



Course outlines Semester – 1

Basic drawing – I
 History of art and culture
 Digital communication - I



University of Management and Technology

Lahore Campus C-II, Johar Town, Lahore

Course Description and Outline Key course specifications

Program	Bachelor of Textile Design (BTD)	
Department	School of Textile and Design (STD)	
Course title	Basic Drawing I	
Course code DRW-103		
Credit hours	1(Theory) + 2 (Practical)	
Course level	Foundation	
Duration in weeks	uration in weeks 16	
Semester	1 st	
Scheduled venue	Drawing Lab-1	
Resource Person	Miss. Amna Manzoor	
Designation	Lecturer	
Email	Amna.manzoor@umt.edu.pk	
Counseling hours	12:00pm – 4:00pm (Monday and Friday)	
Course Pre-requisites	None	

Course description

The course explores the mediums used in drawing and their applications in different styles of drawing. Students will be able to understand foundations of drawing. The course focuses on the key concepts of drawing covering proportions, study of light and shades in a form.

Course outcome

On successful completion of the course the participants will be able to demonstrate the ability to

- A. Understand line and its types using different tool sets.
- B. Draw subject matters using different techniques and application of mediums.
- C. Observe and draw angles freehand.
- D. Understand scale, proportions and relation of an object.

Materials and equipment requirement:, drawing tool kit.

Teaching strategies

The course objectives are met by deploying variety of teaching and learning methods including lectures, group critiques, slides and video presentations. The reference reading and visual materials are distributed according to the teaching unit/module requirements.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and individual practice of dra wing. The course is structured progressively to provide increased opportunities for independent learning as you reach later stages of the course.

Reference reading sources

The following books are recommend ed as reference readings. *A*.

ASSESSMENT

Assessment both provides a measure of your achievement, and also gives you a regular feedback on your learning progress.

The following marks sp read will be followed throughout the 16 weeks prog ram.

Sr#	Project /Assignments	Marks	Total
1	1	10	10
2	2	10	10
3	3	10	10
4	4	10	10
5	5	10	10
6	Mid term	20	20
7	Final	30	30
8	Attendance	-	-
	Total Marks	S	100

<u>Note:</u> The number of assignments / projects varies depending upon scale of projects and time duration to complete the scheduled research and tasks.

Course schedule summary

"Basic drawing I" course is taught through a split of 7 units with main titles and with a sequential of contents and sub contents.

UNIT A	Introduction to dot , line and their char acteristics	UNIT B	Basic geometric shapes and forms
UNIT C	Negative and positive space in draw ing	UNIT D	Perspective drawing
UNIT E	Shading and contrast	UNIT F	Subject study in different lights
UNIT G	Project		

This is a brief descrip tion of the course and is no t definitiv e or exhaustive.

The course content may be subject to change without notice however the details above are intended to give a bird's eye view of information module pathways. Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of the teacher to meet the needs of learners and should not be regarded as prescriptive list of activities to be covered.

Please note that it is important to attend all scheduled sessions punctually. Participants should aim to arrive at class at least 5 minutes before the start so that you are ready to commence on time.

For an extra support and counseling attend to the resource person during mentioned counseling hours in "key course specifications"

You will be monitored and kept informed about your p rogress.

Course Schedule

	UNITA	Contents	Learning Outcomes	
	Week 1 <i>Introduction to dot ,</i> <i>line and their</i> <i>characteristics</i>	a Understanding mediu ms	Participants will learn to draw	
Week 1		b_ Drawing differen t types of lines	and paste the lines of different	
		c Visualizing line through pasting	intensity and thickness.	

Lecture mode

Discussions, visual material, reading mat erial

Continuation of unit A in week 2

	UNIT A		Contents	Learning Outcomes		
	Introduction to dot ,	а	Observing and drawing line			
Week 2	line and its		line and its			Participants will learn the art of observational dra wing.
characteristics	С	Study of line intensity				
Lecture mo	ode	Discussions, visual presentations, reading material				

*New unit B in week 3

	UNIT B		Contents	Learning Outcomes
	а	Definition of basic g eometric shapes	Participants will learn to draw	
Week 3		b	Freehand dra wing of angles	basic geometrical shapes with exact angles free hand and will
	shapes and forms c		Drawing shapes and con tinuous lines	also learn to use the mediums in appropriate manner.

Lecture mode Discussions, visual presentations, reading material

*Continuation of unit B in week 4

	UNIT B		Contents	Learning Outcomes
Week 4			a Making 3d form fro m 2d shape	
MCCR 4	Basic geometric shapes and forms	b	Drawing different sizes of cubes , pyramids, with exact angle free hand	Participan ts will learn to draw free hand with exact angles.
		C	Understanding 3d form	

Lecture mode

Discussions, visual presentations, reading material

	UNIT B	Contents	Learning Outcomes
	Popio geometrie	a Making 3d form fro m 2d shape	
Week 5	Basic geometric shapes and forms	b Drawing different sizes of cylinders with exact angle free hand	Participan ts will learn to draw free hand with exact angles.
		c Understanding 3d form	
Lecture n	node	Discussions, visual presentation, r	eading material
*New modu	ıle unit C in week 6		
	UNIT C	Contents	Learning Outcomes
Week 6	Negative and	a Negativ e &positive space in d rawing.	Participants will learn to
	positive spaces in	b Exploring mediu ms in dra wing	explore the possibilities of differen t mediums and
	drawing	c Role of composition	compositions.
			,
Lecture n	node	· · · · · · · · · · · · · · · · · · ·	
Lecture n		Discussions, Visual Presentations, read	
	node Ile unit D in week 7 UNIT D	· · · · · · · · · · · · · · · · · · ·	ing material
*New modu	ıle unit D in week 7	Discussions, Visual Presentations, read	
	ıle unit D in week 7	Discussions, Visual Presentations, reading Contents a Introduction to one point Perspectiv e b Study of Depth and distance in	ing material Learning Outcomes Participants will learn to create
*New modu	ile unit D in week 7 UNIT D	Discussions, Visual Presentations, read Contents a Introduction to one point Perspectiv e Study of Depth and distance in	ing material
*New modu	Ile unit D in week 7 UNIT D Perspective drawing	Discussions, Visual Presentations, reading Contents a Introduction to one point Perspectiv e b Study of Depth and distance in drawing c Study of vanishing point	ing material Learning Outcomes Participants will learn to create depth and distance in drawing.
*New modu Week 7 Lecture n	Ile unit D in week 7 UNIT D Perspective drawing	Discussions, Visual Presentations, reading Contents a Introduction to one point Perspectiv e b Study of Depth and distance in drawing	ing material Learning Outcomes Participants will learn to create depth and distance in drawing.
*New modu Week 7 Lecture n	Ile unit D in week 7 UNIT D Perspective drawing	Discussions, Visual Presentations, reading Contents a Introduction to one point Perspectiv e b Study of Depth and distance in drawing c Study of vanishing point	ing material Learning Outcomes Participants will learn to create depth and distance in drawing. eading material
*New modu Week 7 Lecture n	Ile unit D in week 7 UNIT D Perspective drawing node	Discussions, Visual Presentations, reading Contents a Introduction to one point Perspective b Study of Depth and distance in drawing c Study of vanishing point Discussions, visual presentations, reading	ing material Learning Outcomes Participants will learn to create depth and distance in drawing. eading material Learning Outcomes

 Perspective drawing
 b
 Study of Depth and distance in drawing
 Participants will learn to create depth and distance in drawing.

 c
 Role of vanishing point, horizon line and orthogonal lines
 Participants will learn to create depth and distance in drawing.

 Lecture mode
 Discussions, visual presentations, reading material

WEEK 9 MID TERM PROJECT / ASSIGNMENT



Lecture mode

Discussions, visual presentations, reading material



Course Specifications Developed By:	Reviewed By (Chairm an):
Amna Manzoor, Lecturer	Adil Masood Qazi
Date: 5 th Feb 2016	Date: 16 th Feb 2016



University of Management and Technology

Lahore Campus C-II, Johar Town, Lahore

<u>Course Description and Outline</u> Key course specifications

Program	Bachelor of Textile Design (BTD)		
Department	School of Textile and Design (STD)		
Course title	History of Art and Culture		
Course code	HAC156-F2014125		
Credit hours	2(Theory)		
Course level	Foundation		
Duration in weeks	16		
Semester	2 nd		
Scheduled venue	Drawing class		
Resource Person	Minaa Haroon		
Designation	Visiting faculty		
Email	minaa.haroon@hotmail.com		
Counseling hours	9am –3: 30 pm (Thursdays)		
Course Pre-requisites			

Course description

History of art and culture aims to facilitate an environment that helps students identify and articulate their interest in art and culture, on the conceptual and historical grounds. This course aims to arrive at historical understanding of the origins of artifacts within specific world cultures, exploring the circumstances of their making, their makers, the media used, the functions of the images and objects. It will p rovide skills in the critical analysis of objects through the development of students' visual language in the historical context.

Course outcome

On successful completion of the course the participants will be able to demonstrate the ability to

- A. Explore and experiment with ideas that will generate a specific visual expression and vocabulary.
- B. Be able to analyze a rtworks critically and analytically.
- C. Develop their understanding about art through the lens of history and culture.

Materials and equipment requirement: Notebooks and pens.

Teaching strategies

The course objectives are metby deploying variety of teaching and learning methods including lectures, group discussion, documentaries, slides and video presentations. The reference readings and visual materials are distributed according to the teaching unit/module requirements.

The study time allocated to each unit in the course incorporates a balance of formal teaching, and discussion on the relevant topic. The course is structured progressively to provide increased opportunities for the understanding of history and culture in relation to visual arts.

Reference reading sources

The following books are recommend ed as reference readings

- a. Critical Terms for Art History by:
 S. Robert Nelson, 1996, Chapter 11, Appropriation, pp 161-173, University of Chicago Press.
- b. Gardner's art through the ages. The western perspective by Fred Klein er, 2016, Cengage Learning.

ASSESSMENT

Assessment both provides a measure of your achievement, and also gives participants a regular feedback on their learning progress.

The following marks sp read will be followed throughout the 16 weeks prog ram.

Sr#	Project /Assignments	Marks	Total
1	Quiz 1	5	5
2	Quiz 2	5	5
3	Quiz 3	5	5
4	Quiz 4	5	5
5	Assignment 1	5	5
6	Assignment 2	5	5
7	Assignment 3	5	5
8	Assignment 4	5	5
9	Mid term	20	20
11	Final	35	35
12	Attendance/ class participation	5	5
	Total Marks		100

<u>Note</u>: The number of assignments/projects varies depending upon scale of projects and time duration to complete the scheduled research and tasks.

Course schedule summary

"History of Art and Culture II" course is taught through a split of 6 units with main titles and with a sequential of contents and sub contents.

UNIT A	Introduction to history of art and culture		UNIT B	The Medieval world
	Early and high renaissance		UNIT D	Modern art movements: From baroque to impressionism
	Art in the 19 th century		UNIT F	Art museums and its historical and cultural significance

This is a brief descrip tion of the course and is no t definitiv e or exhaustive.

The course content may be subject to change without notice however the details above are intended to give a bird's eye view of information about module path ways. Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of the teacher to meet the needs of learn ers and should not be regard ed as prescriptive list of a ctivities to be cov ered.

Please note that it is important to attend all scheduled sessions punctually. Participants should aim to arrive at class at least 5 minutes before the start so that you are ready to commence on time.

For an extra support and counseling attend to the resource person during mentioned counseling hours in "key course specifications"

Participan ts will b e monito red and kept informed about their prog ress.

Course Schedule

	UNIT A		Contents	Learning Outcomes
Introduction	Introduction to	а	Defining art and its existence	Participants will understand
Week 1	history of art and	b	Defining cultu re and histo ry of art	about the meaning of art in context to ancient art histories
	culture	An overview of ancient civiliza tions	and cultures.	

Lecture mode

Discussions, visual pr esentations, reading material

*New module unit B in week 2

	UNIT B		Contents	Learning Outcomes
			Introduction to the Medieval art	Participan ts will learn about
Week 2	The Medieval world	b	Early Christian art	the Medieval culture and art history specifically about Early
	c	C	Byzantine art	Christian art and Byzantine art.

Lecture mode

Discussions , visual pr esentations, reading material

*Continuation of unit B in week 3

	UNIT B	Contents	Learning Outcomes
		Pre-Ro manesque art	Participants will learn about art
Week 3 The	The Medieval world	Romanesque art	of Pre-Romanesque and gothic
		Gothic a rt	art.

Lecture mode

Discussions, visual presentations, reading material

*New module unit C in week 4

	UNIT C		Contents	Learning Outcomes
		а	Origins and rise of Renaissance art	Participants will learn about the
Week 4	Early and High Renaissance	b	Early Renaissance a rt	origin of art and cultural
		C		influences in Renaissance times.

Lecture mode

Discussions, visual pr esentations, reading material

	UNIT C	Contents	Learning Outcomes
		Artistic developments and the	-
		a emergence of Florence	Participants will learn about the
Week 5	Early and high	b Effects of the High Renaissance on	developmen t and effects of Renaissance a rt in different
	Renaissance	painting and sculpture	disciplines and analyze the shift
		Famous paintings and sculptu res in Renaissance	from early to high time.
ecture mo	de	Discussions, visual presentations	, reading material
New modul	e unit D in week 6		
	UNIT D	Contents	Learning Outcomes
	Modern Art	a Romanticism	The module aims to cover the
Week 6	Movements: From	b Realism	art and culture of the modern
	Baroque to		world and bring insight in
	Impr essionism	C	detail.
ecture mo	de	Discussion, Visual presentations,	reading material
Continuatio	on of unit D in week 7		
	UNIT D	Contents	Learning Outcomes
	Modern Art	a Romanticism	The module aims to cover the
Week 7	Movements: From	b Realism	art and culture of the modern
	Baroque to	C	world and bring insight in detail.
	Impr essionism		Gelan.
ecture mo	de	Discussions , visual pr esentation	s, reading material
Continuatio	n of unit D in week 8		
Continuatio	UNIT D	Contents	Learning Outcomes
	Modern Art		Learning Outcomes
Week 8	Movements: From		 Participants will learn about the
	Baroque to	b Post-Imp ressionism	art history and culture till the
	Impr essionism	С	end of the 18 th century.
ecture mo	de	Discussions, visual presentations	, reading material
		WEEK 9	
		Mid Term Exam	
New modul	e unit E in week 10		
	UNIT E	Contents	Learning Outcomes
		a Fauvism	Participants will learn about the
Week 10	Art in the 19 th	b Expressionism	Pre–World War 1 art
	century	•	experiments: new forms to
		c Cubism	express modern life.

	UNIT E	Contents	Learning Outcomes
Week 11	Art in the 19 th century	a Constructivism and De Stijl	Participants will learn about
		b Dada and Surrealism	the Post–World War 1 art experiments: new forms to
		c Post Modern A rt: Abstra ct expressionism	express modern life.
Lecture mo	ode	Discussions, visual presentations, r	eading material
*Continuatio	on of unit E in week 12		
	UNIT E	Contents	Learning Outcomes
Week 12	Art in the 19 th	a Pop art	Participants will learn about
WOOK IZ	century	b Postmodernism	different movements of 19 th century.
		c De-constru ctivism	-
Lecture mo	ode	Discussions, visual presentations, r	eading material
New modu	le unit F in week 13 UNIT F	Contents	Learning Outcomes
	Art Museums and		
Mook 42	Art Museums and	a Role of the museu ms in the society	Participants will learn about
Week 13	their historical and	a Role of the museu ms in the societyb Famous world museu ms	Participants will learn about the significan ce of th e museums in history.
Week 13			-
Week 13 Lecture mo	their historical and cultural significance	b Famous world museu ms	the significan ce of th e museums in history.
Lecture mo	their historical and cultural significance	b Famous world museu ms c Readings on museums	the significan ce of th e museums in history.
Lecture mo	their historical and cultural significance	b Famous world museu ms c Readings on museums	the significan ce of th e museums in history.
Lecture mo	their historical and cultural significance	b Famous world museu ms c Readings on museums Discussions. visual pr esentations, reservations, r	the significan ce of th e museums in history. reading material Learning Outcomes Participants will explore the
Lecture mo	their historical and cultural significance ode on of unit F in week 14 UNIT F	b Famous world museu ms c Readings on museums Discussions. visual pr esentations, I Contents	the significan ce of th e museums in history. reading material Learning Outcomes Participants will explore the artifacts and histo ry of the Lahore museum and will cover
Lecture mo	their historical and cultural significance	b Famous world museu ms c Readings on museums Discussions. visual pr esentations, I Contents a History of Lahore Museu m	the significan ce of th e museums in history. reading material Learning Outcomes Participants will explore the





University of Management and Technology

Lahore Campus C-II, Johar Town, Lahore

Course Description and Outline Key course specifications

Program	Bachelor of Textile Design (BTD)
Department	School of Textile and Design (STD)
Course title	Digital communication - I
Course code	
Credit hours	0+2(Lab)
Course level	Foundation
Duration in weeks	16
Semester	1 st
Scheduled venue	
Resource Person	Tayyaba Sabir
Designation	Visiting faculty
Email	
Counseling hours	9am –3: 30 pm (Thursdays)
Course Pre-requisites	

Course description

The foundation level course of digital communication offer students a learning experience of understanding and solving basic drawing and graphic problems with the help of digital software's. Focusing, understanding and learning digital software environment is the key focus of the digital communication – I.

Course outcome

On successful completion of the course the participants will be able to demonstrate the ability to

- A. Communicate their concepts better both verbally and digitally.
- B. Use CAD environments.
- C. Use graphic design elements for visual story/concept building.

Materials and equipment requirement: Notebooks, lap tops

Teaching strategies

The course objectives are metby deploying variety of teaching and learning methods including lectures, group discussion, documentaries, slides and video presentations. The reference readings and visual materials are distributed according to the teaching unit/module requirements.

The study time allocated to each unit in the course incorporates a balance of formal teaching, and discussion on the relevant topic. The course is structured progressively to provide increased opportunities for the understanding of history and culture in relation to visual arts.

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ASSESSMENT

Assessment both provides a measure of your achievement, and also gives participants a regular feedback on their learning progress.

The following marks sp read will be followed throughout the 16 weeks prog ram.

Sr#	Project /Assignments	Marks	Total			
1	Project 1	10	10			
2	Project 2	10	10			
3	Project 3	10	10			
4	Project 4	10	10			
5	Project 5	10	10			
	Mid term	20	20			
	Final	30	30			
	Total Marks 100					

<u>Note</u>: The number of assignments/projects varies depending upon scale of projects and time duration to complete the scheduled research and tasks.

Course schedule summary

"Digital communication - I" course is taught through a split of 4 units with main titles and with a sequential of contents and sub contents.



This is a brief descrip tion of the course and is no t definitive or exhaustive.

The course content may be subject to change without notice however the details above are intended to give a bird's eye view of information about module path ways. Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of the tea cher to meet the needs of learners and should not be regarded as prescriptive list of activities to be covered.

Please note that it is important to attend all scheduled sessions punctually. Participants should aim to arrive at class at least 5 minutes before the start so that you are ready to commence on time.

For an extra support and counseling attend to the resource person during mentioned counseling hours in "key course specifications"

Participan ts will b e monito red and kept informed about their prog ress.



Lecture mode

Discussions, visual pr esentations, reading material

	UNIT B	Contents	Learning Outcomes
		a Brief history of digital media	
Week 5	Introduction to	b Digital environ ments-l	Participan ts will understand
	digital media	c Digital environ ments-2	digital media and its basics
ecture mo	de	Discussions, visual presentation	ns, reading material
Continuatio	on of unit B in week 6		
	UNIT D	Contents	Learning Outcomes
		a Brief history of digital media	
Week 6	Introduction to	b Digital environ ments-I	Participan ts will understand
	digital media	c Digital environ ments-2	digital media and its basics
ecture mo	de	Discussion, Visual presentation	s, reading material
Continuatio	on of unit B in week 7		
	UNIT B	Contents	Learning Outcomes
		a Brief history of digital media	
Week 7	digital media	b Digital environ ments-I	Participan ts will understand
		c Assignment / P roject	digital media and its basics
ecture mo	de	Discussions , visual pr esentation	ons, reading material
Continuatio	n of unit Bin week 8		
	UNIT B	Contents	Learning Outcomes
		a Digital media for movies	Participan ts will understand
Week 8	Introduction to	b Digital media for games	and learn the use of digital
	digital media	c Digital media for web	media in art and design domains.
ecture mo	de	Discussions, visual presentation	ns, reading material
		WEEK 9	
		Mid Term Exam	
lew modul	le unit C in week 10		
vew modu <u>r</u>	UNIT C	Contents	Learning Outcomes
		a Understanding editing	
Week 10	Introduction to	b Photoshop interface-I	Participan ts will understand and learn Photoshop
veek IU	Photoshop	c Photoshop interface-II	environmen t and editing.
veek to			
veek tu			

	UNIT E	Contents	Learning Outcomes
	Introduction to Photoshop	a Understanding editing	Dortioinonto will un doroton d
Week 11		b Photoshop interface-I	Participants will understand and learn Photoshop interface
		c Photoshop interface-II	environment and editing.
ecture mod		Discussions, visual presentations, re-	ading malenai
New module	e unit Din week 12		
	UNIT D	Contents	Learning Outcomes
Week 12	Distant and fam	a Project 01:Scanned image treatment	Participants will be presented
Week 12	Photoshop for designers	b Project 01:Scanned image treatment	with a class project to develop the feel of working with digital
		c Project 01:Scanned image treatment	media environments.
ecture mod		Discussions, visual presentations, re	ading material
Continuatior	n of unit D in week 13		
	UNIT D	Contents	Learning Outcomes
	designers	a Project 02:Create a pattern from	Derticinente will be procented
Week 13		scanned image Project 02:Create a pattern from	Participants will be presented with a class project to develop
		b scanned image	the feel of working with digita media environments.
		Project 02: Create a pattern from	
		c scanned image	
.ecture mod	le	Discussions. visual pr esentations, re	eading material
Continuation	n of unit D in week 14 UNIT D	Contents	Learning Outcomes
Week 14		a Project 03:Logo design	Participants will be presented
Week 14	Photoshop for designers	b Project 03:	with a class project to develop the feel of working with digital
		c Project 03:	media environments.
ecture mod		Discu ssions, visual pr esentations, re	eading material
Continuatior	n of unit D in week 15		
	UNIT D	Contents	Learning Outcomes
		a Project 03:Logo design	Participants will be presented
Week 15	Photoshop for designers	b Project 03:	with a class project to develop the feel of working with digital
	u congrioro	c Project 03:	media environments.

WEEK 16 Final examination

Course Specifications Developed By:	Reviewed By (Chairm an):
Miss Tayyaba sabir, (visiting faculty)	Adil Masood Qazi
Date: 19 th Feb 2016	Date: 21 st Feb 2016