="list-style-type: none">• Instill a deep sense of national heritage and pride in students, upholding historical roots and global connectivity.

2.3 Strategic Objectives of the University

S01: Transformative Education

- Establish dedicated task forces to implement strategic objectives.
- Implement innovative teaching methodologies and technologies to enhance the learning experience and encourage curiosity as a driving force.
- Promote a culture of continuous improvement through various faculty and staff development programs and feedback mechanisms.
- Establish multidisciplinary and extracurricular programs to nurture diverse skillsets.
- Encourage a global outlook for faculty and staff development.
- Build a smart campus that promotes institutional and social development in alignment with the concept of building a Smart Bangladesh.

S02: Research and Innovation

- Identify new areas of knowledge for the introduction of relevant academic disciplines pertinent to the growth of the university.
- Form research clusters and create centers of excellence focusing on frontier technology.
- Promote partnerships with industry and international institutions to produce high-quality research, products, and patents.
- Provide robust support and incentives for faculty and student research initiatives.

S03: Educational Ecology

- Create a vibrant learning ecosystem that empowers every member of the university community to reach their full academic and creative potential.
- Streamline existing rules and regulations and ensure compliance.
- Adopt a comprehensive academic calendar and resource allocation plan.
- Establish a diversity and inclusion desk to promote a sense of belonging.

S04: Community Engagement

- Engage all stakeholders in creating a sustainable world in alignment with the SDGs.
- Promote the application of research findings and the transfer of knowledge for societal benefits.
- Develop outreach programs to address local community needs and challenges.
- Develop inclusive policies and practices that endorse diversity and internationalization.
- Promote international exchange programs while maintaining cultural sensitivity.

S05: Ethically Conscious Human Capital

- Integrate ethical standards across the curriculum and research activities.
- Implement initiatives that encourage social responsibility, empathy, and ethical decision-making.
- Prepare relevant stakeholders for the ethical challenges of the global workplace.

S06: National Heritage

- Nurture the spirit of the Liberation War by highlighting the country's cultural heritage and the University's role in nation building.
- Remain at the forefront of promoting and preserving our national heritage.
- Support interdisciplinary studies with a focus on preserving and promoting national heritage.
- Devise programs that promote communal harmony and cultural plurality.

2.4 Functions of the University

F1: Transformative Education

- Train all teachers to adopt a robust Learning Management System (LMS) in phases.
- Implement the Outcome-Based Education (OBE) Curriculum in line with the Bangladesh Accreditation Council (BAC) and other relevant accreditation bodies.
- Automate all services, including financial management, offered by the University through an Education Management System (EMS).
- Introduce non-credit courses on essential 21st-century skills as degree requirements.
- Streamline the admission procedures to increase the number of international students.

F2: Research and Innovation

- Provide scholarships, stipends, and other research-related opportunities to support early-career faculty members and researchers.
- Create on-campus physical spaces dedicated to research, innovation, and collaboration, turning them into global research hubs.
- Strengthen the process of collecting and maintaining research-grade instruments and facilities.
- Introduce smart classrooms and seminar libraries in academic departments and institutes.
- Increase the existing number of postgraduate research students through appropriate incentives.
- Modernize teaching and research laboratories and libraries at the university.

F3: Educational Ecology

- Set Key Performance Indicators (KPIs) to uphold accountability, transparency, and excellence.
- Implement transparent decision-making processes to foster mutual understanding and trust among stakeholders.
- Regularly monitor, review, and adjust strategic functions based on feedback from stakeholders.
- Engage the house tutors to provide student advice and counselling following the original tutorial model based on the residential hall structure.
- Attain an international standard teacher-student ratio to make knowledge sharing effective and personalized.
- Introduce faculty and staff recognition awards to create a collegial atmosphere.

F4: Community Engagement

- Create a dedicated technology transfer office to facilitate the transfer of university-developed technologies and innovations to the government and non-government sectors through consulting and advocacy.
- Include alumni members in a more effective role in community building.
- Strengthen outreach offices, such as the international office and teacher-student center.
- Enter into MoUs with nationally and globally recognized bodies to engage with diverse communities.

F5: Ethically Conscious Human Capital

- Introduce and strengthen the Continuous Professional Development Program to transform faculty members and staff into human capital with a clear understanding of their job responsibilities and ethical standards.
- Protect Intellectual Property Rights in all policies and practices and implement data security measures for privacy protection.
- Establish a robust Career Placement Office, cultivating strong ties with employers.
- Empower individuals to become leaders with empathy, understanding, and a deep appreciation for the richness of diverse cultures through training and competency workshops.

F6: National Heritage

- Actively review and update curricula to incorporate diverse perspectives, ideas, and case studies related to national heritage and prosperity.
- Identify heritage sites and create an information center to make students, faculty, and visitors aware of the university's historical significance.
- Provide platforms for students to actively participate in cultural events and articulate their creativity in ways that contribute to the preservation of national
- Establish cultural centers and museums.

Chapter 3: Name of the Program Offering Entity

Department of Graphic Design

Chapter 4: Introduction to Department of Graphic Design

4.1 An Overview

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

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

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

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

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

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 in University of Dhaka
- (b) To create interactive learning systems by combining knowledge and creative skills
- (f) To prepare the students to provide training for personnel from different government and non-government organizations

Chapter 5: Name of the Postgraduate Program

Master of Fine Art in Graphic Design

Abbreviation: MFA in Graphic Design

5.1 MFA (Master of Fine Art) in Graphic Design

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

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

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

5.2 Duration of the Program

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

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

5.3 Program Educational Objectives (PEOs)

- PEO1 To enrich the nation with high tech design, innovation and creativity.
- PEO2 To provide support in research and new knowledge to national progress.
- PEO3 To meet the national and global needs in creative industry.
- PEO4 To promote cultural and traditional identity in communicative visual arts.
- PEO5 To enrich the arena of critical thinking and research.

5.4 Program Learning Outcomes (PLOs)

- PLO1 Learners will be able to plan, create and experiment with appropriate visual elements; and execute the professional design process.
- PLO2 They will be able to implement the design thinking to meet the demand of the new project.
- PLO3 Learners will be able to develop design solution by aesthetic approach to create effective visual communication.
- PLO4 The students will be able to achieve the ideal practices for creative industry.
- PLO5 Learners will be able to accomplish design work in a professional and ethical manner, with all regulations.

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 Eunos

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 MFA program.

A current student must apply for his/her MFA admission within 2 years of completion of their BFA degree from the Department of Graphic Design of Dhaka University
International students may be considered eligible for admission under specific conditions approved by the Dhaka University authority.

5.8 Rules & Regulations for Studentship

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

Chapter 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 possess 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
PEO 1	4	4	2	2	1	2
PEO 2	3	4	1	4	2	4
PEO 3	4	2	1	3	3	3
PEO 4	4	2	3	4	2	4
PEO 5	4	4	3	4	2	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 program: Years: 2

9.2 Total credit requirement to complete the program: 62

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: 4 years

9.6 Category of Courses

(a) General Education (GED) | 3 Courses (12 Credits)

(b) Minor Courses | 1 Courses (4 Credits)

(c) Core Courses (CC) | 10 Courses (38 Credits)

(d) Elective Courses (EC) | 01 Course (04 Credits)

(e) Capstone Course | 01 Course (04 Credits)

9.6.1 General Education (GED) Courses | 03 Courses (12 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 5001	Experimental Drawing	Studio (Drawing & Making)	04
GD 5011	Aesthetics	Lecture (Theory)	04
GD 5012	Art of Bangladesh	"	04
Total	03 Courses		12

9.6.2 Minor Courses | 01 Course (04 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 6002	Experimental Painting	Studio (Drawing & Making)	04
Total	01 Course		04

9.6.3 Core Courses (CC) | 10 Courses (38 Credits)

Course Code	Title of the Course	Type of Course	Credit
GD 5002	Motion Graphics & 3D Modeling	Studio (Drawing & Making)	04
GD 5003	Infographic Design	"	04
GD 5004	Editorial Design	"	04
GD 5005	Event Design	"	04
GD 5013	Design Project Thesis	Lecture (Theory)	02
GD 6001	UI/UX Design	Studio (Drawing & Making)	04
GD 6003	3D Animation	"	04
GD 6004	Experimental Illustration	"	04
GD 6005	Interior & Structural Design	"	04
GD 6013	Contemporary Graphic Design	Lecture (Theory)	04
Total	10 Courses		38

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 6011 Alternative GD 6012	Dissertation Self-Documentation	Lecture (Theory) (Elective)	04
Total	01 Course		04

9.6.5 Capstone Course | 01 Course (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 6006	Design Project	Studio (Drawing & Making)	04
Total	01 Course		04

9.7 Type of Courses

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

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

(a) **Studio (Drawing & Making) Course** | 11 Courses (44 Credits)

(b) **Lecture/ Tutorial/Seminar (Theory) Course** | 05 Courses (40 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 5001	Experimental Drawing	GED	04
GD 5002	Motion Graphics & 3D Modeling	Core	04
GD 5003	Infographic Design	Core	04
GD 5004	Editorial Design	Core	04
GD 5005	Event Design	Core	04
GD 6001	UI/UX Design	Core	04
GD 6002	Experimental Painting	Minor	04
GD 6003	3D Animation	Core	04
GD 6004	Experimental Illustration	Core	04
GD 6005	Interior & Structural Design	Core	04
GD 6006	Design Project	Capstone	04
Total	11 Courses		44

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 5011	Aesthetics	GED	04
GD 5012	Art of Bangladesh	GED	04
GD 5013	Design Project Thesis	Core	02
GD 6011 Alternative GD 6012	Dissertation Self-Documentation	Elective	04
GD 6013	Contemporary Graphic Design	Theory	04
Total	5 Courses		18

9.8 Course Summary: Course Code & Title

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

9.10 Course Summary of MFA Total Credits: 62

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

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

Dissertation: Thesis Paper 60 + Viva 40 = 100

Note: Students who expect to take the Dissertation (GD 6011) in MFA 2nd Part. He /she must have to select the course within 3 months from the admission in MFA 1st Part. If not selected within the timeframe, students will continue with Self-Documentation course (GD 6012) in MFA 2nd Part.

First part Total Credit 30

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 5001	Experimental Drawing	GED	Studio (Drawing & Making)	04
GD 5002	Motion Graphics & 3D Modeling	Core	“	04
GD 5003	Infographic Design	Core	“	04
GD 5004	Editorial Design	Core	“	04
GD 5005	Event Design	Core	“	04
GD 5011	Aesthetics	GED	Theory	04
GD 5012	Art of Bangladesh	GED	“	04
GD 5013	Design Project Thesis	Core	“	02
Total	08 Courses			30

Second Part Total Credit 32

Course Code	Title of the Course	Category of Courses	Type of Course	Credit
GD 6001	UI/UX Design	Core	Studio (Drawing & Making)	04
GD 6002	Experimental Painting	Minor	“	04
GD 6003	3D Animation	Core	“	04
GD 6004	Experimental Illustration	Core	“	04
GD 6005	Interior & Structural Design	Core	“	04
GD 6006	Design Project	Capstone	“	04
GD 6011 Alternative GD 6012	Dissertation Self-Documentation	GED Core	Lecture (Theory) (Elective)	04
GD 6013	Contemporary Graphic Design	Core	Lecture (Theory)	04
Total	08 Courses			32

Chapter 10: Introduction to the Courses

10.1 MFA 1st PART | Total Course 08 | Total Credit 30

GD 5001: Experimental Drawing | GED (Studio) Course | Credit 04

Course Description

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

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

Topics: Various materials of Life, Environment and Nature

Medium: Open Medium, Digital Processing and Print

Course Objectives (COs):

- CO1 Innovation of new style and form through experimentation of alteration, minimization and addition of visual forms
- CO2 Establishing a unique personal style with inspiration from famous artists' experimental art works
- CO3 Creating art works in own unique style and applying on identity design, info communication, illustration and all other different fields of 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
Drawing Experiment with different media	1	CLO1, CLO2
Texture & Colour	1	CLO1, CLO2, CLO3
Space, Shapes & Forms	1	CLO1, CLO2, CLO3
Composition & Graphics	1	CLO1, CLO2, CLO3
Implementation in Design	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 figure out and differentiate various artistic styles and techniques in making art and design
- CLO2 create new artistic styles for visual design
- CLO3 develop their individual artistic persona and signature style
- CLO4 earn the capability of taking part in national and international art exhibitions

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Figure out and differentiate various artistic styles and techniques in making art and design	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Study, Tutorial, Assignment
CLO2	Create new artistic styles for visual design	PLO1 PLO3 PLO4 PLO5	GS37	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO3	Develop their individual artistic persona and signature style	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO4	Earn the capability of taking part in national and international art exhibitions	PLO1 PLO2 PLO3 PLO4 PLO5	GS12 GS42 GS43	PS7 PS10	SDG4	AR4, AR5 Study, Tutorial, Assignment

Instructional Strategies

Lecture, Discussion, Audio visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:***Master Class in Figure Drawing***

Robert Beverky Hale

Expressive Drawing: A Practical Guide to Freeing the Artist

Steven Aimone

The Confident Creative: Drawing to Free the Hand and Mind

Book by Cat Bennett

Experimental Drawing

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

Robert Kaupelis

Gesture Drawing: A Story-Based Approach

April Connors

Experimental Drawing

Robert Kauplis

A Creative Approach to Expressive Drawing

Robert Kauplis

And Internet Sources

GD 5002: Motion Graphics & 3D Modelling | Core (Studio) Course | Credit 04

Course Description

Making a logo, type or graphics animated on visual display screen through different graphics application processing and creating sequences for animated movie.

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

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

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

Course Objectives (COs):

- CO1 Creative experiment on making composition with image, motion, video and graphics
- CO2 Experiment on making an aesthetic balance between modelling and motion graphics
- CO3 Creative experiment on making stop motion and implementing those into incumbent visual communication

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class

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

At least three classes must be conducted

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)	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 learn all about graphics software and advanced motion graphics applications

CLO2 integrate motion and modelling into work

CLO3 get hands-on experience by building a successful project for the industry

Mapping CLOs with the PLOs:

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

CLOs	PL01	PL02	PL03	PL04	PL05
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	Learn all about graphics software and advanced motion graphics applications	PL01 PL05	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Integrate motion and modelling into work	PL01 PL02 PL03 PL04 PL05	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Get hands-on experience by building a successful project for the industry	PL01 PL02 PL03 PL04 PL05	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies

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

Reference Books:***Animated Story Telling******Simple Steps for Creating Animation & Motion Graphics***

Liz Blazer

Stop Motion: Craft Skills for Model Animation

Susannah Shaw

And Internet Resources

GD 5003: Infographic Design | Core (Studio) Course | Credit 04

Course Description

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

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

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

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

Course Objectives (COs):

- CO1 Expressing the information (feature, catalogue, report, instruction etc.) through visual graphics with the help of symbol, shape or color
- CO2 Aesthetic representation of graph, flowchart, timeline, statistics, calculation, diagram etc.
- CO3 Creating mono composition of sequential series events

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
Information Folder	1	CLO1, CLO2
Print & Electronic media Feature	2	CLO1, CLO2, CLO3
Event Graphics	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 acquire knowledge on creating interaction design
- CLO2 gain capacity to make transformation of idea and information
- CLO3 learn to create effective visual composition

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Acquire knowledge on creating interaction design	PLO1 PLO5	GS11 GS12	PS5 PS7	SDG4	AR2 Study, Tutorial, Assignment
CLO2	Gain capacity to make transformation of idea and information	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS35 GS37 GS42 GS43	PS5 PS7	SDG4	AR3, AR4 Study, Tutorial, Assignment
CLO3	Learn to create effective visual composition	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS35 GS37 GS42 GS43 GS46	PS7 PS10	SDG4	AR3, AR4, AR5 Study, Tutorial, Assignment

Instructional Strategies

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

Reference Books:

Designing Infographics

Book by Eric K. Meyer

Cool Infographics: Effective Communication with Data Visualization and Design

Book by Randy Krum

And Internet Resources

GD 5004: Editorial Design | Core (Studio) Course | Credit 04

Course Description

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

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

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

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

Course Objectives (COs):

- CO1 Creative experiment and planning a design based upon the subject and audience level
- CO2 Innovation of new style upon appropriation of topics followed by its applied experiment on publication.
- CO3 Implementation of new dimension in publication through grid composition

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

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

At least three classes must be conducted.

Topic	Required Session(s)	CLOs
Newspaper Feature Page	1	CLO1, CLO2
Double Spread Magazine	1	CLO1, CLO2, CLO3
Book	1	CLO1, CLO2, CLO3
Communicative Publication	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 create different types of publications upon topic and readers' test
- CLO2 contribute to upgrading publication and to develop readers' concepts.
- CLO3 acquire qualification to higher education and to get professional job in publication

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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 (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Create different types of publications upon topic and readers' test	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, AR3 Study, Tutorial, Assignment
CLO2	Contribute to upgrade publication and to develop readers' concepts.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Acquire qualification to higher education and to get professional job in publication	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, Audio-visual presentation, Classroom study, Lab works, Applied Experiments, Library work and 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	▪

Reference Books:

How to Design Grids

Alan Swann

Layout Essentials: 100 Design Principles for Using Grids

Beth Tondreau

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

Allen Hurlburt

Grid Systems in Graphic Design

Book by Josef Müller-Brockmann

And Internet Resources

GD 5005: Event Design | Core (Studio) Course | Credit 04

Course Description

Aesthetic arrangement, surface design and reformation of the physical environment for an event to be fashioned with creative elements.

To create the required environment of an event, students will create invitation card, banner, festoon, backdrop, surface fashioning for set design, etc. in unique experimental ways. They will also design the program outline and costing calculation.

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

Medium: Open Medium, Digital Processing and Print.

Course Objectives (COs):

- CO1 Designing events of diversified classes like - events on education, health, nature, society, culture etc.
- CO2 Creation of visual identity for various 'time-framed' events like -publicity of information, seminar, workshop, festivals, competition, exhibition, fair etc.
- CO3 Creative and Aesthetic 'experimental' representation of contemporary events
- CO4 Presentation of written and printed document of event management plan on concept, material, color, motif etc. for designing an event

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
Festivals/ Fair	2	CLO1, CLO2
Marketing/Corporate Event	2	CLO1, CLO2, CLO3
Campaign/Exhibition	1	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 acquire knowledge on theoretical and conceptual development regarding modern event design and its various concepts, material, context, etc.
- CLO2 gain capability in generation of concept creation, material selection, event design etc. at a professional level
- CLO3 attain detailed knowledge of interior and structural design
- CLO4 understand the difference between event design and decoration

Mapping CLOs with the PLOs:

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

CLOs	PL01	PL02	PL03	PL04	PL05
CLO1	4	1	1	1	3
CLO2	4	2	2	3	3
CLO3	4	3	3	4	4
CLO4	4	3	4	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Acquire knowledge on theoretical and conceptual development regarding modern event design and its various concepts, material, context, etc.	PL01 PL05	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, AR3 Study, Tutorial, Assignment
CLO2	Gain capability in generation of concept creation, material selection, event design etc. At a professional level	PL01 PL05	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, AR3 Study, Tutorial, Assignment
CLO3	Attain detailed knowledge of interior and structural design	PL01 PL02 PL03 PL04 PL05	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO4	Understand the difference between event design and decoration	PL01 PL02 PL03 PL04 PL05	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies

Lecture, Discussion, Audio visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:

Event Design Handbook

Ruud Janssen

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

Book by James C. Monroe

And Internet Resources

GD 5011 : Aesthetics | GED (Lecture) Course | Credit 04

Course Description

A study on the philosophy of art and beauty from the period of Renaissance to 21st century. Definition of art and beauty, nature of art, human perception of beauty, criticism of art etc. described by the western and eastern philosophers.

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

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

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

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

Course Objectives (COs):

- CO1 Recognizing the relation between aesthetics and other branches of philosophy
- CO2 exploring the contribution of aesthetics to the world cultural advancement
- CO3 Explanation of Philosophy of art and beauty
- CO4 Evaluation of the philosophers' views on art
- CO5 Exploring the way to get Aesthetic Experience

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

Topic	Required Session(s)	CLOs
Philosophy & Branches of Philosophy	10	CLO1, CLO2
Greek Philosophy	4	CLO1, CLO2
Western Philosophy of Art	4	CLO1, CLO2, CLO3
South Asian Philosophy of Art	4	CLO1, CLO2, CLO3
East Asian Philosophy of Art	4	CLO1, CLO2, CLO3, CLO4
Definitions for Aesthetics	6	CLO1, CLO2, CLO3
Basic Aesthetic (Art) Theories	5	CLO1, CLO2, CLO3, CLO4
Art Theories of 20 th Century	8	CLO1, CLO2, CLO3, CLO4
Modern Aesthetics	5	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 examine the nature of art and to gain experience of it.

CLO2 acquire qualification to work as an art critique

CLO3 recognize the evolution of philosophy of art

CLO4 evaluate an artist's artwork

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	2	4
CLO4	4	1	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Examine the nature of art and gain experience of it.	PL01 PL05	GS12	PS5	SDG4	AR1, AR2, Assignment, Class Test, Viva
CLO2	Acquire qualification to work as an art critique	PL01 PL03 PL05	GS12 GS22 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR2, AR3, AR4, AR6, AR7 Assignment, Class Test, Viva
CLO3	Recognize the evolution of philosophy of art	PL01 PL03 PL05	GS12 GS22 GS42 GS43 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR9 Assignment, Class Test, Viva
CLO4	Evaluate an artist's artwork	PL01 PL03 PL05	GS37 GS42 GS43 GS44 GS46	PS5 PS6 PS7 PS10	SDG4	AR2, AR3, AR4, AR5, AR9 Assignment, Class Test, Viva

Instructional Strategies

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

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	▪

Reference Books:***A Modern Book of Aesthetics (5th edition)***

Melvin Rader

Aesthetics from Classical Greece to The Present

Monroe C. Beardsley

নন্দনতত্ত্বের সূত্র, শিল্পশাস্ত্র : সৌন্দর্যদর্শন

অরণ্য ভট্টাচার্য

সৌন্দর্যতত্ত্ব

ড. সুরেন্দ্রনাথ দাশগুপ্ত

নন্দনতত্ত্ব

ড. সুধীর কুমার নন্দী

বাগেশ্বরী শিল্প প্রবন্ধাবলী

অবনীন্দ্রনাথ ঠাকুর

শিল্পায়ন

অবনীন্দ্রনাথ ঠাকুর

রূপ, রস, ও সুন্দর: নন্দনতত্ত্বের ছমিকা

দেবীপ্রসাদ চট্টোপাধ্যায়

নন্দনতত্ত্ব

ইউরি বোরোভ

শিল্পবোধ ও শিল্পচৈতন্য

সৈয়দ আলী আহসান

শিল্প ও নন্দনতত্ত্ব

ড. প্রদীপ কুমার নন্দী

নন্দনতত্ত্ব

সৈয়দ মনজুরুল ইসলাম

And Internet Resources

GD 5012: Art of Bangladesh | GED (Lecture) Course | Credit 04

Course Description

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

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

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

Course Objectives (COs):

- CO1 Imparting historical background of Bangladesh's art and culture
- CO2 Analyzing the gradual development of taste and culture of people of this area
- CO3 Analyzing various important phases and historical events that caused the major changes in art history of Bangladesh
- CO4 Understanding where we are standing as a cultural and art practicing nation based on our historical trace

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

Topic	Required Session(s)	CLOs
Pala, Sen, dynasty and evolution of art and culture in Bengal	5	CLO1, CLO2
Sultani dynasty, Arabian & Persian calligraphic style in Bengal	5	CLO1, CLO2
Vaishnab painting, Hindu religious paintings and medieval art	5	CLO1, CLO2, CLO3
Mughal art and its influence in Bengal school	5	CLO1, CLO2, CLO3
Company school	5	CLO1, CLO2, CLO3, CLO4
Bengal renaissance and evolution of modern painting in Bengal	5	CLO1, CLO2, CLO3
Famous Bengali painters in British Bengal	5	CLO1, CLO2, CLO3, CLO4
Famous Bengali Painters in post British and independent Bangladesh	10	CLO1, CLO2, CLO3, CLO4
Presentations	5	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 know the historical background of art and culture of Bangladesh.

CLO2 know how the taste and culture gradually developed among the people of this land.

CLO3 know about various important historical events that caused the major changes in art history of Bangladesh.

CLO4 understand their artistic background and its historical evolution.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	2	4
CLO4	4	1	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Be able to know the historical background of art and culture of Bangladesh.	PLO1 PLO5	GS12	PS5	SDG4	AR1, AR2, Assignment, Class Test, Viva
CLO2	Be able to know how the taste and culture gradually developed among the people of this land.	PLO1 PLO3 PLO5	GS12 GS22 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR2, AR3, AR4, AR6, AR7 Assignment, Class Test, Viva
CLO3	Be able to know about various important historical events that caused the major changes in art history of Bangladesh.	PLO1 PLO3 PLO5	GS12 GS22 GS42 GS43 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR9 Assignment, Class Test, Viva
CLO4	Be able to understand their artistic background and its historical evolution.	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, Audio-visual 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	■

Reference Books:

বাংলাদেশের শিল্প আন্দোলনের পঞ্চাশ বছর

আমিনুল ইসলাম

আমার কথা : বাংলাদেশের শিল্প আন্দোলন

কামরুল হাসান

শিল্পাচার্য জয়নুল আবেদিন

ড. আবদুস সাত্তার

বাংলাদেশের আধুনিক চিত্রকলা ও তিনজন শিল্পী : জয়নুল

আবেদিন ও রশিদ চৌধুরী

ড. আবু তাহের

লোকশিল্পের ভুবনে

তোফায়েল আহমেদ

সমকালীন শিল্প ও শিল্পী

নজরুল ইসলাম

শিল্প, শিল্পী ও সমাজ

বুলবন ওসমান

জয়নুল আবেদিনের জিজ্ঞাসা

বোরহান উদ্দিন খান জাহাঙ্গীর

কামরুল হাসান

বোরহান উদ্দিন খান জাহাঙ্গীর

জয়নুলের জলরঙ

মতলুব আলী

শিল্পী ও শিল্পকলা

মতলুব আলী

চিত্রশিল্প: বাংলাদেশের

বোরহান উদ্দিন খান জাহাঙ্গীর

লোকশিল্প

তোফায়েল আহমেদ

কামরুল হাসান

বোরহান উদ্দিন খান জাহাঙ্গীর

শিল্পের স্বদেশ ও বিশ্ব

মৃগাল ঘোষ

প্রকৃত শিল্পের স্বরূপ সন্ধান

ড. আব্দুস সাত্তার

বাংলার চিত্রকলা

অশোক ভট্টাচার্য

উপমহাদেশের শিল্পকলা

ড. রফিকুল আলম

And Internet Resources

GD 5013: Design Project Thesis | Core (Lecture) Course | Credit 02

Course Description

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

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

Topics: Thesis on new Design Project

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

Course Objectives (COs):

- CO1 to interact with ideas, concepts and different media
- CO2 to innovate of new dimensions in modern art
- CO3 to improve concepts through analytical evaluation
- CO4 to develop critical thinking on visual art and design

Course Contents and Number of Classes: 25

Topic	Required Session(s)	CLOs
Self-Introduction	1	CLO1, CLO2
Evaluation of proposed design project	4	CLO1, CLO2
Creative Strategy	3	CLO1, CLO2
Concept & objective	4	CLO1, CLO2, CLO3
Environment & ethics	3	CLO1, CLO2, CLO3
Coping up with present trends	3	CLO1, CLO2, CLO3
Critical analysis	4	CLO1, CLO2, CLO3
Feasibility	1	CLO1, CLO2, CLO3
Optimization	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 experiment with conceptual art

CLO2 evaluate visual art and design

CLO3 create an appropriate design concept

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	2	4
CLO4	4	1	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Experiment with conceptual art	PL01 PL05	GS12	PS5	SDG4	AR1, AR2, Assignment, Class Test, Viva
CLO2	Evaluate visual art and design	PL01 PL03 PL05	GS12 GS22 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR2, AR3, AR4, AR6, AR7 Assignment, Class Test, Viva
CLO3	Create an appropriate design concept	PL01 PL03 PL05	GS12 GS22 GS42 GS43 GS44	PS5 PS6 PS7 PS8 PS9 PS10	SDG4	AR4, AR5, AR6, AR9 Assignment, Class Test, Viva

Instructional Strategies:

Lecture, Discussion, Audio-visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:***Design Research: Methods and Perspectives***

Brenda Laurel

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

Editor: Ilpo Kalevi Koskinen

A Designer's Research Manual:***Succeed in Design by Knowing Your Clients and What They Really Need***

Jennifer Visocky O'Grady and Kenneth Visocky O'Grad

Universal Methods of Design:***100 Ways to Research Complex Problems,
Develop Innovative Ideas, and Design Effective Solutions***

Bella Martin and Bruce Hanington

And Internet Resources

10.2 MFA 2nd PART | Total Course 08 | Total Credit 32

GD 6001: UI/UX Design | Core (Studio) Course | Credit 04

Course Description

User interface and Experience design

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

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

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

Medium: Graphics software, programming software, Photography etc.

Course Objectives (COs):

- CO1 Experiment on interactive interface design based on info-communication technology
- CO2 Experiment and implementation of visual interaction through making sequence of instant instructions.
- CO3 Aesthetic application of flexibility and comfort in operating the info-devices

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
Webpage Design	3	CLO1, CLO2, CLO3
Application Interface	1	CLO1, CLO2, CLO3
Games graphics	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 acquire knowledge on upgrading and functions of info-tech devices.
- CLO2 gain capability of best adaptation of text and image in interface design in context of limitations and provisions of technology.
- CLO3 acquire qualification of self-employment into outsourcing and global marketplace.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	Acquire knowledge on upgrading and functions of info-tech devices.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Gain capability of best adaptation of text and image in interface design in context of limitations and provisions of technology.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Acquire qualification of self-employment into outsourcing and global marketplace.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR1, AR2, AR3, AR9 Study, Tutorial, Assignment

Instructional Strategies

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

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	▪

Reference Books:

A Project Guide to UX Design

Carolyn Chandler and Russ Unger

UX for Beginners: A Crash Course in 100 Short Lessons

Joel Marsh

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

Pardha S. Pyla and Rex Hartson

Sketching User Experience

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

Designing Web Interfaces: Principles and Patterns for Rich Interactions

Theresa Neil and W. P. Scott

And Internet Resources

GD 6002: Experimental Painting | Minor (Studio) Course | Credit 04

Course Description

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

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

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

Medium: Mixed Medium

Course Objectives (COs):

- CO1 interaction with ideas, techniques and materials in a process of making artworks
- CO2 innovation of new thoughts and styles in modern art
- CO3 to introduce oneself as a unique artist
- CO4 to contribute in the field of contemporary 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 conducted.

Topic	Required Session(s)	CLOs
Experimental Painting	2	CL01, CL02, CL03
Space, Shapes, Forms and abstraction	2	CL01, CL02, CL03
Self-Introduction	1	CL01, CL02, CL03, CL04

Course Learning Outcomes (CLOs):

Students will be able to

- CLO1 experiment with materials, colour, space and forms
- CLO2 conceptualize innovative styles and process
- CLO3 create representational painting
- CLO4 implement abstraction in thought and painting

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	Experiment with materials, colour, space and forms	PL01 PL05	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Conceptualize innovative styles and process	PL01 PL02 PL03 PL04 PL05	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Create representational painting	PL01 PL02 PL03 PL04 PL05	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS9 PS10	SDG4	AR1, AR2, AR3, AR9 Study, Tutorial, Assignment
CLO4	Implement abstraction in thought and painting	PL01 PL02 PL03 PL04 PL05	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment

Instructional Strategies

Lecture, Discussion, Audio-visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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		▪	▪
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b) Session End Evaluation (SEE) (Out of 50 marks)

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

Reference Books:

The Russian experiment in art, 1863-1922

Camilla Gray

Watercolour Textures

Ann Blockley

Experimental Landscapes in Watercolour

Book by Ann Blockley

Experimental Painting: Inspirational Approaches for Mixed Media Art

Book by Lisa Cyr

The Visible Word

Johanna Drucker

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

Dieter Roelstraete and Naomi Beckwith

And Internet Resources

GD 6003: 3D Animation | Core (Studio) Course | Credit 04

Course Description

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

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

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

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

Course Objectives (COs):

- CO1 Creative experiment on making composition with 3D Animation, video and graphics
- CO2 Experiment on making an aesthetic lighting and texture
- CO3 Creative experiment on making 3D Animation and implementing those into different projects

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
Basic Geometry & Line Work	1	CLO1, CLO2
Basic Lighting, Texture and Camera	1	CLO1, CLO2, CLO3
3D Animation	2	CLO1, CLO2, CLO3
Making Demo	1	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 create motion with modelling.

CLO2 apply appropriate light, texture and camera.

CLO3 experiment with 3D Animation.

CLO4 introduce with contemporary global animation field.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	3	4	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Create motion with modelling.	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Apply appropriate light, texture and camera.	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Experiment with 3D Animation.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO4	Introduce with contemporary global animation field.	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, Audio-visual presentation, Classroom study, Lab works, Applied Experiments, Library work

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	▪

Reference Books:

Animated Story Telling

Simple Steps for Creating Animation & Motion Graphics

Liz Blazer

Motion Graphics: Graphic Design for Broadcast and Film

Steven Curran

Practical Algorithms for 3D Computer Graphics

Stuart Ferguson

Artist Guide to Motion Graphics in 3ds Max

Kyle Green and Chris Glick

3ds Max Bible

And Internet Resources

GD 6004: Experimental Illustration | Core (Studio) Course | Credit 04

Course Description

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

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

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

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

Medium: Open Medium, Digital processing and Print

Course Objectives (COs):

- CO1 Generating expressive image in order to convey ideas, concepts and messages
- CO2 Making a visual interpretation of text
- CO3 Innovation of new techniques in order to implement new visual elements in communication design

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

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

At least three classes must be conducted.

Topic	Required Session(s)	CLOs
Magazine and Feature	1	CLO1, CLO2
Cartoons and Caricatures	1	CLO1, CLO2, CLO3
Communication Graphics	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 enhance the understanding in visual communication.

CLO2 innovate a new way of making illustrations and infographics.

CLO3 create an effective creative communication design.

Mapping CLOs with the PLOs:

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

CLOs	PL01	PL02	PL03	PL04	PL05
CLO1	4	1	2	3	3
CLO2	4	3	3	4	3
CLO3	4	2	3	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

Instructional Strategies

Lecture, Discussion, Audiovisual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:

Creative illustration

Andrew Loomis

Illustrating Children's Books: Creating Pictures for Publication

Martin Salisbury

The Golden Age of Children's Book Illustration

Richard Dalby

Big Book of Contemporary Illustration

Martin Dawber

Modern Vintage Illustration

Martin Dawber

New Illustration with Type

Martin Dawber

Digital Illustration: A Master Class in Creative Image-making

Lawrence Zeegen

Digital Illustration Fundamentals: Vector, Raster, Wave Form

Wallace Jackson

The Complete Guide to Digital Illustration

Adam Banks and Steve Caplin

Digital Art Technique Manual for Illustrators and Artists

Book by Joel Lardner and Paul Roberts

And Internet Resources

GD 6005 : Interior & Structural Design | Core (Studio) Course | Credit 04

Course Description

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

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

Topics : Promotions, Campaigns, Exhibitions and Events

Medium: Open Medium, Digital Processing and Print

Course Objectives (COs):

CO1 Creative modification of environment with infrastructural design

CO2 Technical experiment on making installation for open space

CO3 Implementation of creative materials for modern interior and installation

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
Interior & Exterior	2	CLO1, CLO2
Set Design and Pavilion	2	CLO1, CLO2, CLO3
Event Activation	1	CLO1, CLO2, CLO3, CLO4

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 conceptualize and visualize 3d structural and aesthetic forms

CLO2 create ergonomic ambiance

CLO3 activate events with functional installation

CLO4 accomplish interior and architectural design

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	3	4	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Conceptualize and visualize 3d structural and aesthetic forms	PLO1 PLO5	GS12 GS23	PS6 PS7	SDG4	AR1, AR2, Study, Tutorial, Assignment
CLO2	Create ergonomic ambiance	PLO1 PLO2 PLO3 PLO4 PLO5	GS23 GS37 GS43	PS5 PS7	SDG4	AR4, AR5, AR6 Study, Tutorial, Assignment
CLO3	Activate events with functional installation	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR6, AR7, AR8, AR9 Study, Tutorial, Assignment
CLO4	Accomplish interior and architectural 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, Audio visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:***Elements of Style: Designing a Home & a Life***

Erin Gates

Stage Design: A Practical Guide

Gary Thorne

Stage Design: Concerts, Events, Ceremonies and Theater

Google Books

Land art

Book by Michael Lailach

From Margin to Center: The Spaces of Installation Art

Book by Julie H. Reiss

Understanding Installation Art: From Duchamp to Holzer

Book by Mark Rosenthal

And Internet Resources

GD 6006 : Design Project | Capstone (Studio) Course | Credit 04

Course Description

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

Topics : Project on modern art

Medium: Mixed medium

Course Objectives (COs) :

CO1 interaction with Ideas, concepts and different media

innovation of new dimensions in modern art

CO2 to introduce oneself as a distinct artist

CO3 to participate in national and international art exhibitions

Course Contents & Number of Classes: 3 to 5

1 hour briefing at the beginning of every class,

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

At least three classes must be conducted.

Topic	Required Session(s)	CLOs
Experiment with Media	2	CLO1, CLO2
Space and Concept	2	CLO1, CLO2, CLO3
Self-Introduction	1	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 explore new ways for design project and implement.

CLO2 experiment with conceptual design and apply suitable materials.

CLO3 apply a holistic design approach for making a unique aspect and a brand.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	Explore new ways for design project and implement.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1 Class Study, Lab Test, Assignment
CLO2	Experiment with conceptual design and apply suitable materials.	PLO1 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR2 Class Study, Lab Test, Assignment
CLO3	Apply a holistic design approach for making a unique aspect and a brand.	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, Audio visual presentation, Classroom study, Studio works, Lab works, Applied Experiments, 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	▪

Reference Books:

Conceptual Art and Painting

Charles Townsend Harrison

Beyond New Media Art

Domenico Quaranta

New media in art

Michael Rush

Conceptual art

Daniel Marzona

Art After Conceptual Art

Editors: Sabeth Buchmann, Alexander Alberro

Minimal Art

Daniel Marzona

Alf Löhr: Abstraction

Richard Dyer and Tony Godfrey

Design Creativity 2010

Editors: Yukari Nagai, Toshiharu Taura

And Internet Resources

GD 6011 : Dissertation | Elective (Lecture) Course | Credit 04

Course description

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

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

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

Topics : Potential arena and probable fields in Graphic Design

Medium : Research, Documentation & Print

Course Objectives (COs):

CO1 exploration of potentials in the field of graphic design

CO2 evaluation and compilation of explored facts

CO3 documentation of written essay and concerned visual graphics

Course Contents and Number of Classes: 12

Topic	Required Session(s)	CLOs
Introduction to Research Methodology	2	CLO1
Literature review	2	CLO1
Compilation of text, image & graphics	2	CLO1, CLO2
Preparing documents	4	CLO1, CLO2, CLO3
Preparing Dissertation Book	2	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 analyze and evaluate diverse aspects of graphic design field.

CLO2 accomplish and assess research works.

CLO3 acquire capability for studying in higher education and research.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	3	4

CLOs	Course Learning Outcomes (CLOs)	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CLO1	Analyze and evaluate diverse aspects of graphic design field.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1, AR2
CLO2	Accomplish and assess research works.	PLO1 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR2
CLO3	Acquire capability for studying in higher education and research.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10 PS12	SDG4	AR2, AR3, AR4, AR6, AR7, AR8, AR9

Instructional Strategies

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE)

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

b) Session End Evaluation (SEE)

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

Reference Books:

Writing Your Dissertation

Derek Swetnam

Surviving Your Dissertation

Kjell Rudestam and Rae R. Newton

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GD 6012 : Self-Documentation | Elective (Lecture) Course | Credit 04

Course description

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

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

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

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

Topics : Self achievement as a Graphic Designer

Medium : Research, Documentation & Print

Course Objectives (COs):

CO1 exploration of potentials in the field of graphic design

CO2 evaluation and compilation of explored facts

CO3 documentation of written essay with visual graphics

Course Contents and Number of Classes: 12

Topic	Required Session(s)	CLOs
Literature review	2	CLO1
Compilation of text, image & graphics	2	CLO1
Preparing documents	4	CLO1, CLO2
Preparing Dissertation Book	4	CLO1, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CLO1 enhance one's own creative drive in the field of graphic design.

CLO2 accomplish and assess professional work.

CLO3 express self-capability of achievements in graphic design field.

Mapping CLOs with the PLOs:

Types of Correlation: 1) No Correlation, 2) Weak, 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	Enhance one's own creative drive in the field of graphic design.	PLO1 PLO5	GS12	PS5 PS7	SDG4	AR1, AR2
CLO2	Accomplish and assess professional work.	PLO1 PLO4 PLO5	GS37 GS42	PS7	SDG4	AR1, AR2
CLO3	Express self-capability of achievements in graphic design field.	PLO1 PLO2 PLO3 PLO4 PLO5	GS37 GS42 GS43 GS44	PS7 PS10 PS12	SDG4	AR2, AR3, AR4, AR6, AR7, AR8, AR9

Instructional Strategies

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

Assessment Pattern:

a) Continuous Internal Evaluation (CIE)

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

b) Session End Evaluation (SEE)

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

Reference Books:

Managing your documentation projects

JoAnn Hackos

The academic portfolio

Peter Seldin

Information Development:

Managing Your Documentation Projects, Portfolio, and People

JoAnn Hackos

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Course Description

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

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

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

Course Objectives (COs):

- CO1 Study of gradual development of graphic design in various schools within various time periods.
- CO2 Understand the development of communication, observing various stages of informative text (as a medium of visual communication).
- CO3 Evaluate and analyze contemporary graphic design works.

Course Contents & Number of Classes : 45

Topic	Required Session(s)	CLOs
The Modernist Era: Graphic Design in the first half of the 20th century	5	CL01, CL02
The Genesis of Twentieth-Century Design (Frank Lloyd Wright and the Glasgow School, Peter Behrens and the New Objectivity, Design for the London Underground)	5	CL01, CL02
The Influence of Modern Art (Cubism, Futurism, Dada, Surrealism, Expressionism, Photography and the Modern Movement)	5	CL01, CL02
Pictorial Modernism, Post-Cubist Pictorial Modernism	5	CL01, CL02
A New Language of Form (Russian Supremacism and Constructivism, The Spread of Constructivism)	2	CL01, CL02
The Bauhaus and the New Typography (The Bauhaus at Weimar, The impact of Laszlo Moholy-Nagy, New approaches to photography)	4	CL01, CL02
The Age of Information: Graphic design in the global village	2	CL01, CL02
The international Typographic Style	2	CL01, CL03
Pioneers of the movement, New Swiss sans-serif typefaces, Design in Basel and Zurich	2	CL01, CL02, CL03
Corporate Identity and Visual Systems	2	CL01, CL02, CL03
Design at CBS, The CIBA corporate design program, Corporate identification comes of age	2	CL01, CL02, CL03

The Digital Revolution (The origins of computer-aided graphic design, Pioneers of digital graphic design, Revitalizing magazine design, Digital imaging, Interactive media and the internet)	4	CL01, CLO2, CLO3
The Modern Movement in Bangladesh (History of modern graphic design in Bangladesh, Pioneers of the graphic design movement in Bangladesh)	5	CL01, CLO2, CLO3

Course Learning Outcomes (CLOs):

Students will be able to

CL01 learn the development of graphic design during the medieval period up to the modern age through various schools of isms.

CL02 explain the evolution of modern graphic design.

CL03 differentiate the characteristics between mechanical printing and digital communication.

Mapping CLOs with the PLOs:

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

CLOs	PLO1	PLO2	PLO3	PLO4	PLO5
CL01	4	1	1	1	3
CL02	4	1	2	3	3
CL03	4	4	3	4	4

CLOs	Course Learning Outcomes	Contribution to			SDG Contribution	Assessment Rubrics (AR)
		PLOs	GS	PS		
CL01	Learn 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
CL02	Explain the evolution of modern graphic design.	PLO1 PLO3 PLO4 PLO5	GS12 GS23 GS37 GS41	PS2 PS4 PS5 PS7 PS8 PS10	SDG4	AR4, AR5, AR7, AR9 Assignment, Class Test, Viva
CL03	Differentiate the characteristics between mechanical printing and digital communication.	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, Audio visual presentation, Classroom study, Library review work, Field trip

Assessment Pattern:

a) Continuous Internal Evaluation (CIE)

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

b) Session End Evaluation (SEE)

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

Reference Books:

A History of Graphic Design

Philip B.Meggs

History of Modern Art

Thames and Hudson

Art through the Eges

Christin J Mamiya

A Century of Graphic Design

Jeremy Aynsley

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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.

11.2 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.

11.3 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.

11.4 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.

11.5 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

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 & (vi) 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)

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 is calculated according to the following formula:

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

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

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

11.7 Requirements for MFA Degree

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

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

Chapter 12 : Conclusion

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

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

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
Work Skills	GS 37	Adaptability
	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	<p>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.</p>
PS2	<p>History/Role in Shaping Communications: Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.</p>
PS3	<p>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.</p>
PS4	<p>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.</p>
PS5	<p>Concepts and Theories: Understand concepts and apply theories in the use and presentation of images and information.</p>
PS6	<p>Professional Ethical Principles: Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.</p>
PS7	<p>Critical Thinking and Creativity: Think critically, creatively and independently.</p>
PS8	<p>Research Skills Conduct research and evaluate information by methods appropriate to the communications professions in which they work.</p>
PS9	<p>Writing Skills: Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purpose they serve.</p>
PS10	<p>Evaluation Skills: Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.</p>
PS11	<p>Numeric and Statistical Skills Apply basic numerical and statistical concepts.</p>
PS12	<p>ICT Introduce current tools and technologies appropriate in the professional field of communication design. And understand the digital world.</p>

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.

E The frequently used terminologies are as below:

SDG: Sustainable Development Goals
AR: Assessment Rubrics
PS : Professional skills
GS: Generic Skills
UM: University Missions
PEO: Program Education Objectives
PLO: Program 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