

CURRICULUM

OF

FASHION AND DESIGN

FOR

BS

(4-YEAR DEGREE PROGRAMME)



HIGHER EDUCATION COMMISSION

ISLAMABAD – PAKISTAN

CURRICULUM DIVISION, HEC

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Composed by: Mr. Zulfiqar Ali, HEC, Islamabad

CONTENTS

1.	Introduction.....	6
2.	Scheme of Studies for 4-years BS in Fashion Design	13
5.	Details of Courses for 4-years BS in Fashion Design	15
6.	Detail of Compulsory Courses Annex A - D.....	281

PREFACE

The curriculum of subject is described as a throbbing pulse of a nation. By viewing curriculum one can judge the stage of development and its pace of socio-economic development of a nation. With the advent of new technology, the world has turned into a global village. In view of tremendous research taking place world over new ideas and information pours in like of a stream of fresh water, making it imperative to update the curricula after regular intervals, for introducing latest development and innovation in the relevant field of knowledge.

In exercise of the powers conferred under Section 3 Sub-Section 2 (ii) of Act of Parliament No. X of 1976 titled “**Supervision of Curricula and Textbooks and Maintenance of Standard of Education**” the erstwhile University Grants Commission was designated as competent authority to develop review and revise curricula beyond Class-XII. With the repeal of UGC Act, the same function was assigned to the Higher Education Commission under its Ordinance of 2002 Section 10 Sub-Section 1 (v).

In compliance with the above provisions, the HEC undertakes revamping and refurbishing of curricula after regular intervals in a democratic manner involving universities/DAs, research and development institutions and local Chamber of Commerce and Industry. The intellectual inputs by expatriate Pakistanis working in universities and R&D institutions of technically advanced countries are also invited to contribute and their views are incorporated where considered appropriate by the National Curriculum Revision Committee (NCRC).

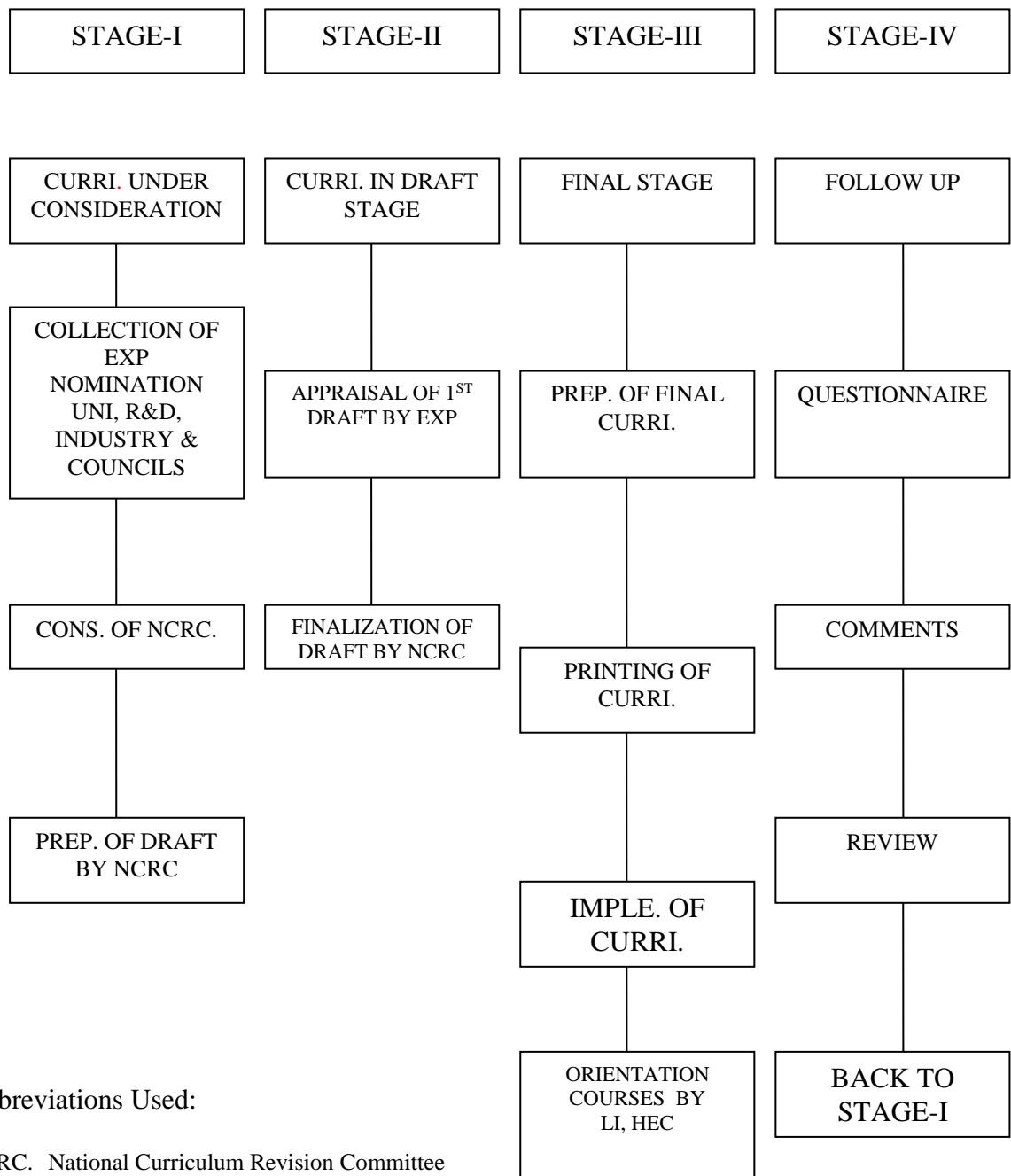
To bring international compatibility to qualifications held from Pakistani universities/DAs for promotion of students mobility and job seekers around the globe, a Committee comprising of Conveners of the National Curriculum Revision Committee of HEC met in 2009 and developed a unified template for standardized 4-years/8-semester BS degree programmes. This unified template was aimed to inculcate broader base of knowledge in the subjects like English, Sociology, Philosophy, Economics etc. in addition to major discipline of study. The Bachelor (BS) degree course requires to be completed in 4-years/8-semester, and shall require qualifying of 130-140 credit hours of which 77% of the curriculum will constitute discipline specific and remaining 23% will comprise compulsory and general courses.

In line with above, NCRC comprising senior university faculty and experts from various stakeholders and the respective accreditation councils has finalized the curriculum for BS 4-years in Fashion Design. The same is being recommended for adoption by the universities/DAs channelizing through relevant statutory bodies of the universities.

MUHAMMAD JAVED KHAN
Adviser (Academics)

June, 2011

CURRICULUM DEVELOPMENT



Abbreviations Used:

- NCRC. National Curriculum Revision Committee
- VCC. Vice-Chancellor's Committee
- EXP. Experts
- COL. Colleges
- UNI. Universities
- PREP. Preparation
- REC. Recommendations
- LI Learning Innovation
- R&D Research & Development Organization
- HEC Higher Education Commission

INTRODUCTION

A meeting of National Curriculum Revision Committee for finalization of the Curriculum for Fashion and Design at degree level was held at HEC Regional Centre, Lahore from April 21-23, 2011.

The following participants attended the meeting:-

1. **Ms. Hina Tayyaba,** Convener
Principal,
Pakistan Institute of Fashion and Design,
Johar Town, Lahore.
2. Mr. Shamoan Haider, Member
Department of Fashion Design,
University of Karachi,
Karachi.
3. Dr. Nabeel Amin, Member
Director / Assistant Professor,
Department of Fashion Design,
University of Management & Technology,
P.O. Box No. 10033, C-II, Johar Town,
Lahore.
4. Ms. Ayesha Arshad, Member
Head, Fashion and Textile Department,
University of South Asia,
47 – Tufail Road,
Lahore.
5. Ms. Rehmika Mukhtar, Member
Lecturer / Coordinator,
Department of Textile & Fashion Design,
Sarhad University of Science & Information Technology,
Peshawar.
6. Dr. Nomana Anjum, Member
Associate Professor,
Department of Home & Health Sciences,
Allama Iqbal Open University,
Islamabad.
7. Mr. Muhammad Mushtaq Ahmed Mangat, Member
Senior Faculty Member,
Department of Academic,
Pakistan Knitwear Training Institute,
PKTI Building, 150–Ali Block, New Garden Town,
Lahore.

8. Mr. Imran Mahmood, Member
Coordinator (Fashion Design)
Pakistan Institute of Fashion and Design,
51-J/III, Johar Town,
Lahore.
9. Mr. Muhammad Talha Shamin, Member
New Port Institute of Commerce and Economics,
159/O, Block – 3, Kashmir Road,
Pakistan Employees Cooperative Housing Society,
Karachi.
10. Mr. Muhammad Amer Bhaur, Member
Programme Coordinator,
Department of Fashion Marketing & Merchandising,
Pakistan Institute of Fashion and Design,
Lahore.
11. Mr. Talal Khan, Member
Program Coordinator,
Department of Textile Design,
Pakistan Institute of Fashion and Design,
Lahore.
12. Ms Hinna J. Chaudhry, Member
Programme Coordinator,
Gems & Jewelry Department,
Pakistan Institute of Fashion and Design,
Lahore.
13. Mr. Nasir Ali Khan, Member
Faculty Member,
Pakistan Institute of Fashion and Design,
Lahore
14. Mr. Muhammad Asif Sharif, Member
Assistant Professor / Course Coordination,
Pakistan Institute of Fashion and Design,
Lahore.
15. Mr. Muhammad Yaseen, Member
Controller of Examinations,
Pakistan Institute of Fashion and Design,
Lahore.
16. Mr. Muhammad Aslam, Member
Associate Professor,
Department of Gems & Jewelry,
Pakistan Institute of Fashion and Design,
Lahore.

17. Mr. Naveed Anwar Butt, Member
Programme Coordinator Furniture Design & Manufacture,
Pakistan Institute of Fashion and Design,
Lahore.
18. Ms. Imrana Shaheryar, Member
Coordinator, Department of Textile Design,
NS, Karachi.
19. Mr. Naveed Anwar, Member
Programme Coordinator
Leather Accessories & Footwear
Pakistan Institute of Fashion and Design,
Lahore.
20. Mrs. Shawana Abid Member
Assistant Professor Fashion Design,
Pakistan Institute of Fashion and Design,
Lahore.
21. Mr. Andrew Shenton, Member
Buckinghamshire New University,
Queen Alexandra Campus,
High Wycombe,
Buckinghamshire, UK.
22. Ms. Sadia Pasha, Member
Associate Professor, History of Arts & Culture
Kinnaird College & Fellow Research Centre,
College of Arts & Design,
University of the Punjab,
Lahore.
23. Mr. Wajid Ali, Member
Assistant Professor,
Deputy Course Coordinator,
Pakistan Institute of Fashion and Design,
Lahore.
24. Ms. Kiran Farooq Khan, Representing, Member
Pakeeza Khan, Assistant Professor,
School of Visual Arts & Design,
Beaconhouse National University,
3-C, Zafar Ali Road,
Lahore.
25. Mr. Javed Akhter Mir, Member
Associate Professor,
Pakistan Institute of Fashion and Design,
Lahore.

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|-----|---|------------------|
| 26. | Mr. Muhammad Asim Naeem,
Assistant Professor
Fashion Design,
Pakistan Institute of Fashion & Design,
Lahore. | Member |
| 27. | Ms Umber Zahid,
Assistant Professor Textile Design,
Pakistan Institute of Fashion and Design,
Lahore. | Member |
| 28. | Mr. Rizwan Amjad,
Consultant / Faculty,
Furniture Department,
Pakistan Institute of Fashion and Design,
Lahore. | |
| 29. | Ms. Neha Asim,
Head of Department,
Asian Institute of Fashion Design,
Metor Tower, Teen Talwar,
Main Clifton Road,
Karachi. | Member/Secretary |

On the opening day the meeting started with recitation of verses from the Holy Quran by Malik Arshad Mahmood, Director Curriculum, HEC. He also welcomed the participants and informed the members of the Committee about procedure for review and revision. He apprised the members of the Committee regarding legal obligations as assigned to the Commission under its law and in accordance with the provisions of Act No. XII of 1976 titled Federal Supervision of Curricula & Text Books. He emphasized the need for preparation of curriculum in Fashion and Design in view of the fact lot of knowledge, new techniques and methodologies are evolving the world over dictating the professionals to keep pace with time and adopt these changes for the need of future professionals.

Ms. Hina Tayyaba, Principal, Pakistan Institute of Fashion and Design, Lahore and Ms. Neha Asim, Head of Department, Asian Institute of Fashion Design, Iqra University, Karachi Convener and the Secretary of the NCRC thanked the members for participation for three days long meetings.

At the outset the house unanimously agreed to adopt BS (Hons.) / BDes 4-Year Bachelor Degree Scheme in all the Fashion and Design education programmes. The Committee discussed and finalized the six curricula, including Fashion Design, Textile Design, Fashion Marketing and Merchandising, Gems and Jewelry Design, Furniture Design & Manufacturing, and Leather Accessories and Footwear presented by the forum. The curricula were thoroughly deliberated by the participants in accordance with the structure, layout and the scheme of studies

prepared under the proposed standardized format/ scheme of studies for four-year integrated curricula for bachelor degree.

Six-discipline preliminary drafts which were prepared in the last meeting convened on February 07-09, 2011 were discussed and following suggestions were made and agreed to be incorporated in the curriculum.

- I. Seminars (mandatory) to incorporate the concept of sustainable design / eco design.
- II. Prerequisite must be defined in the curriculum.
- III. List of reference books must be included in all the courses.
- IV. Contextual and critical studies should be emphasized.
- V. The composition of the final semester should be standardized.

The Committee unanimously approved the final drafts of Curricula with credit hours as per HEC notified criteria. At the end of the final meeting, the Convener, Ms. Hina Tayyaba thanked the members for their thoughtful discussion, active participation and valuable input during the meeting.

Director Curriculum HEC thanked to the Convener, Secretary and the members of the Committee for sparing their time a lot of professional contribution towards finalization of curricula for Fashion and Design Programmes. The Committee highly appreciated the efforts made by the officials of HEC Regional Center, Lahore and Malik Arshad Mahmood, Director, Curriculum for making appropriate arrangements to facilitate the Committee and comfortable stay of the members at Lahore.

The meeting ended with the vote of thanks to the HEC, Convener, Secretary and members of National Curriculum Revision Committee.

Framework/Layout (Applicable for Session 2011 and onwards)

Fashion Design (4-Years Integrated B Des. /BS (HONS)
131 Credit Hours
1 Credit = 1 Hour Theory
1 Credit = 3 Hour Studio / Practical

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. hours		30-33 Credit hours	
Subject	Cr hr.	Subject	Cr. Hr.	Subject	Cr. Hr.
<ul style="list-style-type: none"> • ENGLISH I • ENGLISH II • ENGLISH III, IV V, VI, VII - Dissertation. • ENGLISH / UNIV. OPTIONAL * French I, II & III • PAKISTAN STUDIES • ISLAMIC STUDIES / ETHICS • MATHEMATICS I (Material & Model-I) • MATHEMATICS II / UNIV. OPTIONAL ** Pattern I, II, & III (Maths credit only) • INTRODUCTION TO COMPUTER (Digital Comm I & II) 	2 2 5 3 2 2 3 3 3	<ul style="list-style-type: none"> • Basic Drawing I & II • French Lv • Marketing • Digital Fashion I, II, III & IV CAD,CAM • Fashion Details • Textile Basics • Textile Design I, II, III, IV 	6 1 2 4 2 2 8	<ul style="list-style-type: none"> • Design History & Theory I & II • History of Art & Culture I & II • Material & Models- II • Shaping I & II • Fashion Design Studio I & II • Draping-I & II • Pattern I, II & III (Basics) • Sewing I, II & III 	3 2 3 5 5 6 4 5
	25	5 courses	25	8 courses	33

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. Hr.	Subject	Cr. Hr.
<ul style="list-style-type: none"> • Pattern IV & V • Fashion Design Studio III, IV, V • Sewing IV & V • Draping III, IV & V • Thesis (12) (Collection 10 + Dissertation 2 Eng VII – 1 credit of dissertation given to Compulsory Requirement out of 2)	6 9 6 9 11	<ul style="list-style-type: none"> • Basics of Hand Sewing • Couture Finishes • History of Costume & Fashion I, II, III & IV • Human Anatomy 	1 1 4 1
Non-credit 4 week Internship	0		
5 courses	41	4 courses	7

Total Programme Credits: 131

- * University has the option to recommend any other course in lieu of English IV
- ** University may recommend any other course in lieu of Mathematics I

SCHEME OF STUDIES FOR 4-YEARS FASHION DESIGN PROGRAMME

SEMESTER-I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I + Project Management	4(2+2)

Total Credits: 17

SEMESTER-II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamic Studies (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematic-I (Geometry and Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)

Total Credits: 17

(Deficiency Courses e.g. Physics/Chemistry, Creative Skills and Ecological Studies shall be offered in Semester One and Two, if needed.)

SEMESTER-III

Course Code	Course Title	Credit Hours
ENG-201	English III (Academic Writing)	1(1+0)
PAT-202	Pattern I (Fundamentals of Flat Pattern Calculations)	2(1+1)
FDS-203	Fashion Design Studio – I (Introduction)	2(1+1)
SEW-204	Sewing- I (Machine Sewing – I)	1(0+1)
DGF-205	Digital Fashion – I (Introduction)	1(0+1)
HOC-206	History of Costume-I	1(1+0)
DRP-207	Draping-I (Basics)	3(1+2)
TXB-208	Textile Basics	2(1+1)
HAT-209	Human Anatomy: Drawing	1(0+1)
BHS – 210	Basics of Hand Sewing	1(0+1)
FSD-211	Fashion Details	2(1+1)

Total Credits: 17

SEMESTER-IV

Course Code	Course Title	Credit Hours
MTP-252	Pattern II (Mathematics of Pattern)	2(1+1)
FDS-253	Fashion Design Studio – II	3(1+2)
SEW-254	Sewing-II (Machine Sewing-II)	1(0+1)
DGF-255	Digital Fashion-II (Advance Design)	1(0+1)
HOC-256	History of Costume-II	1(1+0)
DRP-257	Draping– II (Draping Techniques)	3(1+2)
TXD-258	Textile Design-I (Introduction to Textile Design)	2(1+1)
CFS-260	Couture Finishes (Hand Sewing II)	1(0+1)
FRH-262	French-I (Basics)	1(1+0)
MKT-263	Introduction to Marketing & Merchandising	2(2+0)
Total Credits:		17

SEMESTER-V

Course Code	Course Title	Credit Hours
ENG-301	English IV (Technical Writing)	1(1+0)
MTP-302	Pattern – III (Mathematics of Pattern)	3(1+2)
FDS-303	Fashion Design Studio- III (Trend Forecast & Project)	3(1+2)
SEW-304	Sewing-III (Advanced)	3(1+2)
DGF -305	Digital Fashion III (Portfolio Development)	1(0+1)
HCF-306	History of Costume & Fashion-III	1(1+0)
DRP-307	Draping-III (Advance Level I)	3(1+2)
TXD-308	Textile Design II (Technical Analysis of Fabrics)	2(1+1)
FRH-312	French-II (Comprehension & Expression)	1(1+0)
Total Credits:		18

SEMESTER-VI

Course Code	Course Title	Credit Hours
ENG-351	English-V (Research & Communication Skills)	1(1+0)
PAT-352	Pattern & Grading-IV (Mathematics)	3(1+2)
FDS-353	Fashion Design Studio-IV	3(1+2)
SEW-354	Sewing-IV	3(1+2)
DGF - 355	Digital Fashion IV (Portfolio & CAD / CAM)	1(0+1)
HCF-356	History of Costume & Fashion-IV	1(1+0)
DRP-357	Draping-IV (Advanced Level II)	3(1+2)
TXD-358	Textile Design-III (Surface Decoration)	2(1+1)
FRH-362	French-III (Communication Skills)	1(1+0)
Total Credits:		18

SEMESTER–VII

Course Code	Course Title	Credit Hours
ENG-401	English – VI (Dissertation Research & Writing)	1(1+0)
PAT-402	Pattern-V	3(1+2)
FDS-403	Fashion Design Studio-IV (Design Research Methodology)	3(1+2)
SEW-404	Sewing-V	3(1+2)
DRP-407	Draping-V (Haute Couture)	3(1+2)
TXD-408	Textile Design IV (Research& Development)	2(0+2)
FRH- 412	French-IV (Language Proficiency)	1(1+0)
Total credits:		16

SEMESTER–VIII

Course Code	Course Title	Credit Hours
FDT 464	Fashion Design Thesis	12(2+10)
Breakdown as follows:		
ENG-451	English VII- Dissertation Collection – 10 Credits -	2(2+0)
PAT-452	Pattern-VI (collection)	2(0+2)
FDS-453	Fashion Design Studio (collection)	2(0+2)
SEW-454	Sewing-VI (collection)	2(0+2)
DRP-457	Draping-VI (collection)	2(0+2)
TXD-458	Textile Design-V (collection)	2(0+2)
Total Credits:		12

Programme Credit Hours: 131

Course Content:

First Half: 7 weeks:

- Overview of Design History- its origin.
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks:

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

- Design History and History of design by John A.Walker
- Design for Real World by Victor Papanek
- Design in Context by Penny Sparke
- Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

CS-105 Digital Communication-I

1(0+1)

Course Objectives

Information\Knowledge Goals:

Through this outline students shall:

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\Experience Goals:

In this course students shall:

- Explore typography to the most specially focusing on the usage of an appropriate type face.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object-oriented or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content

Software/ Graphic Design Systems:

Students will learn to use the following software/graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

- Scope of digital communication
- Basics of Microsoft word 2007
- Introduction to typography
- History and evolution of typography
- Modern typography and its possibilities
- Communication through typeface
- Visual communication through signs and symbols
- Visual communication through signs and symbols with text
- Introduction to divisions and layouts
- Introduction to logo design
- Iconic logo design
- Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport)
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson)
3. Global Graphics: Color by L.K. Perterson (Rockport)
4. Design Basics by Joyce Rutter Kaye (Rockport)
5. The best of letterhead and logo design No.1 (Rockport)
6. What is Graphic Design? By Quentin Newark (Rotovision)
7. Los Logos bu Ronald Muller
8. World Graphic Design by Geoffrey Caban (Merrell)
9. Editorial design by Yolanda Zappaterra (Portfolio)
10. Design for Interaction by Lisa Baggerman (Rockport)

HAC-106 History of Art & Culture-I 1(1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.

Behavior goals:

Students shall:

- Work in a team
- Organize a project with time management
- Justify their work
- Evaluate their performance and of their peers.
- Present their work Develop work ethics with tolerant attitude towards peers

Course Content:

1. (a) Introduction to Line
(b) Introduction to Line as one of the primary shaping element (c) To create an effect through line its features and qualities
2. (a) Line Communicate meaning
3. (a) Division
(b) Different types of division
(c) Division of the given formats
4. (a) Points of Emphasis through division
(b) Focal point and division
5. (a) Proportion
(b) Concept of scale and dimension.
- 6 & 7. (a) *Introduction to signs*
- 8 & 9. (a) Types of Signs and their Effects
10. (a) Exercise on Signs (Index, Symbols and Icons)
- 11 & 12. (a) How to Use Shaping elements to develop street Sheets
- 14-16 (a) Exam week

Recommended Books/Helping Material:

- The Elements of Design by Noel Riley
- Design for Interaction by Lisa Baggerman
- Design Basics by David A. Laver and Stephen Pentak
- Global Graphic Color by L. K . Peterson
- Design for the Real world by Victor Papanek
- Internet
- Library visits

SEMESTER - II

ENG-151	English-II (Compulsory) ANNEXURE - A	2 (2+0)
ISL-152	Islamiat (Compulsory) ANNEXURE – ‘C’	2 (2+0)
DRW-153	Basic Drawing-II	3 (1+2)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.
- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.
- Assembling of two objects.
- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

DHT-154 Design History & Theory-II:

2 (2+0)

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:

First half: 8 weeks:

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks:

Design history continued from Art Nouveau/Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to criticize the development thru their thoughts and opinions. Students also learn to see the development in the world of design and how design takes part in their everyday life.

Recommended Books/Helping Material:

- What is Graphic Design by Quentin Newark
- Design History and The History of Design By John Walker
- Design for The Real World by Victor Papanek
- Design in Context by Penny Sparke

Course Objectives:**Skill\ experience goals:**

In this course students shall:

- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

Information\ knowledge goals:

Students shall:

- Work innovatively through a research and design project, in response to their given handouts with and without teacher's guidance.
- Identify their strengths, weaknesses and evaluate their learning ability.
- Work in groups and develop work ethics.

Course Contents:**Software/ Graphic Design Systems:**

Students will learn to use the following software/ graphic design systems proficiently:

Adobe Illustrator CS5

Adobe Photoshop CS5

Contents:

The following contents will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

1. Group Project One

Activity Design: The students will be required to develop a solution for a given problem by identifying the problem, defining its context and presenting a solution.

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- Identifying, defining and reflecting on the problem
- Research
- Concept Development
- Scenario Development
- Sketches
- Realizing/ Implementation
- Documentation

2. Poster Design**3. Magazine Ad**

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L. K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II

1 (1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

1. Renaissance period
 - (a) High renaissance
2. Art of the late 18th to the mid 19th century
 - (a) Baroque
 - (b) Rococo
 - (c) Neo-Classicism
 - (d) Romanticism
3. The rise of Modernism: art of the later 19th century
 - (a) Realism

- (b) Impressionism
- (c) Post Impressionism
- 4. Modern art: art of the early 20th century
 - (a) Expressionism
 - (b) Fauvism
 - (c) Cubism
 - (d) Surrealism
- 5. Post-Modern art
 - (a) Abstract Expressionism
 - (b) Pop Art
- 6. Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-157 Mathematic-I (Geometry & Drafting) 3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).
- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using compass)
- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with compass/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects.

Recommended Books/Helping Material:

Books:

- Geometrical Drawing for art students by I. H.MORRIS
- The Alhambra by Antonio Fernandez-Puertas
- Geometrics by Wolfgang H. Hageney

Material: T-square, set-square, compass, clutch pencils, drafting board etc.

SHP-158 Shaping-II

2 (1+1)

Course Objectives:

Knowledge /Learning goals:

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students shall:

- Attain an appropriate level of skill in the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students:

- Work in a team
- Organize a project with time management
- Present and justify their work.
- Evaluate their performance and of their peers.
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Week	Topics
1	Introductions to Colors
2	Essences of Colors (Light Colors and Pigment Colors)
3-5	Appearance of Pigment Colors
6-8	Color Organization
9-10	Color Effects (Single and Compiled Colors)
11-15	Arrangements by Shaping elements and their Effects (Contrast, arrangements)
16	Submission of the Exam Project

Recommended Books/Helping Material:

- The Elements of Design by: Neol Riley
- Design for Interaction by: Lisa Baggerman

- Color Harmony Layout by: Rockport Publishers.
- Color Art and Science by: Trevor Lamb
- Color by: David Hornung
- Design for the Real World
- Internet
- Library visits

SEMESTER - III

ENG-201 English III (Academic Writing) 1 (1+0)
ANNEXURE – ‘A’

PAT-202 Pattern I (Fundamentals of Flat Pattern Calculations) 2 (1+1)

Course Objectives:

- This course is an introduction to the principles and fundamentals of flat pattern making so that students can learn to draft a design or sketch on paper in form of geometrical shapes with all necessary finishes and related information
- To introduce students to the study of human form, its proportions and measurements
- To make students learn how to draft basic block patterns through measurements and calculations

Course Content:

- Construction of Basic Skirt Block through mathematical calculations
- Introduction to variations of skirts
- Construction of Skirt Pleats
- Explanation and construction of complete A- line/Flared Skirt
- Construction by closing the darts and flaring out on side seam.
- Explanation and construction of Godet/ Full circle Skirt with mathematical formula
- Explanation and construction of Basic Bodice Block with specific measurements and calculations
- Construction of Basic Bodice Block.

Recommended Books/ Resources:

1. Alderich, Winifred, *Metric Pattern Cutting*. (4thedition). 2004, John Wiley & Sons.
2. Rolfo, Vittorina. Zelin, Beatrice. Gross, Lee. Kopp, Ernestine. *How to Draft Basic Patterns*. (4thedition).1991, Fairchild Pubns.

FDS– 203 Fashion Design Studio-I (Introduction) 2 (1+1)

Course Objectives:

- Development of personalized research techniques that can enable a person to explore chosen area of study, and structure an individualistic concept
- Develop understanding to visualize words in the form of images and construct mood/inspiration boards
- Learning implementation principles of exaggeration to a human figure and to produce skillful fashion illustrations
- Development of surface rendering techniques to illustrate clear use of materials in design illustrations
- Acquire skills to create links between a garment and an image to observe how does a garment takes its inspiration from different visual elements
- Build understanding to visualize different features of a garment collectively and render personal designs realistically on a piece of paper
- Develop understanding of different technical details of a garment to produce accurate technical sketches.

Course Content:

- Mood Board Development (Research, material compilation, exploring links between words and images, analyzing apparel design and investigate its source of inspiration).
- Figure Drawing (Human proportions, study of movement & posture).
- Fabric / Material Rendering and Development of Fashion Figures (replicate textile surfaces, relationship between garment and silhouette).
- Fabric / Material Rendering and Development of Fashion Figures.
- Silhouette Derivation.
- Design Development through manipulation of classic silhouette
- Theme Based Design Project.

Recommended Books/Resources:

1. Patrick, John. *Introduction to Fashion Design*.(2nd edition), 2005, Batsford Publishers.
2. Ireland, John, Patrick. *New Fashion Figure Templates*. 2003, Batsford Publishers.
3. Riegelman, Nancy. *Nine Heads*. (3rdedition) C.H.I.P.S
4. Fashion Design Drawings.
5. Research through electronic and print media.

Course Objectives:

To learn contemporary methods of sewing, finishing and working with industrial machine / equipment and fabric that require special handling and care, to develop manufacturing skills.

Course Content:

- Introduction and understanding of Machine Sewing
- Introduction to paper and fabric exercise
- Tracing
- Exercise on concerns (Fabric measurement, folding & notches etc)
- Facing & Topstitching
- Learning different seams and its constructions
- Matching Lines and Application of accessories
- Basic Skirt Sewing

Recommended Books/Resources:

1. Jeffreys, Chris. *Complete Book of Sewing*. 2003. D. K Adult Publishers.
2. Rosen, Sylvia. *Make it Fit*. 2005. Burg Publishers.
3. Cabera, Roberto. *Classic Tailoring for Tailoring Techniques*. 1983 Fairchild Pubns.
4. Chase, Weisee Renee. Quinn, Dolores, M. *Design without Limits: Designing and Sewing for Special Needs*.2002. Fairchild Pubns.

DGF-205 Digital Fashion – I (Introduction) 1 (0+1)**Course Objectives:**

- Understanding different digital tools to produce detailed apparel sketches and technical drawings
- To produce figure drawings on computer in relation to Fashion Design and Fashion Detail
- Exploration of different conventional and unconventional techniques in context of fashion illustration/material rendering
- Adaptation of effective presentation methods for the visual display of art&design work
- Develop abilities to assess personal work in terms of its strengths, weaknesses and learning of creative work ethics

Course Content:

- Digital drawing and rendering of a human figure
- Development of an apparel sketch
- Technical drawing of an apparel design
- Rendered technical sketch of an imposed design

Recommended Books/ Resources:

1. Evans, Larry *The New Complete Illustration Guide*. (2nd edition) 1996. Wiley Publishers.
2. Riegelman, Nancy. *Nine Heads*. (3rd edition) C.H.I.P.S.
3. Handouts provided in classes.

HOC – 206 History of Costume – I 1 (1+0)

Course Objectives:

- Understanding the historical evolution of textile and costume history in the Sub-continent
- To identify and interpret historical costume culture in modern clothing
- Innovate / explore new silhouettes in relation to Fashion Design

Course Contents:

- Ancient India - Tradition of unstitched clothing
- Influence of Greek – Persian, contribution toward local unstitched clothing
- Medieval India - The advent of Muslim Arab, Pathans and the Turks
- Major transformation introduced in western clothing
- New textile materials silks, brocades (atlas) velvets, demask etc.
- The Royal Kharkhanas (the establishment that brought a major change in the development of cloths).

Recommended Books / Resources:

1. Bhatnagar, Parul. *Traditional Indian Costumes and Textiles*. (2004) Abhishek Publications.
2. Maxwell, J, Robyn. Gittinger, Mattiebelle. *Textiles of Southeast Asia: Tradition, Trade and Transformation*. (2003). Periplus Editions.
3. Muscat, Cathy. Kumar, Ritu. *Costumes and Textiles of Royal India*. (2000).

DRP-207 Draping- I (Basics) 3 (1+2)

Course Objectives:

- To acquire the basic knowledge of human body measurements, body types, postures, silhouettes and bone structure
- Learn to use tools and materials
- To develop the basic understanding required to construct 3D draping from working drawings, design sketches and their application to current trends
- To develop key concepts and practical skills required in the advance draping modules
- To develop their own sense of proportion, silhouette, line and style

- In this course the emphasis is kept on the lower torso student will learn to drape different kind of skirts, volumes and lengths

Course Content:

- Introduction to Draping
- Placement of ribbons on the mannequin
- Basic tapered knee length skirt with waist darts
- Basic A-line skirt mid calf length
- Knee length godet skirt
- Basic Corsage

Recommended Books/Resources:

1. Crawford, Amaden, Amanden. *The Art of Fashion Draping*. (1995) Fairchild Books.
2. Silberberg, Lily. Shoben, Martin. *The Art of Dress Modeling –Shape with in shape*. (1992) Butterworth-Heinemann.
3. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXB-208 Textile Basics

2 (1+1)

Course Objectives:

- To realize the complexities of Textiles and Textile Design
- Understand the parameters of analyzing fabrics for certain end uses
- Plan and develop a frame for developing textiles towards end use
- Identify fabrics considering techniques and end uses
- To understand textile development techniques and to present textile work
- Students use the knowledge gained in textile basics in the further studies of the advance courses of textile design

Course Content:

- Introduction to Textiles
- The role of Textile designer: Fabric Qualities
- Weaving
- Knitting
- Fiber Concepts
- Processes and finishes.
- Care instructions and labeling.

Recommended Books/Resources:

1. Papanek, Victor (1971). *Design for the Real World: Human Ecology and Social Change*, New York, Pantheon Books.
2. Linton, George E (1948) *Applied Textiles: raw materials to finished fabrics*, New York, Kathryn L.
3. Hatch (1993) *Textile Science*, Minneapolis/Saint Paul: West Publishing.

4. Wingate, Isabel B, *Textile Fabrics and their Selection*, Englewood Cliffs, N.J.: Prentice-Hall.
5. Spencer, David J. (2001) *Knitting Technology: a comprehensive handbook and practical guide*, Lancaster, Pa.: Technomic Publishing.

HAT 209 Human Anatomy: Drawing 1 (0+1)

Course Objectives:

- This course has been designed for advance application of fundamental skills in figure drawing with the reference of human anatomy.
- Level 1
Enhance skill to observe and draw, Create an understanding of human body proportions.
- Level 2
Detail study of human skeleton (movement of all the bones & joints).
- Level 3
Free hand drawing of human body in reference to human skeleton, to be applied in fashion drawing, Explore different mediums to draw human figure.

Course Content:

- Human proportions Study of proportions of human Skeleton
- Observation of large forms
- Study of skull, hands, feet and portraits
- Details sketches of human figure
- Study of different postures of human figure
- Full figure drawing in scratching technique
- Full figure drawing in geometrical plains and angles
- Silhouette drawing
- Full figure drawing in various mediums
- Quick sketching exercises

Recommended Books/Resources:

1. Peck, Roger, Stephen. *Atlas of Human Anatomy for the Artist*. (1982). Oxford University Press.
2. Simblet, Sarah. *Anatomy for the Artist*. (2001) D.K. Publishing.
3. Waller, Jane. *Human Form in Clay*. (2001) Crowood Press Ltd.
4. Rogers, Malcolm. *Master Drawings from the National Portrait Gallery London*. (1993) National Portrait Gallery Publications.
5. Civardi, Giovanni. *Drawing Human Anatomy*. (2003) 1st edition. Cassell Illustrated.

Course Objectives:

To learn how to use conventional and contemporary methods of hand sewing with basic and finishing stitches applied on a garment.

Course Content:

- Introduction to basic stitches
- Tailors Tacks
- Seam with Bias Binding
- Sandwich seam
- Edge finishing with bias binding
- Hem Finishes
- Blanket Stitch
- Plain blanket stitch
- Variation for edge finish
- Button hole stitch

Recommended Books/Resources:

1. Jeffreys, Chris. *Complete Book of Sewing*. 2003. D. K Adult Publishers.
2. Rosen, Sylvia. *Make it Fit*. 2005. Burg Publishers.
3. Rasband, Judith. *Fabulous Fit*. 1994. Fairchild Books.
4. Cabera, Roberto. *Classic Tailoring for Tailoring Techniques*. 1983 Fairchild Pubns.

Course Objectives:

- To develop a vocabulary of various fashion details
- To identify different fashion details and learn how to re-design and personalize them
- To understand how to draw a certain fashion feature while designing an outfit
- To learn how to draw technical drawings of a range of fashion details
- To apply the knowledge of technical drawing in the design development process
- To broaden and develop professional presentation skills

Course Content:

- Silhouette development in relation to human body proportions
- Introduction to different types of necklines and their technical drawing
- Identification and technical drawing of different types of collars
- Technical drawing of different silhouettes of sleeves
- Different kinds of skirts and trousers and their variation
- Jacket silhouettes and their details

- Study of Finishes and Components -Opening/closures and other garment component e.g. pocket, zips, placket, snap button/Velcro, toggles/pullers etc.
- Silhouette development study in relation to actual garment
- Garment detail sketching of front and back view

Recommended Books/Resources:

1. Hagen, Katheryn. *Fashion Illustration for Designers* (2nd edition) Printice Hall (2004).
2. Ireland, John, Patrick. *Encyclopedia of Fashion Details*. (2003) Batsford Publishers.
3. Vogue Magazine, Collezioni Magazine.
4. www.vogue.com
5. www.style.com

MTP-252 Pattern–II (Mathematics of Pattern) 2 (1+1)
ANNEXURE – ‘D’

Semester-IV

FDS-253 Fashion Design Studio-II 3 (1+2)

Course Objectives:

- Improving the art of translating an inspiration into an idea and then transferring an imaginary idea on paper with realistic approach towards drawing and rendering of an apparel silhouette.
- Develop an understanding to analyze complicated garment silhouettes in terms of their technical viability with maximum clarity.
- Observe how fashion takes its inspiration from a varied range of sources to innovate itself.

Course Content:

- Explore color, texture and shapes by conduction research
- Design Development and Technical drawing
- Explore relationship between Art & Fashion
- Study of individualistic artistic ideologies and blend elements of commercialism with it
- Technical Drawing Development
- Paint Application
- Personalized Design Project.

Recommended Books/Resources:

1. Nancy, Riegleman. *Colors for Modern Fashion*. Prentice Hall 2006.
2. Sharonelle, Tate. *Inside Fashion Design*. (5th edition)Prentice Hall 2003.
3. Magazine: Collezioni Trends.
4. Fashion, Trends Styling *Style.com*.

SEW-254 Sewing–II (Machine Sewing-II)**1 (0+1)****Course Objectives:**

- To understand and acquire skills of various machine stitching details
- To use industrial equipments to produce a well finished garment of sample quality

Course Content:

- Variations of Pocket sewing
- Variation of pocket flaps
- Placket sewing and variations
- Yokes & Components
- Button and button hole variations
- Shirt Sewing
- Pressing Techniques.

Recommended Books/Resources:

1. Crawford, Amanden, Connie. *A Guide to Fashion Sewing* (4th edition) Fairchild Pubn. 2006.
2. Meyers, Flaherty. Cabrera, Roberto. *Classic Tailoring Techniques: A construction guide to women's wear*. Fairchild Pubn.
3. Complete Guide to Sewing: *Reader's Digest*.

DGF-255 Digital Fashion- II (Advance Design)**1 (0+1)****Course Objectives:**

- To develop ability to visualize different objects and images as starting point of a creative thought process
- Explore Photoshop tools and adopt quick/effective techniques to develop apparel designs
- Develop understanding of fabric selection keeping in mind silhouette, structure and formation of a garment
- Handle digital tools to render different fabric surfaces in a garment, keeping in mind their application

Course Contents:

- Selection of inspirational source and exploration of collage as a design development medium
- Translation of a collaged prototype into a detailed technical sketch
- Developing individual illustration techniques and creation of a fully rendered garment sketch in reference to the technical drawing
- Coordination of a garment with necessary styling components to visualize it as part of a complete fashion look
- Layout planning and preparations for the final submission.

Recommended Books/Resources:

1. Kevin, Tallon. *Digital Fashion Illustration with Photoshop and Illustrator*. Batsford Publications. 2009.

2. Middleton, Chris. *Instant Graphics: Source and Remix Images for Professional Design*. Rotovision Pubn. 2007.
3. Evans, Larry *The New Complete Illustration Guide*. (2nd edition)1996. Wiley Publishers.
4. Riegelman, Nancy. *Nine Heads*. (3rd edition) C.H.I.P.S
5. Handouts provided in classes.

HOC – 256

History of Costume – II

1 (1+0)

Course Objectives:

- To study various Mughal eras
- To study impact of British Colonialism on the culture of Subcontinent
- To study influences of British Raj to the Royal Courts of India
- Study the changes how indigenous costume evolved during the British era.

Course Content:

- Mughal India (1525 AD – 1857 AD)
- History of Shawls
- British/ European colonial influences from unstitched to elaborate forms of coats, pajamas, trousers etc
- Royal Maharani – Maharajas European influence on their clothing.
- Costume change after the independence (1947 – 2000)

Recommended Books/Resources:

1. Bhatnagar, Parul. *Traditional Indian Costumes and Textiles*. (2004) Abhishek Publications.
2. Maxwell, J, Robyn. Gittinger, Mattiebelle. *Textiles of Southeast Asia: Tradition, Trade and Transformation*. (2003). Periplus Editions.
3. Muscat, Cathy. Kumar, Ritu. *Costumes and Textiles of Royal India*. (2000).
4. Kohler, Carl. *History of Costume*. (1963) Dover Publications.
5. Internet Research.
6. Movies.
7. Handouts.

DRP-257 Draping–II (Draping Techniques) 3 (1+2)

Course Objectives:

- To develop the understanding required to construct 3D draping from working drawings and design sketches; and their application to current trends should be established
- To develop key concepts and practical skills required in the advance draping modules
- Able to develop their own sense of proportion, silhouette, line and style

- The emphasis is kept on the upper torso in which students learn to drape different kind of dresses, sleeves and collars

Course Content:

- Single reverse dart dress with waist seam
- Suspender panel dress
- Set-in sleeve
- Balloon sleeve
- Semi set-in sleeve
- Band collar
- One piece shirt collar
- Two piece shirt collar
- Classic hip length shirt with yoke.

Recommended Books/Resources:

1. Crawford, Amaden, Amanden. *The Art of Fashion Draping*. (1995) Fairchild Books.
2. Silberberg, Lily. Shoben, Martin. *The Art of Dress Modeling –Shape with in shape*. (1992) Butterworth-Heinemann.
3. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXD-258 Textile Design – I (Introduction to Textile Design)

2 (1+1)

Course Objectives:

- To enable students to develop an understanding about color proportion and its application
- The assignments/projects are structured to allow students to explore various textile techniques

Course Content:

1. Theme Based Project.
 - 1.1. Colour schemes
 - 1.2. Colour effects
 - 1.3. Colour families and application
 - 1.4. Colour contrast
 - 1.5. Development of theme
 - 1.6. Development of ornament for any target group
 - 1.7. Repeats
 - 1.8. Placement of motives
2. Learning Different Textile Technique
 - 2.1. Basics of textile dyeing & printing
 - 2.2. Project (Theme based)
 - 2.3. Dyeing
 - 2.4. Printing

Recommended Books/Resources:

1. Edwards, Clive. *How to Read Pattern: A Crash Course in Textile Design*. Herbert Press Ltd. 2009.

2. Meller, Susan. Elffers, Joost. *Textile Design - 200 Years of Patterns for Printed Fabric Arranged by Motif, Color, Period and Design*. Thames & Hudson 2002.
3. Research and Design; by Simon Seivewright.

CFS-260 Couture Finishes (Hand Sewing II) 1 (0+1)

Course Objectives:

- Learn how to use contemporary methods of hand sewing with basic and finishing stitches applied on a garment.

Course Content:

1. Embroidered Button Holes
 - 1.1. Identification and marking of grain line
 - 1.2. Decomposition of button hole
 - 1.3. Two types of button hole

2. Edge to edge closure
 - 2.1. Press buttons with extensions (two types)
 - 2.2. Hook & Eye

3. Overlapping Closures
 - 3.1. Press Buttons
 - 3.2. Hook & eye
 - 3.3. Shirt buttons with buttonhole

4. Appliqué
 - 4.1. Lace on taffeta

Recommended Books/Resources:

1. Shaeffer, Claire. *Couture Sewing Techniques*. Taunton Press. 2001.
2. Relis, Nurie. *Sewing for Fashion Design*. (2nd edition) Prentice Hall.
3. *Complete Guide to Sewing*; by Editors of Reader's Digest.
4. Meyers, Flaherty. Cabrera, Roberto. *Classic Tailoring Techniques: A construction guide to women's wear*. Fairchild Pubn.

FRH-262 French-I (Basics) 1 (1+0)

Course Objectives:

- Basic Introduction to French Language and Culture
- Understanding basics of language
- Acquire basic skills of oral and written language

Course Content:

- Cultural aspects of France
- How is France divided into different regions? What each region is known for?
- Understand French Verbs
- French Numbers
- Presenting / Introducing an individual in French

- Vocabulary about basic things.
- Make a mood board and presentation of French regions and culture in English or in French.

Recommended Books/Resources:

1. Herbert, David. Sallee, Bruce. *The Everything Learning French Book: Speak, Write, and Understand Basic French in No Time (Everything Series)*. Adams Media Corporation 2002.
2. Le Studio 100 and corresponding exercises.

MKT-263 Introduction to Marketing& Merchandising
2 (2+0)

Course Objectives:

- To develop understanding of Marketing and its Mechanisms
- To provide knowledge of converting the art of garment construction into the business of fashion
- Group discussion, activities and projects help students to understand fashion business in the Western world and the local industry.

Course Content:

- Introduction to Marketing
- Understanding Marketing Environment
- Marketing Segmentation
- Marketing Strategy
- Target Market and Competitive Advantage
- Consumer Behavior and Consumer Market
- Product, Services and Branding
- Branding
- Pricing and Pricing Strategies
- Distribution – Retail and Wholesale
- Promotion Mix
- Promotional tools
 - Definitions, advantages and disadvantages of each tool
 - Celebrity Endorsement
 - Fashion Marketing
 - Product Life Cycle – Fashion products
 - Case Studies

Recommended Books/Resources:

1. Armstrong, Gary. Kotler, Philip. *Principles of Marketing* (2nd Edition). Prentice Hall.
2. Easey, Mike *Fashion Marketing*. (2nd Edition) A Butterworth-Heinemann 2006.
3. Case studies on the Spanish brand Zara and Gucci and an in depth study of the brands operational in the local market.

Semester-V

ENG- 301	English-IV (Technical Writing) ANNEXURE – ‘A’	1 (1+0)
MTP-302	Mathematics of Pattern (Pattern–III) ANNEXURE – ‘D’	3 (1+2)
FDS-303	Fashion Design Studio–III	3 (1+2)

Course Objectives:

- To integrate Fashion Drawing and Fashion Detail skills into design process
- Improve the understanding of fashion looks and themes through detailed research
- To exploit the research material and develop the design ideas
- Expand the understanding and application of design development processes
- Apply the technical drawing skills in the design development process
- Develop professional presentation skills.

Course Content:

- Project (To review a major women wear collection from past to identify styling).
- Trend & Forecast Study
- Children wear Project
- Theme based research project
- Live Project

Recommended Books/Resources:

1. Ireland, John Patrick. *Fashion Design Drawing And Presentation*.1982.Batsford.(3rd edition).
2. Fleishman, Michael. *Exploring Illustration (Design Exploration Series)*.
3. Brannon, L Evelyn. *Fashion Forecasting*. Fairchild Publications, 2000.The University of Wisconsin – Madison.
4. Vogue, Collezioni Magazine and website (www.vogue.com)
5. www.style.com.

SEW-304	Sewing-III (Advance)	3 (1+2)
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Course Objectives:

- To understand how to assemble the garment by using their own paper patterns
- Applying knowledge, techniques and skills to cast an eye for stitching details and finishes
- Learn how to handle different fabric types in sewing

Course Content:

- Variations of Collar attachment
- Skirt Variations (by using different fabrics and skirt designs)
- Thai Dress (Horizontal panel dress)
- Sewing Leather Vest
- Jacket

Recommended Books/ Resources:

1. Cabrera, Roberto. Meyers, Flaherty Patricia. Classic Tailoring Techniques for Women's Wear F.I.T Collection. Fairchild Publications, 1984. The University of California.
2. Betzina, Sandra. Power Sewing Step by Step. The Taunton Press. 2002.

DGF-305 Digital Fashion-III**1 (0+1)****Course Objectives:**

- Derive a concept from basic idea and development of a personalized theme
- Acquire specific skills to draw and render their inventive design ideas with realistic approach and all the required details
- Practice a variety of drawing/rendering related digital tools in context of textile print development
- Develop ability to design and coordinate accessories with garments
- Computer aided designs and pattern

Course Content:

- Development of concept board in response to the given brief by using advance digital tools
- Design development process based on previously built mood board
- Design Presentation / Realization of technical aspects of chosen design
- Exploring garment styling & accessories
- Introduction to CAD and its application

Recommended books/Resources:

1. Tallon, Kevin. Creative Fashion Design with Illustrator. Batsford, 2006.
2. Larry, K. Peterson. Cullen, Dangel Cheryl. Global Graphics-Color. Rocport Publishers Inc. 2000. United States of America.
3. Caban, Geoffrey. World Graphic Design. Merrell, 2004. The University of Michigan.

Course Objectives:

- Learner should be able to recognize the changes in clothing through various ages - From the ice age to the elaborate and exaggerated attire of the 17th and the 18th century.
- To study the influence of French and English War on fashion.

Course Content:

- Evolution of Fashion
- Ice age, Babylonian and new kingdom of Egyptians
- Greeks, Romans and Byzantium
- Early Europe Anglo Saxon smacks
- The Renaissance
- 16th Century Fashion
- 17th Century Fashion
- 18th Century - The general effect on Fashion
- 19th Century- The arrival of Fashion designers and the Haute Couture.
- The Edwardian era
- Art deco and its influence on fashion.
- Rationed Fashion - The Second World War had a profound impact on the fashion industries of Europe and America and consequently on the designs of clothing.

Recommended Books/Resources:

1. Kohler, Carl. History of Costume. New York.1963.
2. Ritu, Kumar. Muscat, Cathy. Costumes and Textiles of Royal India .Antique Collectors' Club, 2006.The University of California.
3. Davies, Hywel. British Fashion Designers. Laurence King Publishing. 2009.
4. English, Bonnie. Fashion: The 50 Most Influential Fashion Designers of All Time. Barron's Educational Series, 2010.
5. Movies and Handouts.

DRP-307 Draping-III (Advance Level I) 3 (1+2)

Course Objectives:

- To provide a through grounding in the key concepts and practical skills required in the fashion industry.
- To enable students to execute jacket styles utilizing advanced draping techniques.
- To explore how to incorporate tailoring details to enhance style of a garment.
- To be able to develop draped patterns for jackets and dresses that include mounted, semi-mounted and tailored sleeves, various collar and pocket styles.

Course Content:

- Five panel bodice

- Advance level dresses
- Parallel dart principle
- Tailored jacket
- Two piece sleeve
- Bias sleeve
- Hammer Sleeve
- Shawl collar
- Notch collar
- Creative exercise with no limitation of fabric

Recommended Books/Resources:

1. Jaffe, Hilde. Relis, Nurie. Draping for Fashion Design. Pearson Education Inc Publishing.2005 (fourth edition).
2. Armstrong, Joseph Helen. Draping For Apparel Design. Fairchild Publications, 2008. (2nd edition).
3. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXD-308 Textile Design-II

2 (1+1)

Course Objectives:

The main objective of this course is that students should be able to understand the technical details of fabrics and to select appropriate fabrics according to their designs.

Course Content:

1. Technical details of Fabric
 - Weaving
 - Knitting
2. Fabric Analysis & Market Research
 - Fiber Identification
 - Yarn Analysis
 - Technique identification
 - Fabric Density
 - Fabric selection of appropriate fabrics according to garment design (Project)

Recommended Books/Resources:

1. Adanur, Sabit. Sulzer. Handbook of Weaving. Technomic Pub. Co. Inc., 2000.
2. Cook, Gordon. Handbook of Textiles Fibers Vol I & II. Merrow, 1968.
3. Spencer, J David. Knitting Technology. IEEE 2003.The University of Michigan.
4. Suzler, Adanur, Sabit. Handbook of Weaving.
5. Davies, Hywel. British Fashion.
6. English, Bonnie. Fashion.
7. Movies and Handouts.

FRH-312 French-II (Comprehension & Expression) 1 (1+0)

Course Objective:

- To develop proficiency in four basic skills of language acquisition – oral & written comprehension and oral & written expression
- Acquiring notions of French contemporary culture and civilization

Course Content:

- Numbers
- Negation
- Introduction of irregular verbs
- How to express feelings
- Food and Restaurants
- Cultural Aspect: Different food items from several regions of France

Recommended Books/Resources:

1. The Everything Learning French Book: Speak, Write, and Understand Basic French in No Time (Everything Series) [Bruce Sallee](#), David Hebert. d about the author, and [search results](#) for this author Are you an aut.
2. Le Studio 100, and corresponding exercises.
3. Class Exercises.

SEMESTER - VI

ENG-351 English-V (Research & Communication Skills) 1 (1+0)

ANNEXURE – ‘A’

PAT-352 Pattern & Grading-IV (Mathematics) 3 (1+2)

Course Objectives:

- To construct patterns for more challenging designs
- Introduction to personal size blocks and construction of jackets creates more understanding of body measurement according to different sizes when making made to measure clothes
- Normalization and grading principles related to different sizes for women’s wear
- Mathematical calculations in different sizes
- Learn how to make different grading charts according to design variations
- Introduction to digital pattern making and grading

Course Content:

- Explanation of design feature of Vest.
- Marking proportions and tracing blocks according to design features
- Various types of sleeve block construction

- Explaining proportions and construction of complete Kimono design
- Taking personal measurements for construction of Personal Bodice block
- Construction of Personal fitting toile
- Construction of Personal Ease block
- Personal sleeve construction
- Personal jacket block construction
- Personal Jacket Design with details
- Normalization and Grading principles
- Grading Skirt
- Grading trouser
- Grading bodice block
- Digital Pattern making by using CAD (Gerber Garment Technology)

Recommended Books/Resources:

1. Moore, L Carolyn. Mullet, K Kathy. Young, Prevatt Margret. Concepts of Pattern Grading: Techniques for Manual and Computer Grading. Fairchild Books, 2001. Cornell University.
2. Cooklin, Gerry. Pattern Grading for Children's Clothes: The Technology of Sizing. BSP Professional, 1991.
3. Hopkins, C J. Pattern Edwardian Ladies Tailoring. R.L. Shep, 1990. The University of California.

FDS-353 Fashion Design Studio-IV 3 (1+2)

Course Objectives:

- To integrate Fashion Drawing and Fashion Detail skills into the design process.
- Improve the understanding of fashion looks and themes through detailed research.
- Understand how to explore the research material and develop the design ideas.
- To further improve the understanding and application of design development processes.
- To apply the technical drawing skills in the design development process.
- Develop professional presentation skills.

Course Content:

- Study of Men's wear
- A review of the major men's wear collections from the past seasons.
- Collection of 6 menswear outfits
- Fabric Research Project according to theme
- Research on local market, fabrics and design
- Collection Project – select a theme and design eastern wear collection
- Illustration Project – study the work of various fashion illustrations

- Live Project (linked with draping and sewing)

Recommended Books/Resources:

1. Blackman, Cally. One Hundred Years of Men's Wear. Laurence King, 2009.
2. Schuman, Scott. The Sartorialist. Penguin UK, 2009.
3. Vogue Magazine, Collezioni Magazine.
4. www.vogue.com, www.style.com.

SEW-354 Sewing-IV

3 (1+2)

Course Objectives:

- To learn how to execute design concepts of prêt and couture in stitching, finishing and detailing
- Skillfully realize selected themes
- Learn how to handle denim fabrics and detailing with topstitches
- Learn various finishes and closures for children wear collection according to age groups and fabric types

Course Content:

- Trouser Sewing
 - Tracing and cutting denim fabric
 - Fly and denim pocket stitching
 - Top-stitching with colored threads
- Execution of Children Wear Project. (Collection of two garments)
 - Selection of appropriate fabrics / creation of surface texture
 - Facings and finishes
 - Stitching Techniques
 - Closures and accessories

Recommended Books/Resources:

1. Sotto, Marie Anne. *Simplicity: Simply the Best Sewing Book*. Simplicity Pattern Co., 2001.
2. Shaeffer, B Claire. *High Fashion Sewing Secrets*. Rodale Books (February 24, 2001).
3. Sewing Machine, required fabrics, fusing, buttons, scissors, matching threads, marking chalk, pins.

DGF-355 Digital Fashion-IV (Portfolio & CAD/CAM) 1 (0+1)

Course Objectives:

- To research and analyze market trends to understand various attributes of their target consumer
- Develop understanding and skills to produce user focused commercially viable apparel products
- Explore power of computer graphics to develop effective product promotional images
- Creating Digital Patterns

Course Content:

- Product identification, customer profiling, Trend analysis and compilation of market research
- Personalization of chosen trends and development of reference board
- Trend interpretation and design development process
- Material selection and illustration rendering
- Development of a promotional image for the previously designed collection keeping in mind psychographics and intellect of the target consumer
- Customizing Pattern by using CAD (Computer Aided Design)
- Digitizing patterns by using CAD
- Understating CAM (Computer Aided Manufacturing).

Recommended Books/Resources:

1. Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator. Batsford (October 7, 2008).
2. Chase, Weiss Renee. CAD for Fashion Design. Prentice Hall; Pap/Dis edition (January 3, 1997).
3. Peterson, Brandon. Ultimate Vision. Marvel (February 6, 2008)
4. Caban, Geoffrey. World graphic Design.
5. Notes provided in classes.

HCF-356 History of Costume & Fashion–IV 1 (1+0)**Course Objectives:**

- Learn how to incorporate the modern history and the impact that the social events helped in shaping our modern garments.
- Understanding how to perceive the fashion houses and fashion magazines in our daily attires.

Course Content:

- 1920: Second World War and fashion changes
- New Look: it symbolized hopes for a more prosperous future
- Hippies: Fashion focused almost entirely on youth (1960 -1970)
- 1970 – 1980 - Punk Fashion
- 1980: Haute couture and ready to wear clothing
- History of Couture houses
- History and evolution of Fashion Magazines
- 50 most influential fashion designers of the fashion world
- British designers
- Japanese designers
- Contemporary Designers.

Recommended Books/Resources:

1. Mitchell, Louise. The Cutting Edge (Fashion From Japan). Lund Humphries Publishers (January 30, 2006).
2. English, Bonnie. Fashion: The 50 Most Influential Fashion Designers of All Time. Barron's Educational Series, 2010.
3. Laver, James. Costume and Fashion (A Concise History).

4. English, Bonnie. A cultural history of fashion in the twentieth century: from the catwalk to the sidewalk. Berg, 2007. The University of Michigan.

DRP-357 Draping- IV (Advance Level II) 3 (1+2)

Course Objectives:

- To experience more challenging draping designs
- To cast an eye for details and features in the design to be respected
- To encourage them to explore fabric behavior and its utilization
- Learner should be able to grasp the essence of Haute Couture

Course Content:

- Basic kimono sleeve continuation of yoke
- Princess panel
- Notch collar
- Bias collar
- One piece shawl collar with fish dart
- Contoured necklines
- Incrusted belt
- Loose Jackets and coats
- Drop shoulder
- Channel sleeve
- Sleeve with built-in gusset
- Making paper patterns from draping

Recommended Books/Resources:

1. Manon, Potuin. *Pliset Drapes*.
2. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXD-358 Textile Design–III (Surface Decoration) 2 (1+1)

Course Objectives:

- To enable the student to further explore, visualize and ultimately implement surface textiles into garments
- Understand the difference between designer and industrial work
- To study trends of local and international market to utilize in any project
- Pick themes to explore the current local design trends

Course Content:

- Surface Decoration
 - Theme Development
 - Development of ornaments
 - Embroidery & print
 - Mix medium

- Fabric base project linked with Fashion Design
 - Fabric selection
 - Recompose fabric according to theme
 - Motif placement on garment according to latest trends

Recommended Books/Resources:

1. Suzler, Adanur, Sabit. Handbook of Weaving.
2. Davies, Hywel. British Fashion.
3. English, Bonnie. Fashion.
4. Movies and Handouts
5. Kadolth, J Sarah. Textiles
6. B, Archer. The Need For Design Education.

FRH-362 French–III (Communication Skills) 1 (1+0)

Course Objectives:

- Communicate in everyday situation
- Reading and writing basic French

Course Content:

- Revision of previous semester
- Understanding all Verbs
- Conjugation in present form
- Making sentences
- Understanding transportation system of France
- Advanced forms of negation
- How to tell directions – vocabulary about buildings, roads, signals, roundabouts etc

Recommended Books/Resources:

1. The Everything Learning French Book: Speak, Write, and Understand Basic French in No Time (Everything Series) Bruce Sallee, David Hebert, Bruce Sallee (Author).
2. Visit Amazon's Bruce Sallee Page.
3. Find all the books, read about the author, and more.
4. See search results for this author.
5. Are you an author? Learn about Author Central.
6. Le Studio 100, and corresponding exercises.
7. Class Exercises.

Semester-VII

ENG-401 English VI (Dissertation Writing & Research) 2 (2+0)

ANNEXURE – ‘A’

PAT-402 Pattern-V 3 (1+2)

Course Objectives:

- To make patterns for more challenging and technical designs
- Learn complex system of manual and computerized grading

Course Content:

- Continuation of grading exercises (Sleeves, Collar, Facing etc)
- Grading bodice with panels
- Complete explanation of grading vest design with panels
- Grading chart for personal jacket design
- Grading of Kimono block and pattern.
- Explaining design features of raglan sleeve, its proportions and construction.
- Raglan grading and its variation
- Construction of patterns with different features: complicated asymmetric dart lines
- Revision of previous exam
- Explaining different variations of more technical design
- Digitizing pattern blocks by using Gerber Garment Technology

Recommended Books/Resources:

1. Armstrong, Joseph, Helen. *Pattern making for Fashion Designers*. (4th edition). Prentice Hall 2005.
2. Nugent, Laura. *Computerized Pattern Making for Apparel Production*. Fairchild Pubn 2009.

FDS-403 Fashion Design Studio-IV (Design Research Methodology)**3 (1+2)****Course Objectives:**

- To understand visual elements of a design
- How to experiment and conduct in-depth research on design projects
- Study wide range of projects to develop a professional, enquiring attitude and an ability to be self motivated
- Complete a project by setting own project brief, design and produce a collection

Course Content:

- Trend research: To analyze, identify and compile the new trends from the fashion capitals. Learn how to use these trends in designing a collection.
- Develop and compile an Inspiration book, which will help the student to generate ideas and concepts for their final design project.
- Sub-continent: Study and research all the traditional garments worn and be able to design a modern collection, using eastern silhouettes.
- Old Masters: Study and examine paintings from given artist and be able to get inspiration from one particular painting and be able to do in-depth research of that period and design a collection.
- Final Design Project. The students will select their own interest of research and devise a project which they will work on. They will research in depth their chosen theme with visuals and written

material. By the end of their research they will have to compile Research Boards, Fabric Boards, Color Boards and Mood Boards.

Recommended Books/Resources:

1. Jones, Jenkyn, Sue. *Fashion Design*. 2002. Watson- Guptill
2. Seivewright, Simon. *Basic Fashion Design: Research and Design*. AVA Publishing. 2007.

SEW-404 Sewing-V

3 (1+2)

Course Objectives:

- To apply couture finishing techniques on fabrics
- Learn to stitch more challenging and technical designs

Course Content (couture)

- Tailored Jacket.
- Bustier.
- Seamless finishes for fancy fabrics.
- Couture finishing techniques for couture fabrics.

Recommended Books/Resources:

1. Shaeffer, B, Claire. *Barre, Glee. High Fashion Sewing Secretes*. Rodale Books. 2007.
2. Sewing Machine, required fabrics, fusing, buttons, scissors, matching threads, marking chalk, pins.

DRP-407 Draping V (Haute Couture)

3 (1+2)

Course Objectives:

- To acquire them with made to measure techniques.
- To experiment new designs so that one has an idea what extreme creativity is achievable in reality.
- To be able to execute couture collection.

Course Content:

- Complex draping.
- Loose jackets and coats.
- Raglan sleeve.
- Different kind of volumes.
- Practice and revision of previous year's exams.
- Impose exercises for practice and time management.

Recommended Books/Resources:

1. Manon, Potuin. *Pliset Drapes*.
2. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXD-408 Textile Design-IV (Research& Development)**2 (0+2)****Course Objectives:**

- To experiment and realize different textile surfaces and textures
- Learn how to use alternative textile and texturing techniques to achieve the best possible results
- To achieve specific look for a garment and the collection on the whole
- To learn the development of relevant accessories / styling

Course Content:

- Translating themes into textile textures
Choosing words associated with fashion designing themes
 - Use different collected material to make paper textures that can represent their chosen words
 - Converting paper textures into fabric textures to be used as textile surfaces. Further developments to make variations
- Carry out market research to collect different types of fabrics& new developments in textiles to compile a swatch book

Recommended Books/Resources:

1. Victor, Papanek. *Design for the Real world, Human Ecology and Social Change*. Academy Chicago Publishes. 2005.

FRH-412 French- IV (Language Proficiency)**1 (1+0)****Course Objectives**

- To achieve greater autonomy and proficiency of French language
- Practice grammar and vocabulary by additional exercises
- Able to read, write and understand French

Course Content:

- Revision of all course
- Revision of verbs & Tenses
- Perfect and future tense
- Possessive pronouns
- Letter writing
- Students are divided in groups and made to match the verbs and pictures
- Write 20 sentences using verbs
- Students to write 15-20 sentences by using verbs
- Group conversations
- Everyday communication practice

Recommended Books/Resources:

1. The Everything Learning French Book: Speak, Write, and Understand Basic French in No Time (Everything Series) [Bruce Sallee](#), David Hebert., Bruce Sallee (Author).
2. [Visit Amazon's Bruce Sallee Page](#).
3. Find all the books, read about the author, and more.
4. See [search results](#) for this author.
5. Are you an author? [Learn about Author Central](#).
6. Le Studio 100, and corresponding exercises.
7. Class Exercises.

Semester VIII

In the last semester students develop theme by conduction in-depth research. Fashion Design theme is executed in developing textile surfaces. All approved designs are taken for Draping, Pattern and Sewing.

FDT 464 - Fashion Design Thesis

Thesis components are

1. Collection of four garments
2. Dissertation

The following courses are evaluated in collection process:

1. Pattern
2. Fashion design
3. Sewing
3. Draping
4. Textile Design.

ENG-451 English (Dissertation) 2 (2+0)

Course Objectives:

The aim of this course is to enable students to research, document and produce exegesis to be presented with their final collection.

Course Content:

- Writing Thesis statements
- Writing Abstract / Research Proposal
- Initiation of visual and verbal research
- Writing the introduction of the dissertation
- Writing literature reviews/surveys-Research for information and synthesis of criticism and information
- Working on the main body of the dissertation –Methodology and results.
- Working on headings, sub-headings and sub-headings.
- Working on the conclusion and Appendix/Appendices.

- Documentation
- Title page
- Pages of front matter
- Insertion and citation of figures/images
- Citation
- References (of figures) and referencelist at the end of dissertation.

Submission of Dissertation with collection at the end of Semester VIII

Recommended Books/Helping Materials:

1. APA Manual, 6th Edition.
2. <<http://owl.english.purdue.edu/>>
3. Relevant handouts given by the teacher, which will constitute a reading pack.

PAT-452 Pattern-VI (Collection) 2 (0+2)

Course Objectives:

- To construct final collection garments and their finishes in pattern
- Increase understanding of their own more technical designs

Course Content:

- Construction of individual designs with basic blocks
- Cutting and stitching on calico to check the fitting and proportions
- Construction of revised design in pattern
- Cutting and stitching on calico to check the fitting and proportions

Recommended Books/Resources:

1. Concepts of Pattern Grading: Techniques for Manual and Computer Grading; by Carolyn L. Moore, Kathy K. Mullet, Margret B. Prevatt Young.
2. Pattern Grading for Children's Clothes: The Technology of Sizing; by Gerry Cooklin.
3. Pattern Edwardian Ladies Tailoring; by J.C Hopkins.
4. Handouts given by the faculty.

FDS-453 Fashion Design Studio-V (Collection) 2 (0+2)

Course Objectives:

- Investigate areas of personal interest
- Initiate original research
- Develop in-depth knowledge of chosen theme
- Carry out extensive design process
- Develop a complete design range of haute couture

Course Content:

- Collection Project: Students will proceed from their original research being carried-out in the previous semester to start off design process.
- Finalize fabrics to be used in the collection.
- Present complete Research/ Mood Boards/ Fabric and Color Boards along with the final colored design technical sheets to Jury.

Recommended Books/Resources:

1. In class discussion
2. Fashion Magazines
3. Internet / web based research

SEW-454 Sewing-VI (Collection) 2 (0+2)**Course Objectives:**

- To be able to execute collection.

Course Content:

- Complete stitching of four collection garments by utilizing learned skills

Recommended Books/Resources:

1. Sewing lab, work station, mannequin, steam iron, sewing machine, sewing tools, calico, fusing, final fabric.

DRP-457 Draping-VI (Collection) 2 (0+2)**Course Objectives:**

- To be able to execute couture collection consisting four garments.

Course Content:

- Collection garment 1
- Collection garment 2
- Collection garment 3
- Collection garment 4

Recommended Books/Resources:

1. Art of Fashion Draping; by Crawford.
2. The Art of Dress Modeling, Shape with in Shape; by Martin Shoban.
3. Draping lab, work station, mannequin, steam iron, sewing machine, draping tools, sewing kit, calico, fusing.

TXD-458 Textile Design-V (Collection) 2 (0+2)**Course Objective:**

Students are allowed to experiment with and realize different surface textile that they have sketched out according to the theme of their collection. They are encouraged to try alternative techniques to achieve

the best possible option. However unlike any other semesters this is very focused towards achieving a specific look of a garment and the collection on the whole.

Course Content:

- Students are allowed to work according to their design theme to develop different textures using textile materials or other alternative materials that can be used to achieve the garment look.
- Develop textile portfolio and sufficient fabrics for garments.

Recommended Books/ Resources

1. Ingamells, Wilfred. *Color of Textiles*.
2. Kadoth, J Sarah. *Textiles*.

Document History

Feb 15, 2011 – Submitted to CE
Feb 14, 2011 – to review changes
Feb 5, 2011 – Document printed for NCRC 7 Feb 2011
Jan 2011 – Internal Curriculum Review (Draft 2 Course Content)
Dec 2010 - Internal Curriculum Review (Course Code & Credit Hours)
Sep 2010 – Revision Initial Draft3 (Credit Hours Revision)
19 July 2010 – Draft 2 (Fashion Design Curriculum update)

RECOMMENDATIONS

The Committee in its final session made following suggestions for the effective implementation of scheme of studies for BS (Hons.)/B Des. 4-Year in Fashion and Design Programmes:-

1. HEC may devise program to train faculty members for higher education (MS., MPhil, PhD) engaged in teaching BS (Hons.)/B Des. 4 Year degree program in all HEC recognized institutes and universities in Pakistan imparting education and training in these disciplines. This may also include short term training, student and faculty exchange programs in international institutes and universities.
2. Institutes / universities may arrange review meetings periodically to incorporate the lesson learned from the implementation of this scheme of studies.
3. The members also realized the shortage of HEC recognized journals on Fashion and Design in the country and proposed that HEC may extend special financial support to launch journals in the field of design education.
4. International design conference may be arranged annually in collaboration with all the institutes / universities with the support of HEC.
5. Six disciplines have been proposed and approved in the meeting of NCRC held in April 2011. Additional disciplines may be added by the institutes and universities at the later stage if required.
6. University-industry linkage programs may be launched with the support of HEC to encourage R&D culture in each university / institute. This can be achieved by arranging to attach faculty with industries for an appropriate period of time.
7. To enhance languages / soft skills, learning center may be established within each university / institute with the assistance of HEC.

**BS (HONS.) 4-YEARS IN
FASHION MARKETING & MERCHANDISING
(UNDER SEMESTER SYSTEM)**

LAYOUT

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. Hours		30-33 Credit hours	
Subject	Cr. hr.	Subject	Cr. hr.	Subject	Cr. hr.
1. ENGLISH I	2(2+0)	10. MATERIAL & MODELS	3(1+2)	18. TEXTILE BASICS	2(1+1)
2. ENGLISH II	2(2+0)	11. FASHION FORECAST	2(0+2)	19. PRINCIPLES OF MARKETING	2(2+0)
3. ENGLISH III	2(2+0)	12. DESIGN TECHNICAL STUDIES	3(0+3)	20. PRINCIPLES OF MANAGEMENT	2(2+0)
4. ENGLISH IV/ UNIV. OPTIONAL * FRENCH LANG	3(3+0)	13. HISTORY OF FASHION	2(2+0)	21. INTRODUCTION TO FASHION INDUSTRY	2(2+0)
5. PAKISTAN STUDIES	2(2+0)	14. INTRODUCTION TO ECONOMICS	3(3+0)	22. BUSINESS RESEARCH METHODS	3(3+0)
6. ISLAMIC STUDIES / ETHICS	2(2+0)	15. DESIGN HISTORY & THEORY (I & II)	3(3+0)	23. ORGANIZATIONAL BEHAVIOUR	2(2+0)
7. MATHEMATICS I	3(1+2)	16. HISTORY OF ART & CULTURE (I & II)	2(2+0)	24. CONSUMER BEHAVIOUR	2(2+0)
8. INTRODUCTION TO COMPUTERS (Digital Communication I & II)	3(0+3)	17. SHAPING I & II	5(2+3)	25. COST ACCOUNTING	3(3+0)
9. BASIC DRAWING I & II	6(2+4)			26. BUSINESS MATHEMATICS & STATISTICS	3(3+0)
				27. RETAIL BUYING	3(3+0)
				28. MANAGEMENT INFORMATION SYSTEMS	2(1+1)
				29. BRAND MANAGEMENT	2(2+0)
				30. PRODUCT DESIGN EXECUTION	3(0+3)
				31. FUNDAMENTAL OF ACCOUNTING	2(2+0)
9	25	8	23	14	33

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. hr.	Subject	Cr. hr.
1. STRATEGIC MARKETING	3(3+0)	1. COMMUNICATION IN FASHION	3(3+0)
2. STRATEGIC MANAGEMENT	3(3+0)	2. TOTAL QUALITY MANAGEMENT	3(3+0)
3. SUPPLY CHAIN MANAGEMENT	2(2+0)	3. LEADERSHIP AND MOTIVATIONAL SKILLS	3(3+0)
4. MANUFACTURERS MERCHANDISING	3(3+0)	4. APPAREL PRODUCTION PROCESS	3(0+3)
5. INTERNATIONAL MARKETING	3(3+0)		
6. RETAIL MERCHANDISING	3(3+0)		
7. HUMAN RESOURCE MANAGEMENT	3(3+0)		
8. COLLECTION PROCESS	12(0+12)		
9. BUSINESS LAW	2(2+0)		
10. ENTREPRENEURSHIP	3(3+0)		
11. DESIGN DEVELOPMENT PROCESS	3(0+3)		
12. FINANCIAL MANAGEMENT	2(2+0)		
12	42	4	12

TOTAL PROGRAMME CREDIT HOURS: 135

* University has the option to recommend any other course in lieu of English IV

** University may recommend any other course in lieu of Mathematics II

SEMESTER-WISE SCHEME OF STUDIES

SEMESTER-I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I + Project Management	4(2+2)

Total Credits: 17

SEMESTER-II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamic Studies (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematic-I (Geometry and Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)

Total Credits: 17

(Deficiency Courses e.g. Physics/Chemistry, Creative Skills and Ecological Studies shall be offered in Semester One and Two, if needed.)

SEMESTER-III

Course Code	Course Title	Credit Hours
ECO-201	Introduction to Economics	3(3+0)
ACF-202	Fundamentals of financial accounting	2(2+0)
MGMT-203	Principles of Management	2(2+0)
MKTG-204	Principles of Marketing	2(2+0)
FDS-205	Intro to Fashion Industry	2(2+0)
FDS-206	History of Fashion	2(2+0)
FDS-207	Fashion Forecast	2(0+2)
QM-208	Business Mathematics & Statistics	<u>3(3+0)</u>

Total Credits: 18

SEMESTER-IV

Course Code	Course Title	Credit Hours
ENG-251	English-III (Developing the analytical mind)	2(2+0)
MKTG-252	Business Research Methods	3(3+0)
MGMT-253	Organizational behavior	2(2+0)
ACF-254	Cost Accounting	3(3+0)
IS-255	Management Information Systems	2(1+1)
FDS-256	Textile Basics	2(2+0)
FDS-257	Design Technical Study	<u>3(0+3)</u>
Total Credits:		17

SEMESTER-V

Course Code	Course Title	Credit Hours
ACF-301	Financial Management	2(2+0)
MRCG-302	Retail Buying	3(3+0)
MKTG-303	International Marketing	3(3+0)
FDS-304	Design Development Process	3(0+3)
MGMT-305	Human Resource Management	
	MGMT-203	3(3+0)
MKTG-306	Consumer Behavior	2(2+0)
MGMT-307	Brand Management	<u>2(2+0)</u>
Total Credits:		18

SEMESTER-VI

Course Code	Course Title	Credit Hours
MGMT-351	Business Law	2(2+0)
FDS-352	Product Design Execution	3(0+3)
MGMT-353	Supply Chain Management	2(2+0)
MRCG-354	Retail Merchandising	3(3+0)
MRCG-355	Manufacturer's Merchandising	3(3+0)
MGMT-356	Total Quality Management	<u>3(3+0)</u>
Total Credits:		16

SEMESTER–VII

Course Code	Course Title	Credit Hours
MKTG-401	Communication in Fashion	3(3+0)
FDS-402	Apparel Production Process	3(0+3)
MGMT-403	Leadership and Motivational Skills	3(3+0)
MGMT-404	Strategic Management	3(3+0)
MKTG-405	Strategic Marketing	3(3+0)
MGMT-406	Entrepreneurship	<u>3(3+0)</u>

Total: 18

SEMESTER–VIII

Course Code	Course Title	Credit Hours
ENG-451	English-IV (English Presentation Skills)	3(3+0)
COP-452	Collection Process	
	• Research Methods	3 (3+0)
	• Budget Planning, Cost & Profitability Evaluation	3 (3+0)
	• Range Planning, Allocation Matrix	3 (3+0)
	• Promotion Plan	<u>3 (3+0)</u>

Total: 15

Programme Credit Hours: 136

DETAIL OF COURSES

Semester-I

ENG-101	English-I (Compulsory) ANNEXURE – ‘A’	2(2+0)
PKST-102	Pak Studies-I (Compulsory) ANNEXURE ‘B’	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)

Course Objectives:

- Understand the purpose of drawing, to illustrate thinking process and ideas.
- Distinguish different types of lines and its characteristics.
- To achieve various angles in different shapes in freehand drawing.
- Familiarization with different conventional and unconventional tools.
- Discuss and critic on the work.
- Develop work ethics and respect for the fellows.

Course Content:

- Introduction to drawing tools
- Introduction of different lines (curve, straight, zigzag)
- Basic Geometric shapes
- Introduction and exploration of cube (cuboids)
- Section of cubes. (Gadget making)
- Cylindrical forms with the variation of ellipses (outlines with changing fitness's)
- Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes)
- Exam.

Recommended Books/Helping Material:

- The Art of Drawing by Giovanni Civardi
- Master drawing By Tatiana Ilatovskaya
- Drawing Foundation Course By Paul Thomas and Anita Taylor
- Drawing Techniques by Giovanni Civardi
- Drawing Techniques by Eugene Felder and Emmett Elvin
- Sketching by John Hamilton and John Marsh
- Leonardo Di Vinci Drawings
- Hand outs
- Students notes.
- Gadget slide show from Mr. Lenschow

Course Objectives:

Design History and Theory informs student about History of design, its origin, how it emerged as a profession, its process and helps analyze a design, its systems while understanding the demands of a market/target group.

Course Content:**First Half: 7 weeks:**

- Overview of Design History- its origin.
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks:

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

- Design History and History of design by John A.Walker
- Design for Real World by Victor Papanek
- Design in Context by Penny Sparke
- Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

Course Objectives**Information\Knowledge Goals:**

Through this outline students shall:

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\Experience Goals:

In this course students shall:

- Explore typography to the most specially focusing on the usage of an appropriate type face.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.

- Get hold on graphic design systems to produce object-oriented or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content

Software/ Graphic Design Systems:

Students will learn to use the following software/graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

- Scope of digital communication
- Basics of Microsoft word 2007
- Introduction to typography
- History and evolution of typography
- Modern typography and its possibilities
- Communication through typeface
- Visual communication through signs and symbols
- Visual communication through signs and symbols with text
- Introduction to divisions and layouts
- Introduction to logo design
- Iconic logo design
- Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport)
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson)
3. Global Graphics: Color by L.K. Perterson (Rockport)
4. Design Basics by Joyce Rutter Kaye (Rockport)
5. The best of letterhead and logo design No.1 (Rockport)
6. What is Graphic Design? By Quentin Newark (Rotovision)
7. Los Logos bu Ronald Muller
8. World Graphic Design by Geoffrey Caban (Merrell)
9. Editorial design by Yolanda Zappaterra (Portfolio)
10. Design for Interaction by Lisa Baggerman (Rockport)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance.

Course Content:

1. Introduction to concept of art and history
2. Prehistoric art and architecture
 - (a) Paleolithic art
 - (b) Neolithic art
1. Early art and architecture
 - (a) Mesopotamian art
 - (b) Egyptian art
 - (c) Indus Valley civilization
2. Buddhist art and architecture
 - (a) Buddhist India (Ajanta, Ellora and Elephanta)
 - (b) Buddhist Gandhara
3. Classical World
 - (a) Greek Art
 - (b) Roman Art
4. The art of the Mughals
5. Christian Period
 - (a) Byzantine Art
 - (b) Romanesque Art
 - (c) Gothic Art
6. Renaissance Period
 - (a) Early Renaissance.

Recommended Books/Helping Material:

1. Gardener's Art Through the Ages
2. Phaidon: The Story of Art
3. Janson's History of Art
4. Art History by Marilyn Stokstad
5. History of Art by H.W. Janson and Anthony F. Janson
6. Art by Ross King
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins

MNM-107 Material & Model-I 3(1+2)
ANNEXURE – 'D'

SHP-108 Shaping-I + Project Management 4(2+2)
Course Objectives:

Knowledge /Learning goals:

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Through these outlines students shall:

- Attain an appropriate level of skill with the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students shall:

- Work in a team
- Organize a project with time management
- Justify their work
- Evaluate their performance and of their peers.
- Present their work Develop work ethics with tolerant attitude towards peers

Course Content:

1. (a) Introduction to Line
(b) Introduction to Line as one of the primary shaping element (c)
To create an effect through line its features and qualities
2. (a) Line Communicate meaning
3. (a) Division
(b) Different types of division

- (c) Division of the given formats
- 4. (a) Points of Emphasis through division
- (b) Focal point and division
- 5. (a) Proportion
- (b) Concept of scale and dimension.
- 6 & 7. (a) *Introduction to signs*
- 8 & 9. (a) Types of Signs and their Effects
- 10. (a) Exercise on Signs (Index, Symbols and Icons)
- 11 & 12. (a) How to Use Shaping elements to develop street Sheets
- 14-16 (a) Exam week

Recommended Books/Helping Material:

- The Elements of Design by Noel Riley
- Design for Interaction by Lisa Baggerman
- Design Basics by David A. Laver and Stephen Pentak
- Global Graphic Color by L. K . Peterson
- Design for the Real world by Victor Papanek
- Internet
- Library visits

SEMESTER - II

ENG-151	English-II (Compulsory) ANNEXURE - A	2 (2+0)
ISL-152	Islamiat (Compulsory) ANNEXURE – ‘C’	2 (2+0)
DRW-153	Basic Drawing-II	3 (1+2)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.
- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.

- Assembling of two objects.
- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

DHT-154 Design History & Theory-II: 2 (2+0)

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:

First half: 8 weeks:

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks:

Design history continued from Art Nouvau/Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to criticize the development thru their thoughts and opinions. Students also learn to see the development in the world of design and how design takes part in their everyday life.

Recommended Books/Helping Material:

- What is Graphic Design by Quentin Newark
- Design History and The History of Design By John Walker
- Design for The Real World by Victor Papanek
- Design in Context by Penny Sparke

Course Objectives:**Skill\ experience goals:**

In this course students shall:

- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

Information\ knowledge goals:

Students shall:

- Work innovatively through a research and design project, in response to their given handouts with and without teacher's guidance.
- Identify their strengths, weaknesses and evaluate their learning ability.
- Work in groups and develop work ethics.

Course Contents:**Software/ Graphic Design Systems:**

Students will learn to use the following software/ graphic design systems proficiently:

Adobe Illustrator CS5

Adobe Photoshop CS5

Contents:

The following contents will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

2. Group Project One

Activity Design: The students will be required to develop a solution for a given problem by identifying the problem, defining its context and presenting a solution.

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- Identifying, defining and reflecting on the problem
- Research

- Concept Development
- Scenario Development
- Sketches
- Realizing/ Implementation
- Documentation

2. Poster Design

3. Magazine Ad

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L. K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II

1 (1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.

- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

1. Renaissance period
 - (a) High renaissance
2. Art of the late 18th to the mid 19th century
 - (e) Baroque
 - (f) Rococo
 - (g) Neo-Classicism
 - (h) Romanticism
3. The rise of Modernism: art of the later 19th century
 - (d) Realism
 - (e) Impressionism
 - (f) Post Impressionism
4. Modern art: art of the early 20th century
 - (e) Expressionism
 - (f) Fauvism
 - (g) Cubism
 - (h) Surrealism
5. Post-Modern art
 - (c) Abstract Expressionism
 - (d) Pop Art
6. Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-157 Mathematic-I (Geometry & Drafting) 3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).
- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using campus)
- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with campus/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects.

Recommended Books/Helping Material:

Books:

- Geometrical Drawing for art students by I. H.MORRIS
- The Alhambra by Antonio Fernandez-Puertas
- Geometrics by Wolfgang H. Hageney

Material: T-square, set-square, compass, clutch pencils, drafting board etc.

Course Objectives:**Knowledge /Learning goals:**

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students shall:

- Attain an appropriate level of skill in the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:**Students:**

- Work in a team
- Organize a project with time management
- Present and justify their work.
- Evaluate their performance and of their peers.
- Develop work ethics with tolerant attitude towards peers.

Course Content:**Week Topics**

1	Introductions to Colors
2	Essences of Colors (Light Colors and Pigment Colors)
3-5	Appearance of Pigment Colors
6-8	Color Organization
9-10	Color Effects (Single and Compiled Colors)
11-15	Arrangements by Shaping elements and their Effects (Contrast, arrangements)
16	Submission of the Exam Project

Recommended Books/Helping Material:

- The Elements of Design by: Neol Riley
- Design for Interaction by: Lisa Baggerman
- Color Harmony Layout by: Rockport Publishers.
- Color Art and Science by: Trevor Lamb
- Color by: David Hornung

- Design for the Real World
- Internet
- Library visits

Semester-III

ECO-201 Introduction to Economics

3 (3+0)

Course Objectives:

This course has been designed keeping in mind the ever changing world economic systems. Ideally students, after finishing this course should have an introductory level understanding of the subject of economics. The application of this course is on the microeconomic concepts to current economic events. They will be required to learn and develop an understanding of how various economies of the world operate. Students will study key principles such as scarcity, opportunity cost, supply and demand, elasticity, market efficiency, consumer/producer behavior, and market structures etc. Additional to this, the students will study key macroeconomic topics, such as key indicators of a healthy economy. A combination of theory and practice will be stressed.

Components and Outlines:

Micro Economics Problems:

The Economic problem, The language of Economics, Economic Systems, Production, Types of Business Objectives, Types of Business Organizations, The finance of firms, The location and structure of firms, How prices are decided, Social cost and benefits, How firms behave and the interests of consumers, The Labor Market, How the Economy works

Macro Economics Problems:

Inflation, Unemployment, Growth. International Trade, How the Government is financed, The distribution of income and wealth, The European Economy, The role of Money in an Economy. Population.

Suggestion for Reading Material:

While there are innumerable text books out there for "Introduction to Economics", I will not limit the students to any one introductory text. If the need for reference material arises than any introductory text for the subject can be used.

ACF-202 Fundamentals of Financial Accounting 2 (2+0)

Course Objectives:

The overall objective of the course is to provide students with an understanding of the financial principles and theory as they apply to business decision making. The emphasis of this course will be directed towards the development of the students analytical and conceptual skills and an intuition in applying these skills to understand sound business scenarios.

Specific objectives of this course are to enable the student to understand (specific outcomes follow each objective).

- To introduce forms of business organizations, goals of financial management and the basic understanding of Accounting in business
- To establish a connection between Accounting and Finance and their need in the business world
- To distinguish and differentiate between the disciplines of managerial accounting from financial accounting
- To introduce Accounting cycle, double entries and recording process in any organization
- Financial statements and how they are used in business along with Accounting principles, concepts and major elements of accounting equation
- (Understanding financial statements: differentiate between income and cash flow and book value versus market value. Analyze financial statements through the interpretation of various financial ratios such as the meaning of return on investment and return on equity).
- The concepts and principles of accounting standards, depreciation, accounting for provisions; financial statements of sole-trader, partnerships and limited companies.

Components and Outlines:

Module I

Topics: Nature of business, merchandising, manufacturing and services, business organisations-sole proprietor, partnership and company, stakeholders, profit/non-profit, private/public and their needs, role of accounting in Business, fields of Accounting.

Module II

Topics: Accounting principles, Accounting Cycle, business entity concept, accruals/prepayments concept, elements of accounting and the accounting equation-assets, liabilities, owner's equity, revenue and expenses, Balance Sheet and profit & Loss a/c(income statement) Cash flow statement. Cost of Goods sold calculations. Double entry book keeping.

Module III

Topics: Margin and Mark-up pricing, Differences between managerial and financial accounting. Concepts of business entity, prudence, accruals/prepayments or matching. Calculations of depreciation and its provisions. Calculation of bad debts and doubtful debts along with the allowances to be provided for.

Module IV

Topics: Current accounts and profit appreciations amongst partners after preparing income statements. Incorporating salaries, interest on capital, interest on drawings and interest on loan in the finances by section of the balance sheet of a partnership. Preparation of financial statements for Limited Company. Understanding of debentures, dividends distribution and share capital. Be able to prepare and present company final accounts as a final goal.

Suggestion for Reading Material:

1. Due to the nature of the course, core information would be provided by Handouts.

Reference Textbooks:

1. Accounting Information for Business Decisions, By Cunningham
2. Financial Accounting by Libby Short International Edition
3. Accounting by Warren, Reeve, Fess
4. Also the purchase of a business/scientific calculator

MGMT-203 Principles of Management 2 (2+0)

Course Objective:

This is an introductory level course which is designed to orient students in understanding of how an organization functions, and in understanding the intricacies and challenging issues faced by managers in today's business environment. The course aims at developing the students own framework for analyzing management principles from theoretical and practical perspective.

Components and Outlines:

- Introduction to Management and Managers
- The Management Environment
- Foundations of Planning
- Foundation of Decision – Making
- Basic Organization Designs
- Staffing and HRM
- Managing Change, Stress and Innovation
- Understanding work teams
- Motivating & rewarding Employees

- Leadership and Trust.

Suggested Reading and Study Sources:

1. Stephen Robbins, David A DeCenzo, Fundamentals of Management.
2. Koontz O'Donnell, Management.
3. Kathryn M. Bartol & David C. Martin, Management.

MKTG-204 Principles of Marketing

2 (2+0)

Course Objectives:

Principles of Marketing: Fundamentals of Marketing offers the student an overview of the information required to identify key marketing terms, language, and concepts. The program details the elements of the marketing mix, the stages of the product life cycle, and the proper steps to implement the market segmentation process specifically.

The pivotal role that marketing plays in gaining the edge over the competition by capturing more market share than the competitor. This course explains if you know the Basic principles/concepts of marketing you can use them in every aspect of one's business to gain the extra advantage.

The students would learn the following outcomes:

- To provide knowledge of the history of marketing activities and evolution of modern marketing concept.
- To heighten awareness of the interaction between business and society as it relates to marketing activities.
- To expand and help in the understanding of marketing vocabulary.
- To develop an understanding of basic marketing activities and ways that marketing relates to other business activities.
- To provide a framework for developing marketing strategy and a working understanding of tools and tactics useful in developing marketing strategy.

Components and Outlines:

- Introduction to Marketing
 - Importance, evolution, types, terminology.
- Identifying customer needs
 - Analysis of micro and macro environment, Marketing utility, Marketing Information System, Consumer markets.
- Designing of marketing offers
 - Market segmentation, Target marketing, Positioning, Differentiation, Value proposition.
- Marketing Mix
- Managing customer relationship

- Advanced Marketing Concepts
 - Branding and related topics, Marketing in the global market place, ethics and social responsibility

Suggested Reading and Study Sources:

1. Principles of Marketing, 13 Editions, by Kotler/Armstrong, Prentice-Hall 2010, ISBN 0-13-607941-5.

FDS-205 Introduction to Fashion Industry 2 (2+0)

Course Objectives:

This course lays the foundation for the study of fashion marketing and merchandising. The course firstly introduces fresh learners to the field of fashion, leading up to realization of fashion as a serious commercial activity, and finally students are acquainted to important players in the international and local fashion scene.

Components and Outlines:

- Understanding principle concepts
 - Fashion
 - Style
 - Marketing
 - Merchandising
- Understanding the four elements of Fashion Design
 - Silhouette
 - Details
 - Color
 - Texture
- Relationship between the technical & aesthetic requirements of a product
- How styles are interpreted in fashion:
 - Classic
 - Fad
 - Fashion Forward
- Theories of Fashion Adoption:
 - Trickle Down
 - Trickle Up
 - Trickle Across
- Importance of Research in Fashion Retailing
- Types of research
 - Market Research
 - Trend Research
- Identifying, understanding & segmenting of target market based on:
 - Geographical location
 - Age Group

- Profession
- Standard of living
- Lifestyle
- Cultural/Religious/Political Associations
- Personal style & sense of dressing
- Level of Fashion forwardness
- Sizes, Structures & Positioning of Fashion Companies:
 - Trend setters
 - Early followers
 - Fast fashion
 - Mainstream
- Types of Fashion Companies:
 - Fashion Designers
 - Fashion Brands
 - Fashion Retailers
 - Specialists of a product category
 - Non-store retailing
- Positioning Chart
- Brand Image & Design Philosophy of various International & Local fashion companies
- Components of Brand Image
 - Merchandise Function
 - Merchandise Style
- Merchandise fashion forwardness level
- The Process of Fashion Development
- Role of Fashion Forecasting
- What is included in a Fashion Forecast Pack:
 - Color predictions
 - Fabric texture & pattern predictions
 - Silhouette & details predictions
- Major Forecasting Companies
- Major Trade Fairs
- Major Catwalk shows around the world
- Emerging Catwalk shows
- Fashion Seasons:
 - Traditional fashion seasons
 - The new rapidly changing fashion seasons (selling phases)
- Careers in Fashion & Textiles
 - Textile Designer
 - Fabric Technologist
 - Fashion Forecasting
 - Fashion Designer
 - Pattern Cutter
 - Garment Technologist
 - Fashion Buyer
 - Fashion Merchandiser
 - Fashion Retail Personnel

- Sales & Marketing
- Visual Merchandiser
- Promotion Team
- Public Relations Department
- Fashion Media
- Fashion Journalism
- Fashion Styling

Suggestion for Reading Material Books:

1. Frings G. S. (2002), *Fashion: from concept to consumer*, Pearson Education – Singapore.
2. Goworek H. (2007), *Fashion Buying*, Blackwell Publishing, Oxford, UK.
3. Goworek H. (2006), *Careers in Fashion*, Blackwell Publishing, Oxford, UK.
4. Jackson T. and Shaw D. (2001), *Mastering Fashion Buying & Merchandising management*, Palgrave Macmillan, London, UK.
5. Jernigan M. H. and Easterling C. R. (1990), *Fashion Merchandising and Marketing*, Macmillan, New York, USA.
6. Maynard J. K. (1997), *Fashion Buying and Merchandising – The Principles*, Jonjaqsaw, Essex, UK.

Magazines and Journals:

1. Drapers
2. Fashion Business
3. Women’s Wear Daily

FDS-206 History of Fashion

2 (2+0)

Course Objectives:

Objectives of the course are: acquiring reading and studying skills and methodology, as well as reflexivity and capacity to understand contemporaneity through anthropology and cultural history’s “combinatory” perspective and “critical thinking”; putting together different levels of meaning (social, historical, political) and comparing multiple perspectives (from different social actors and groups’ points of view; micro and macro, local and global, particular and universal, representations and practices).

Students will create a final project based upon data gathered and readings.

Components and Outlines:

- Introduction to Fashion and its evolution
- Pre Historic Art and Movements
- Over view of the Beginning of Fashion
- Neo Classism and Revolution
- Romanticism and Victorian Styles

- Era of 1910-1940
- Looks of 60s, 70s, 80s and 90s
- Contemporary Fashion
- Creators and Avant-garde Designers
- Japanese and Belgian Designers
- Over View of Pakistan Textile Industry and Emerging Designers.

Suggestion for Reading Material:

1. The dictionary of costume- Willowy.
2. Who is who in fashion- Stegsmetta Magazines, Vogue, Elle, Collezioni, International Textiles.
3. Years of fashion –Boucher.

FDS-207 Fashion Forecast

2 (0+2)

Course Objectives:

This course acquaints students with the process of fashion trends research, analysis, and interpretation. The concentration of this course is on forecasting process and tools used for trend forecasting. Students also acquire the understanding and analytical ability to distinguish between short-term fashion hype (fad) from true directional signals.

Application into the local market

This course enables students to understand how global trend forecast can be applicable to the local market. They study and practice how to adapt and interpret global trends into fashion forecast specifically designed for the local market. As the students develop their own fashion forecast packs during this course for the local market, they will analyze consumer preferences and upcoming fashion trends in the local market which may be a reflection of global fashion trends.

Student Outcomes

The students learn the fundamental techniques in order to research, select, and comprehend the necessary information to forecast style, fabric and color trends for future seasons.

Components and Outlines:

- Overview of Fashion Forecasting
- 4 components of fashion trends forecast: Color, Texture, Silhouette & Details
- Process of Trend Forecasting
- Fiber trade shows
- Color prediction services
- Textures - fabrics & other materials trade fairs
- Fashion Weeks & garment trade shows
- How to take trend direction from research?

Starting from:

- Visiting & reviewing fibre trade shows such as Pitti Filatti
- Consulting color prediction companies

Then:

- Attending textures trade shows for fabrics & other materials trends

And finally;

- Attending & reviewing fashion weeks & other catwalk shows
- Visiting Designer showrooms & observing window displays
- Visit fashionable destinations of the world for directional research off the streets
- Summarizing & categorizing global fashion trends into key looks of the season.
- Interpreting key looks of the season in a fashion forecast pack.
- Usage and application of Fashion Forecast Packs globally.
- Potential for usage and application of Fashion Forecasting by the different players in the local fashion industry.
- Project briefed to students:
- Students are required to put together a forecast pack for the local market
- Students research various segments of the market to finalize their area of concentration in terms of:
 - Market Segment
 - Product Category
- Students submit proposals identifying terms of reference for the project:
 - Aim
 - Objectives
 - Feedback on students' proposal given by tutors
- Students identify components of trend research related to their product categories
- Following the same process as taught earlier in the course, students take trend direction by carrying out research based on the four elements of design:
 - Color
 - Texture
 - Silhouette
 - Details

Suggestion for Reading Material Books:

1. Frings G. S. (2002), *Fashion: from concept to consumer*, Pearson Education – Singapore.
2. Goworek H. (2007), *Fashion Buying*, Blackwell Publishing, Oxford, UK.
3. Goworek H. (2006), *Careers in Fashion*, Blackwell Publishing, Oxford, UK.
4. Jackson T. and Shaw D. (2001), *Mastering Fashion Buying & Merchandising management*, Palgrave Macmillan, London, UK.

5. Jernigan M. H. and Easterling C. R. (1990), *Fashion Merchandising and Marketing*, Macmillan, New York, USA.
6. Maynard J. K. (1997), *Fashion Buying and Merchandising – The Principles*, Jonjaqsaw, Essex, UK.

Magazines and Journals:

1. Drapers
2. Fashion Business
3. Women's Wear Daily

QM-208 Business Mathematics & Statistics 3 (3+0)

Course Objectives:

- To equip students with the basic quantitative business decision methods and tools.
- To let participants explore the forecasting techniques & risk minimization strategies.
- To develop and strengthen the continuous use of knowledge creating tools in an organization.

Components and Outlines:

- Introduction to the Business Mathematics
- Statistical Variables: Segmentation Process
- Statistical Sampling: Mean & Median Activities
- Summarizing & Presenting Data: Bar Graphs & Histograms
- Frequency Distributions
- Correlation and Regression
- Research Methodologies, Competitive Intelligence Systems, Developing Questionnaires
- Financial Forecasting for Business Decisions, Break Even Analysis, ROI & TATO Analysis
- Special Topics in Business Maths & Quantitative Methodology
- Future Directions in Business Decision Making.

Suggestion for Reading Material:

1. Text Book: Andre Francis, "Business Maths and Statistics", Thomson (2004)
2. Reference Book: R Kaczmariski & Schultheis, "Business Maths", South Western (2005)

SEMESTER - IV

ENG-251 English-III (English Presentation Skills) 2 (2+0)
ANNEXURE – ‘A’

MKTG-252 Business Research Methods 3 (3+0)

Course Objectives:

This course introduces students to the relevance and use of marketing research as a means of adding value to the decision making process. As such its relevance to the fashion industry will be established through the understanding and use of the various tools and approaches to developing a strategy for successful initiatives in any area of the fashion industry.

Components and Outlines:

- Introduction to the course
- Nature of marketing research in the fashion industry
- The marketing research process, defining the research problem
- The value and use of secondary data
- Secondary data in the fashion industry
- Understanding the requirements for primary data
- Data collection methods
- Conducting focus groups, conducting in-depth interviews, developing the questionnaire
- Measurement in marketing research
- Customer roles and behavior
- Consumer needs and customer value
- Consumer perception
- Product positioning and perceptual maps
- Fundamentals of sampling
- Probability sampling techniques
- Data preparation, Data analysis basics, Correlation and regression, Use of computers in marketing research, Presenting research findings: tables and graphs, Preparing the research report

Suggestion for Reading Material:

1. Peterson, Robert A., Marketing Research, Business Publications, Inc.

MGMT-253 Organizational Behaviour 2 (2+0)

Course Objectives:

This course is an introduction to understanding the behavior of individuals, groups, structure and social processes in organizations. The purpose of Organizational Behaviour is to help the student become more effective in dealing with the human element in business. This includes learning about

factors that influence individual actions and reactions to superiors, coworkers, subordinates, teams, and aspects of job environments.

To provide students a framework to:

- Understand individual behavior and types of human nature in organizations such as personality, perceptions, motivations, stress, and work attitudes.
- Understand social behavior and organizational processes such as culture, leadership, teamwork, conflict and power.
- Provide a context for students to improve team work and communication skills.
- Respect and learn about individual, cultural, social, gender, interdisciplinary differences in the work environment.

Components and Outlines:

- Introduction to Topic-What is Organizational Behaviour
- Foundations of Individual Behavior
- Attitudes and Job Satisfaction
- Personality and Values
- Perception and Individual Decision Making
- Motivation: From Concepts to Applications
- Motivation Concepts
- Foundations of Group Behavior
- Emotions and Moods
- Understanding Work Teams
- Communication
- Contemporary Issues in Leadership
- Basic Approaches to Leadership
- Power and Politics
- Foundations of Organization Structure
- Conflict and Negotiation
- Organizational Culture
- Human Resource Policies and Practices
- Organizational Change and Stress Management

Suggested Reading Material:

1. Stephens P. Robbins, **Organizational Behavior**, 8th Edition, Prentice Hall.

Additional Reading:

1. Gary, Johns & Alan M. Saks. **Organizational Behavior: Understanding and Managing Life at Work**, 6th ed. Toronto: Pearson Education, 2004.

Course Objectives:

Cost Accounting is the “Process of identifying, measuring, accumulating, analyzing, preparing, interpreting and communicating information to help the managers to fulfill organizational objectives”. This course is designed to enable students to learn the cost accounting techniques to achieve a level of proficiency sufficient to guide management for effective utilization of economic resources. This course capitalizes the accounting techniques and a method covered in the previous courses and develops a conceptual foundation for establishing a result – oriented mechanism of administrative controls. It also discusses the role of management in the financial reporting process, the impact of the accounting information system on management’s strategic decisions and explores the tools and concepts of cost management systems. The practices of accounting information systems are analyzed to determine their management implications. The students will learn the following objectives:

- To Develop and utilize accounting information for strategic decision-making.
- To Learn about the decision making process in the field of accounting and finance.
- To Determine patterns of cost behaviour including variable, fixed and semi – variable costs.
- To learn about product costing methods like job order costing and process costing.
- To analyze the effects of absorption costing and variable costing on various business decisions.

Components and Outlines:

- Cost accounting fundamental concepts
- Cost of goods manufactured & sold statement
- Product costing systems
- Activity based costing
- Budgeting
- Cost-volume-profit (break even) analysis
- Standard costing
- Decision making.

Recommended Text Book:

1. Managerial Accounting; Creating Value in a dynamic Business Environment, Ronald W. Hilton, 7th Edition (2008).

Supplementary Reading:

1. Management Accounting, Anthony A. Atkinson, Robert S. Kaplan & S. Mark Young, 5th Edition (2008), Pearson Education Inc. USA.

Course Objectives:

The aim of the course is to introduce different fibers type, their properties, and their usage. It also covers techniques to produce different yarn types and fabrics with their applications and surface designing techniques like dyeing, printing, painting, and finishing along with the pricing details, quality testing, and aesthetics.

Practical covering the same production techniques in more detail in relation with fabric identification, potential quality problems, fabric sourcing to different markets, and market trends on product & technology.

Components and Outlines:

- Name the fabrics
- Recognize the fibre, production technique (weaving, knitting, finishing)
- Recognize the end market
- Define potential quality problems
- In garment production
- In garment care
- Source fabrics
- Knowledge of international markets
- Attribution fabrics to garments, targets groups and markets
- Research of trends
- Market trends
- Fashion trends in colour and fabric
- Technological and product trends

Suggestion for Reading Material:

1. Handouts will be provided by the Instructor.

Course Objectives:

- The objective of the course is to have an understanding between design and its execution in 3D Garment form. To have an idea about construction of pattern blocks and their usage for making different designs through pattern making.
- To give an understanding of how technical sketches and designs are executed through pattern making.
- How to do problem solving when a problem arises related to pattern. This is integral in industrial production.

Components and Outlines:

- Introduction to pattern making and its tools.
- Relation between design and pattern, and its importance. Taking measurements of basic bodies/sewing paper exercise.
- Construction of basic bodice block. Understanding of darts /pleats/tucks.
- Basic dart Manipulation. Understanding cut lines and transferring darts into cut lines. Cutting of patterns on fabric and sewing.
- Simple cut lines design/Panel design with allowance and button closure. (Collar Included)
- Tracing and sewing of the design made in pattern. (To be done in the class and as homework.
- Basic sleeve construction, explanation of different types of sleeves. (Tailored sleeve, kimono sleeve, kimono with gusset, raglan sleeve, bating and dolman)
- Construction of basic skirt block. Explanation of different design construction and stitching of individual design of skirts.
- Sewing and checking of individual design.
- Construction of different types of pockets (Flap pocket, Welt pocket, Jeans pocket).
- Stitching of welt and jeans pocket.

Suggested Reading and Study Sources:

1. Modern Sizing and pattern making for Women and Children Garments by Philip Kunick.
2. Pattern Cutting Lingerie, Beachwear and Leisurewear by Ann Haggar.
3. Tailoring Traditional and Contemporary Techniques by N. Marie Ledbetter, Linda Thiellansing.

ACF-301 Financial Management

2 (2+0)

Course Objectives:

Learning financial management is about constructing a conceptual framework and changing your views to build understanding. This course provides a foundation to help you understand deeper issues and to develop expertise. A variety of learning materials and opportunities to practice basic concepts underlie the design of this course. You are encouraged to discover, collaborate and regulate learning at your own pace from multiple sources of information provided. This course will encourage you to think critically about issues in financial management. A mixture of individual and collaborative work will help you to take advantage of peer expertise and produce feedback opportunities that would not be possible otherwise.

The students would learn the following objectives:

- That a working knowledge of finance is important even if you are not planning a career in finance.

- Besides wanting to pass this course, why do you need to understand finance.
- How should a business organization manage its everyday financial activities?
- Understand the difference between accounting profits and cash flows.
- The value of money versus time (the concept of time value of money).
- The role of interest rate on the economy.
- The role of interest on Value (example: your savings and loans).
- An overview of the Capital Budgeting process and techniques.
- Apply and evaluate financial information in a simulated case setting.
- Increase your confidence to participate in financial decision making.

Components and Outlines:

- Role of financial management
- Time Value of money
- Risk and return
- Valuation of long term securities (stocks valuation)
- Valuation of long term securities (bonds valuation)
- Required returns and cost of capital
- Capital budget techniques

Suggestion for Reading Material:

1. Course Pack by the Instructor

Additional Readings:

1. Fundamentals of Financial Management, James C. Van Horne (12e).
2. Fundamentals of Financial Management, Brigham & Houston (Concise 4e).
3. Fundamentals of Corporate Finance by Brealey, Myers, Marcus (5e).
4. Corporate Finance by Ross, Westerfield, and Jordan (8e).

MRCG-302

Retail Buying

3 (3+0)

Course Objectives:

The aim of this course is to familiarize students with the concept of buying in the context of fashion retail industry. The course highlights the role of commercial buyer in the fashion retailing having unique characteristics that are quite different from general retailing, however, understanding the principle that; like any other retailing business, the main aim for the buyer working for a fashion retailer is to develop and buy a range of merchandise that achieves the profit margin and is consistent with the retailer's buying strategy.

A group project as part of this course will help students acquire some of the following competencies of a retail fashion buyer:

- To source and develop products from an effective supplier base
- To be responsible for the negotiation of product prices including delivery and payment terms
- To research and evaluate all relevant product and market trends
- To communicate effectively with suppliers, product teams and senior management within the company
- To work within the constraints of merchandise planning
- To effectively manage and develop the buying team

Components and Outlines:

- Role of retail fashion buyer
- Buyer's role in the past & present
- Development in the role of fashion buyer
- Structure & hierarchy of the buying office
- The buying team
- Analyzing Like for Like (LFL) previous product sales & trends in liaison with the retail merchandiser
- Initial Range Planning:
 - Planning, negotiating & breaking down the range budget among various product areas of the range
- Planning Open to Buy (OTB):
 - Plan materials buying levels (fabric, garment accessories etc)
 - Plan garment buying levels
- Range Planning - Research:
 - Trend Research (Comparative, Directional, Own Company)
- Range Planning - Compiling the range:
 - Assortment (styles to be included)
 - Ratios / Proportions (how many lowers as compared to tops, classics as compared to fashion)
 - Options (colorways, sizes)
 - Width & Depth (Narrow & Deep or Wide & Shallow)
 - Quantities for each product area, style, option etc
- Sourcing:
 - Source & develop products from an effective supplier base
 - Materials Sourcing (fabric, garment accessories etc)
 - Garment Sourcing
 - Estimating cost of products (In house costing)
 - Evaluating costing done by supplier
 - Negotiating cost prices, delivery & payment terms with suppliers
- Calculating Profitability:
 - Margin (Gross Margin or Gross Profit = Retail Selling Price – Cost Price)
 - Margin Percentage (Percentage Gross Margin = Profit / Retail Selling Price X 100)

- Markups
- Laws and Legal Concerns related to Retail Buying
- Contracts with suppliers
- The order form
- Copyright
- Laws and Legal Concerns related to Retail Buying
- Pricing
- Labeling
- Fiber Composition
- Care Labels
- Buying Own Label Merchandiser
- Buying Branded Merchandise
- Case Studies based on:
 - Buying Own Label Merchandiser
 - Buying Branded Merchandise

Suggestion for Reading Material Books:

1. Frings G. S. (2002), *Fashion: from concept to consumer*, Pearson Education – Singapore.
2. Goworek H. (2007), *Fashion Buying*, Blackwell Publishing, Oxford, UK.
3. Goworek H. (2006), *Careers in Fashion*, Blackwell Publishing, Oxford, UK.
4. Jackson T. and Shaw D. (2001), *Mastering Fashion Buying & Merchandising management*, Palgrave Macmillan, London, UK.
5. Jernigan M. H. and Easterling C. R. (1990), *Fashion Merchandising and Marketing*, Macmillan, New York, USA.
6. Maynard J. K. (1997), *Fashion Buying and Merchandising – The Principles*, Jonjaqsaw, Essex, UK.

Magazines and Journals:

1. Drapers
2. Fashion Business
3. Women's Wear Daily

MKTG-303

International Marketing

3 (3+0)

Course Objectives:

Building on the fundamentals of marketing, this course introduces the context of the global environment. Students will be introduced to concepts and practices in international marketing, with a particular emphasis on the globalization and how it affects the marketing activities of a firm. The course examines the cultural, social, legal, political, financial and geographic dimensions of the global marketplace. Using quantitative and qualitative methodologies, the students are expected to assess the impact and integration of global factors in marketing programs and strategies.

The emphasis during the length of the session will be to provide students with an overview of the international marketing arena. Participants will get a basic understanding of not only how to identify new threats and opportunities in a global context but also how to deal with foreign competitive situations.

The students would learn the following outcomes:

- Apply the key terms, definitions and concepts used in marketing with an international perspective
- Understand major macro-environmental factors in global markets
- Use market research skills on a global scale for strategic positioning and foreign market penetration
- Develop creative international market entry strategy
- Understand the importance of Internet for global business
- Apply basic and advanced marketing concepts to develop integrated marketing plans in global markets

Components and Outlines:

- Intro to International Marketing: The Challenge of Globalization
- International Marketing Strategy
- The Economic Environment
- Political & Legal Environment
- The Cultural Environment
- International Marketing Intelligence
- Potential Market Assessment
- Global Strategic Position
- Market Entry Strategy
- Product decisions
- Product Management Process
- International Distribution Management
- International Marketing Logistics
- International Market Communication
- International Pricing Decisions
- International Marketing Plan
- Project presentation.

Suggestion for Reading Material:

1. International Marketing: A Global Perspective by Hans Muhlbacher, Lee Dahringer and Helmuth Leih

Course Objectives:

The aim of this course is to acquaint the students with the process of design development in the mass market fashion retail industry.

The students learn about design development in the real world by carrying out a project that takes them through various stages of design development in a sequential manner. The students realize that; in the mass market retail fashion industry, design development is a process that aids fashion business to be successful and profitable.

Components and Outlines:

- Market Research
 - How to draw research proposal (terms of reference)
 - Questionnaires
 - Focus Groups
 - Interviews
 - Observation
 - Product Trials
- Trend Research
 - How to draw trend research proposal
 - Comparative Trend Research
 - Directional Trend Research
- Relationship between aesthetic & technological requirements of a fashion product
- The importance of designing to specification
- Trend Interpretation
- Design Development
- Composition of Design Specification Document

Suggestion for Reading Material Books:

1. Frings G. S. (2002), *Fashion: from concept to consumer*, Pearson Education – Singapore.
2. Goworek H. (2007), *Fashion Buying*, Blackwell Publishing, Oxford, UK
3. Goworek H. (2006), *Careers in Fashion*, Blackwell Publishing, Oxford, UK.
4. Jackson T. and Shaw D. (2001), *Mastering Fashion Buying & Merchandising management*, Palgrave Macmillan, London, UK.
5. Jernigan M. H. and Easterling C. R. (1990), *Fashion Merchandising and Marketing*, Macmillan, New York, USA.
6. Maynard J. K. (1997), *Fashion Buying and Merchandising – The Principles*, Jonjaqsaw, Essex, UK.

Magazines and Journals:

Drapers

Fashion Business, Women's Wear Daily

SEMESTER – V

MGMT-305 Human Resource Management 3 (3+0)

Course Objectives:

Human Resource Management is an introductory level course; the emphasis is upon building students' understanding of the basic concepts and ideas that underpin the practices followed by modern business organization regarding Hiring, Training and Retaining of people. Students get an overview of the evolution of Human Resource Management from a philanthropic approach to an established scientific practice of efficiently managing human resources. In this world of growing competition, the companies which are able to retain its key personnel are better able to survive and excel than others.

Components and Outlines:

- Introduction to HRM
- Changing Nature of HRM
- Strategic HRM : HR Planning, HR Planning Process, HR Benchmarking Measures, Forecasting Supply and Demand for Human Resources in an organization, To manage a surplus of human resources
- Individual Performance and Retention : Motivation, Job Satisfaction and Organizational Commitment, Types of Absenteeism and Turnover, major Retention Determinants, Retention Management Process
- Job Design: Job Analysis, Job Characteristics, Job Rotation, Job Description, Job Specifications
- Recruiting: Labor Markets, Internal vs External Recruiting Sources and Processes
- Selecting and Placing Human Resources: Selection Process, Selection Tests, Selection Interviews, Group Discussion Types, Background Investigations and Medical Examinations
- Training Human: Training Process, Training Types, Training Evaluation
- Career Development: Human Resource Development, Assessment Centres, On-the-Job and Off-the-Job Development Methods
- Performance Management: Performance Appraisal Methods, Rater Errors, Appraisal Feedback Interviews
- Compensation Strategies: Types of Compensation, Job Evaluation, Pay-for-Performance System
- Variable Pay and Benefits: Types of Variable Pay, Individual and Group/Team Incentives
- Employee Relations: Health, Safety and Security of Employees, Union-Management Relations.

Suggestion for Reading Material:

1. Human Resource Management Robert L. Mathis, John H. Jackson
2. Human Resource Management Arthur G. Bediaun.

MKTG-306

Consumer Behaviour

2 (2+0)

Course Objectives:

From the time we learn to walk and talk, we are all involved in consumer behaviour on a daily basis. Whether we go to a retail store, shop via catalogue or on the Internet, sit at home eating breakfast; we are functioning as living, breathing consumers. All of us face a myriad of consumer decisions each day, for deciding which brands to use and buy, where and how to buy, and how to spend time and resources.

If we consider all the encounters that we have each day with products, brands, and advertisements, not to mention people and time expenditure choices, we begin to understand something about the scope of the subject called **Consumer Behaviour**. Far more than just a specialized area of marketing, consumer behaviour affects nearly every aspect of our lives.

This course is a combination of both the theoretical concepts of consumer behaviour and their application to marketing strategies and decision making in the private, public, and non-profit sectors. At the conceptual level, it seeks to present an integrated framework around which the major areas of consumer behaviour knowledge can be discussed. Rather than just paying token attention, this course thoroughly incorporates marketing realism in several ways. First, throughout the course frequent reference is made to actual or potential applications of the concepts being discussed. Second, questions and projects at the end of each chapter offer opportunities for experiential learning. Here, research may be conducted, decisions made, or other creative activities undertaken, bringing students closer to the real world of marketing.

Components and Outlines:

- Consumer Behavior: Origin and Strategic Applications:
- Consumer Research
- Consumer research tools
- Market Segmentation
- Consumer Motivation;
- Personality and Consumer Behavior
- Consumer Perception
- Consumer Learning
- Consumer Attitude Formation and Change
- Communication and Consumer Behavior
- Reference Groups and Family Influences
- Social Class and Consumer Behavior
- The Influence of Culture on Consumer Behavior

- Cross-Cultural Consumer Behavior: An International Perspective
- Consumer Decision Making and Beyond

Suggestion for Reading Material:

1. Consumer Behaviour by Schiffman & Kanuk 9th edition.
2. Consumer Behaviour by Neal and Quester 4th edition.

MGMT-307 Brand Management 2 (2+0)

Course Objectives:

The course introduces students to important brand information that includes common branding terms, the importance of brand value, the characteristics of a good brand name and brand mark, and the responsibilities a brand manager should fulfill. The objectives further would highlight the different dynamics of brand management such as; selecting characteristic traits of a good brand name; classify the responsibilities of common brand managers; identify the types of brands; brand strategy selection; and how to create a strong brand.

Components and Outlines:

- Introduction to Brand Management
- Brand Equity
- New Rules of Brand Management
- Brand Identity
- Launching New Brands
- Sustaining a Brand Long Term
- Adapting to the Market
- Brand Architecture
- Brand Extensions
- Multi Brand Portfolio
- Handling Name changes/ Transfers
- Decline/ Ageing/ Revitalization
- International Branding
- Strategic branding options
- Financial Accounting/ Evaluation of Brands
- Advertising/ marketing of Brands

Suggested Reading/ Reference Material:

1. Brand Management: research, theory and practice by Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre.
2. The new strategic brand management: creating and sustaining brand equity by Jean-Noel Kapferer.

SEMESTER - VI

MGMT-351

Business Law

2 (2+0)

Course Objectives:

The aim is to speak and understand the various legal aspects which companies involved in fashion are facing in their business environment. These legal aspects are those ruling the international exchanges. Particularly, a special attention will be driven to intellectual property and copyrights, as well as the danger of counterfeiting. Other legal aspects entering the framework of the WTO will be described. The course goal is to teach students how to think, speak and write and apply deductive reasoning to basic legal and ethical problems in Business Law. Students should be prepared to discuss the daily assignment.

Components and Outlines:

- The forms of business entity - sole traders, partnerships and corporations
- The advantages and disadvantages of the choice of business entity
- An introduction to the law of contract
- Formation of contract
- Contractual terms
- Termination and breach of contract
- WTO
- Protecting of Brands and Models
- Opening of Markets and Working conditions
- Sales Contracts
- Subcontracting Contracts
- Licensing
- Franchising

Suggestion for Reading Material:

1. Business law today, Roger LeRoy Miller, Gaylord A. Jentz, 2006, WTO Uruguay Round of Talks.

FDS-352

Product Design Execution

3 (0+3)

Course Objectives:

- To familiarize students to the different production systems so that they understand the importance of industrial garment and collections.
- To give an understanding of different garment categories and their stitching details.
- To make them understand and make the manufacturing process of different industrial garments with time.

Components and Outlines:

- Production system and analysis of fabrication
- Introduction to Different Technical Details of a Garment
- Understanding and stitching of different seams
- Drawing of shirt, analysis of seams and stitching details
- Stitching detail of collar, sleeve, cuff and pocket.
- Process Manufacturing with time (theory and practical)
- Technical Document
- Fabrics and Supplies Documents
- Packaging Document
- Quality Points
- Quality Control.

Suggestion for Reading Material:

1. Handouts will be provided by the Instructor.

MGMT-353 Supply Chain Management 2 (2+0)

Course Objective:

This course orients students to topics related to design and management of supply chains, from incoming raw materials to final product delivery that improves an organization's overall supply efficiency. Students develop the ability to evaluate how information flows can substitute for the stock of physical resources, such as inventory, and why such systems succeed or fail.

Components and Outline:

- What needs to be sourced?
 - Fabric: grey or finished
 - Trimming: buttons, zips, interlinings etc
 - Labels: back neck logos, size labels, country of origin, care labels, fibre content labels.
 - Tickets: swing tags, bar code, price tags.
 - Hangers: unbranded or retailer's own brand
 - Packaging: protective covers, carry bags/ packaging with logos
- Different ways of sourcing a garment
 - Factorial
 - Cut Make & Trim (CMT)
 - Branded
- Supply chain issues
 - Cost
 - Lead times
- Supplier Selection
- Evaluating supplier' performance
- Sourcing Hubs: Specialization by region and country

- International sourcing
- Key issues related to overseas sourcing:
 - Currency fluctuations
 - Quota
 - Delayed delivery
 - Inability to achieve quick repeat orders
 - Transportation
 - Increased management cost due to foreign sourcing offices
 - Slow returns and refunds
- The iceberg theory based on national & overseas sourcing cost comparison
- International Trade Agreements
 - General agreement on tariffs and trade (GATT)
 - Multifibre agreement (MFA)
- Shipping
 - Free on board (FOB)
 - Carriage, insurance and freight (CIF)
 - Delivery duty paid (DDP or free house)
 - Ex-factory
- Terms and regulations of foreign payment
 - Letter of Credit
 - Cash against documents
- Understanding the traditional Supply Chain Management
- Need for rationalization of the supply chain leading to vertical integration
- Comparison of traditional supply chain and vertically integrated supply chain models
- Case Studies based on traditional supply chain model and vertically integrated supply chain model
- Effects of IT on Supply Chain Management
 - Electronic point of sale (EPOS)
 - Radio frequency identification device (RFID)
 - Electronic data interchange (EDI)
 - Vendor management inventory (VMI)
 - Just in time (JIT)

Suggested Reading Material:

1. Chopra, S., P. Meindl (C&M). 2006. *Supply Chain Management (3rd Edition)*. Pearson, Prentice Hall.

MRCG-354

Retail Merchandising

3 (3+0)

Course Objectives

The students are familiarized with the two main roles of merchandising in the fashion retail industry:

- Product Management

- Process Management

As product manager the merchandiser develops blueprint of a seasonal range of products to be sold by a retailer. The students are taught how fashion retail merchandisers study and analyze a company's historical sales patterns and fashion trends; and contribute to the range assortment planning in terms of its size and composition; as well as range budget and price points. Students learn how merchandisers liaise with buyers on range planning to maximize commercial opportunities for the retailer.

As process managers, the merchandisers handle sourcing; scheduling production and deliveries; and stock allocation to individual stores; replenishment of stock; repeat orders; and Weekly Sales, Stock and Intake Plan (WISSI).

Components and Outlines:

- Understanding the concept of Retail Merchandising
- Understanding the role of Merchandising in Retail Fashion Industry
- Difference between Retail Merchandising & Manufacturer's Merchandising
- Structure & hierarchy of the merchandising department in head office of a fashion retailer
- Main Activities of Merchandising Department in a Fashion Retailer:
 - Range Planning
 - Stock Management
- Range Planning: Analyzing Like for Like (LFL) previous sales patterns & trends
- Range Planning: Recommending forward fabric buying levels to buying department when buying dept. is planning Open to Buy (OTB)
- Recommending forward garment buying levels to buying department when buying dept. is planning Open to Buy (OTB)
- Range Planning: Estimating overall future sales & plan stock levels to achieve the expected sales
- Drawing up the Allocation Matrix (estimating stock allocation to each store & plan stock levels accordingly)
- Range Planning: Calculating Profitability
- Formulas: Gross Margin (Gross Profit = Retail Selling Price – Cost Price)
- Percentage Gross Margin (Profit / Retail Selling Price X 100)
- Stock Management:
 - Monitoring & managing delivery of new stock into the distribution centre
 - Ensuring stock levels are in-line with the organization's sales plans
- Initial allocation of new stock to each store:
 - Overall quantities
 - Style selection (population segmentation & store categorization)

- Size Ratios (standard distribution curve)
- Color / Fabric specifications (regional weather differences)
- Manage stock distribution to each store in a manner that optimizes customer demand, available selling space & seasonal selling opportunities
- Planning individual replenishment of stock for each store in liaison with store sales team
- Recommending repeat buys of best selling lines
- Transfers of stock from one store to the other
- Recalls of faulty stock
- Provide regular analysis & progress reports regarding stock levels, sales performance, & stock management to senior management
- Stock turn & stock intake planning
- Formula for calculating stock turn:
 - $\text{Stock Turn} = \text{Annual Sales Value} / \text{Average Monthly Stock Value}$
- Formula for calculating weeks' cover:
 - $\text{Weeks' Cover} = \text{No. of weeks in a year} / \text{Stock Turn}$
- Understanding & analyzing WSSI
- Effects of WSSI on Range Planning
- Controlling stock – The Weekly Sales, Stock & Intake Plan (WSSI)
- Delivery Schedules according to WSSI
- Mark up or mark down according to WSSI
- Terminal Stock monitoring
- The automated distribution system
- Replenishing according to a set pattern
- Replenishing according to sales (Quick Response)
- The dangers of automated allocation systems
- Rigid control versus flexibility
- Use of Information Technology in stock distribution, sales & intake planning
- Understanding & analyzing the effectiveness of soft wares & systems used in Fashion retailing:
 - Just in time (JIT)
 - Electronic Point of Sale (EPOS)
 - Electronic Data Interchange (EDI)
 - Vendor Managed Inventory (VMI)
 - Radio Frequency Identification Device (RFID).

Suggestion for Reading Material Books:

1. Frings G. S. (2002), *Fashion: from concept to consumer*, Pearson Education – Singapore.
2. Goworek H. (2006), *Careers in Fashion*, Blackwell Publishing, Oxford, UK.
3. Jackson T. and Shaw D. (2001), *Mastering Fashion Buying & Merchandising management*, Palgrave Macmillan, London, UK.

4. Jernigan M. H. and Easterling C. R. (1990), *Fashion Merchandising and Marketing*, Macmillan, New York, USA.
5. Maynard J. K. (1997), *Fashion Buying and Merchandising – The Principles*, Jonjaqsaw, Essex, UK.

Magazines and Journals:

Drapers

1. Fashion Business
2. Women's Wear Daily

MRCG-355 Manufacturer's Merchandising 3 (3+0)

Course Objectives:

The students get an opportunity to have extensive knowledge of the textile sector. They understand the whole process of manufacturing by knowing the execution of received enquiries from the customer. Having knowledge will not only be restricted to reading prescribed text but it will also be gained through having detailed discussions in class and from field experience.

Course Components:

- Textile Merchandising Introduction
- Evolution of Merchandising in the Apparel Industry.
- Modern Merchandising.
- Market Knowledge.
- Planning and Control.
- Garment Technology / Studying actual style sheet.
- Post 2005 – Scenario.
- Line development: Principles and Technology and the process
- Costing and pricing Strategies.
- Quality
- Supply Chain Management
- Sourcing Strategies and the process
- Future Direction.

Suggestion for Reading Material:

1. Apparel Merchandising: The line stars here by Jeremy A Rosenau.

MGMT- 356 Total Quality Management 3 (3+0)

Course Objective:

To develop an understanding of TQM, and in process gain an understanding of the problems associated with improving quality. This course will also provide an understanding of effective utilization of the TQM philosophy in Pakistani organizations, to improve productivity and efficiency.

Components and Outlines:

- An introduction to quality, quality systems
- Introduction to Total Quality Management
- Relationship between TQM and corporate strategy
- Gurus of TQM and their ideas,
- The Tools of Quality Management, 4Cs of TQM and implementation of TQM,
- Role of top management in and role of middle management in TQM
- Japanese 5-S practice, 5-S in the office and implementation of 5-S,
- Total quality marketing
- Relationship between quality and competitiveness, costs of poor quality
- Managing Quality Improvement Teams and projects
- Identify the major substantive difference between the quality awards e.g. ISO 9000-2000, ISO 14000,

Suggested Reading and Study Sources:

1. Managing Quality- An Integrative Approach (2nd Edition) -S. Thomas Foster.
2. Total Quality Management (3rd Edition)- Dale H. Besterfield, Carol Besterfield-Michna and Glen Besterfield.

SEMESTER-VII

MKTG-401 Communication in Fashion 3 (3+0)

Course Objective:

The goal of this course is to explain clearly to students the fundamental concepts and useful tools of communication. This module includes Communication in Fashion World, Fashion and Advertising, Fashion and Press relations, Fashion and PR and Partnership in fashion.

Components and Outlines:

- How do you communicate in Fashion?
- Components of Fashion Image
 - What is an appropriate image?
 - How and why a company's fashion image may change
- Organization and structure of the Promotion Division of a fashion company
- Department of the Sales Promotion Division
 - Advertising & Public Relations
- Promotion Plan & Promotional Budget
- Advertising (Institutional & Promotional)
- Media Selection for Advertising
- Public Relations
 - Special events

- Publicity
 - What is a Press Kit?
- Visual merchandising
 - Types of Display:
 - Elements of Display
 - How to create an effective display
 - Video Merchandising
- Personal Selling

Suggestions for Reading Material Books:

1. Frings G. S. (2002), Fashion: from concept to consumer, Pearson Education – Singapore.
2. Gobe M. (2001), Emotional Branding – the new paradigm for connecting brands to people, Allworth Press, New York, USA.
3. Goworek H. (2006), Careers in Fashion, Blackwell Publishing – Oxford, UK.
4. Jernigan M. H. and Easterling C. R. (1990), Fashion Merchandising and Marketing, Macmillan, New York, USA.

Magazines:

1. Drapers
2. Fashion Business
3. Women's Wear Daily

FDS-402 Apparel Production Process 3 (0+3)

Course Objectives:

- To make students understand industrial production system in detail.
- To make them understand the structure of work organization.
- To make them learn how to make balancing sheets through different data, and take out activity, output and delivery time.

Components and Outlines:

- Introduction to basic method study in industrial production
- Work station study
- (Implication of management board/Sequence of improvement)
- Work measurement
- (Quality level/Production tools)
- Time study
- (Different kind of times)
- Workshop Organization
- (Work distribution/Balancing)
- Exercises on balancing with process manufacturing, time, balancing, and delivery date.
- Workshop Activity
- Workshop Output.

Suggestions for Reading Material:

1. Handouts will be provided by the Instructor.

MGMT- 403 Leadership and Motivational Skills 2 (2+0)

Course Objective:

To provide an introduction to the key concepts of communication, counseling, teams, teamwork, team building, leadership style, individual and team motivation, performance, and delegation. It will also provide a greater understanding of leader's responsibilities and will teach how to create and maintain an efficient, effective, and motivated team. It will covers both the essential theory and practical skills for successful leadership of teams

Components and Outlines:

- The principles of leadership
- How people lead and influence others
- Types of power leaders possess
- Techniques for developing power
- Attributes of effective leaders
- Who does the leader serve
- Leaders' responsibilities for evaluating, and counseling staff
- Principles of motivation
- Motivation techniques to use with your team
- Factors affecting motivation

Suggested Reading and Study Sources:

1. *Leadership Skills* - Emily Kittle Morrison.
2. *The Little Book of Leadership*- by Jeffrey Gitomer and Paul Hersey 2010.

MGMT-404 Strategic Management 3 (3+0)

Course Objective:

Strategic Management is a capstone course, integrating knowledge from different functions of business administration. It incorporates relationship between different business subjects and helps the student to understand and work on different business situations from the point of a practicing manager. As managers are the key persons for the long term success of the company and this course will help to enable the participants to develop comprehensive understanding of business challenges through problem identification, strength/weakness analysis, resource allocation and eventually implementation.

The students will learn the following objectives:

- To develop strategic thinking and analytical skills to apply strategic management concepts in different business situations.
- To develop entrepreneurial spirit in the students by making them to comprehend the business situations and risk analysis.
- To update the knowledge of the students about the current business trends in the global business arena
- To develop an integrative approach towards business development procedures and this is a hall mark of a practicing manager.
- To equip the students with the tools and techniques necessary for effective decision making.

Components and Outlines:

Chapter 1

Strategic management defined, Strategic Management model, Theories of strategic Management , Strategic management Process, Wealth creation.

Chapter 2

Macro environment and forces, Analysis of the Industry, Forecasting and techniques.

Chapter 3

SWOT Analysis framework, Human , Organizational, Physical resources, Mission & Strategy, Goals, Objectives, Stake holders, Goals of Board of Directors, Corporate social responsibility and Managerial Ethics.

Chapter 4

Corporate restructuring, Strategic alternatives, Growth, Stability, and Retrenchment strategies.

Chapter 5

SWOT Portfolio Framework, Original BCG Framework, Revised BCG, GE Framework, Corporate Involvement in Business Unit.

Chapter 6

Generic strategies for small Business , Dedication to Quality, Process and Product innovation, Strategies for large business Multiple Strategies, Industry life cycle, Integrative Framework , Strategic groups.

Chapter 7

Functional strategies, Purchasing , Financial, Human resources etc, JIT, Quality Consideration, Deming Chain reaction, Benchmarking, Integrating the functions, Product design, Cross functional and Process managers.

Chapter 8

Organizational structure, Vertical, Horizontal Growth models. Assessment of organizational structure, Keiretsu and other possible structure.

Chapter 9

Leadership, Types and Styles, Role of Power, Organizational culture and its evolution.

Chapter 10

Strategic and Budgetary control, Steps of Control and its relation to Macro & Industry Environments, Strategic Control Standards, Control criteria and Organizational variables

Chapter 11-12

Strategic Management and Globalization, Macro & Micro Forces operating at Global level, Internal functional strategies, Strategy Implementation, Types of International organizations.

Chapter 13-15

Case study analysis

Group Presentations / Case study analysis End-Term / FINAL Exam

Suggested Reading Material:

1. Strategic Management & Business policy-10e -Wheelen, Hunger / Pearson's Education / 2007 Impression , 9th.

MKTG-405

Strategic Marketing

3 (3+0)

Course Objectives:

Increasingly, function of the Marketing Manager in a business organization has been evolving from one engaged in enhancing sale to one that charts the long-term direction of the organization. Businesses, now realize that marketing professional have the most amount of direct interaction with the customers which equips them with the critical insight required to make decisions that will create and sustain a competitive advantage and affect long-term organizational performance; hence, the emergence of strategic marketing management.

Described as market-driven strategy, the key challenges for business organizations include: (1) To develop a common vision regarding the market throughout the organization; (2) To Identify opportunities for delivering superior value to customers; (3) To position an organization and its brands and products in such a manner as to obtain the best match between distinctive capabilities and value opportunities; (4) To recognize the benefits of viewing customers, suppliers, distribution channel members, internal functions, and even competitors as partners; and (5) To shape the design of the organization to implement and manage strategy.

This course aims to bring together the marketing concepts gained in previous semesters and enmesh them together in a manner that the student not only understands their interconnectivity, but also comprehend what role they might play in creating a competitive niche for the organization in the real world.

The students will learn the following outcomes:

- Analyze the total environment facing a company
- Critically evaluate potential marketing opportunities with regard to strategic objectives.
- Research product opportunities
- Critically evaluate the elements and role of marketing decision making.
- Evaluate information available to manage and deliver various marketing programs.
- Develop and present a complete Marketing Plan

Components and Outlines:

- Introduction to SMM
- Foundation of marketing strategy
- Pest analysis
- Industry and competitor analysis
- Porter model
- Competitor analysis & Strategic groups
- Leader, challenger and follower strategies
- Customer analysis and segmentation
- Targeting strategies
- Positioning
- Performing Internal analysis
- Tools of strategy development
- Developing strategies
- Setting objectives
 - ANSOFF and Various marketing strategies
 - Product strategies and NPD
- Differentiation
- Pricing Strategies
- Distribution

Suggested Reading Material:

1. Marketing Management; Analysis, Planning, Implementation and Control By Philip Kotler.
2. Strategic Marketing By David Cravens.
3. Articles and Case studies (provided by the Resource Person).

MGMT-406

Entrepreneurship

3 (3+0)

Course Objectives:

“Entrepreneurship is a unique type of creative problem solving process that transforms an idea into an enduring and effective institution in the real world. In the business world, such an institution equals a profitable business—either on your own or as part of an existing organization. In creating such enduring and effective institutions, entrepreneurs not only

bring together products and markets, but often also create the products and markets as part of the entrepreneurial process. Before there are products, there is human imagination, and before there are markets there are human aspirations. Great entrepreneurs match up the products of human imagination with human aspirations, using economic means". (Sarasvathy, S. 2002).

The course familiarizes students with classical theories on the subject providing a solid theoretical frame of reference with practical examples. It aims at instigating the process of learning, thinking and being able to critically analyze outside the box, developing the students' ability to understand the academic way of thinking. On successful completion of the course, students should be able to:

- Produce oral and written academic presentations
- Produce independent work
- Work in groups / teams
- Critically reflect on and develop knowledge from scientific articles
- Examine investigations and reports from a critical and scientific point of view
- Take responsibility for continual learning, nurturing ingenuity and unique value through the challenges associated academically and possibly practically as a career.
- Last but not least, apply theoretical knowledge onto real life business situation

Components and Outlines:

- Revolve around the definition / concept / phenomenon of entrepreneurship
- The Entrepreneurial Process
- Understand the meaning / importance of creativity and innovation in entrepreneurship
- Corp Entre, Intrapreneurship
- Entrepreneurial Opportunity and exploitation
- Venture creation process & Entrepreneurial Environment
- Entrepreneurial Strategy
- Entrepreneurship and Economic Development

Suggested Reading Material:

1. **McGrath & MacMillan (2000)**, "The Entrepreneurial Mindset: strategies for continuously creating opportunity in an age of uncertainty", Harvard Business School Press.
2. **Wickham, Philip A. (2001)**, "Strategic Entrepreneurship: A decision-making approach to new venture creation and management", Prentice Hall, Pearson Education Limited.
3. **McDaniel, Bruce A. (2002)**, "Entrepreneurship and Innovation: An Economic Approach", Armonk, NY, USA: M.E. Sharpe, Inc.

4. **Bessant, John and Tidd, Joe (2007)**, "Innovation and Entrepreneurship", John Wiley & Sons, Ltd.
5. **Adair, John (2007)**. "Leadership for Innovation", London, GBR: Kogan Page, Limited.
6. **Hodgetts, Richard and Kuratko, Donald (2004)**, Entrepreneurship—Theory, Process and Practice, 6th edition
7. **Randall, Robert editor (2005)**. "Innovation", Bradford, UK: Emerald Group Publishing Limited.

SEMESTER - VIII

ENG-451 English IV (English Presentation Skills) 3 (3+0)
ANNEXURE – 'A'

COP-452 Collection Process 12 (0+12)

Course Objectives:

Collection Process is the thesis students undertake during final year of fashion marketing and merchandising program. The thesis is intended to authenticate the student's ability to conceive, plan and execute a consultancy project. The students are required to work in collaboration with a commercial organization as a consultant in order to execute a comprehensive project that requires for them to apply knowledge acquired during the first three years of the program.

Evaluation

Evaluation of thesis is carried out throughout the final year. Assessment will be based upon the quality of the student's project proposal and the progress toward completion of the project, as evident at the end of the project.

Final appraisal also includes the student's ability to explain and defend the concept and execution of the work at the final formal presentation, and the quality and completeness of the student's portfolio and supporting materials.

Components and Outlines:

- **Research Methods 3 (3+0)**
 - Market Research: Questionnaires, Focus Groups, Interviews, Observation, Product Trials
 - Trend Research: Comparative and Directional
- **Budget Planning, Cost & Profitability Evaluation 3 (3+0)**
 - Costing & Supplier Cost Evaluation
 - Mark up application & Calculating Profitability
 - Sourcing & Supplier Evaluation

- Range Planning, Allocation Matrix 3 (3+0)
 - Range Assortment Planning
 - Stock Turn & Phasing Plan
 - Allocation Matrix
- Promotion Plan 3 (3+0)
 - Analysis of previous promotion campaigns
 - Directional Research
 - Promotional Plan based on: Advertising, Public Relations, Special Events & Visual Merchandising

Suggestion for Reading Material Books:

1. Frings G. S. (2002), Fashion: from concept to consumer, Pearson Education – Singapore.
2. Gobe M. (2001), Emotional Branding – the new paradigm for connecting brands to people, Allworth Press, New York, USA.
3. Goworek H. (2007), Fashion Buying, Blackwell Publishing, Oxford, UK.
4. Goworek H. (2006), Careers in Fashion, Blackwell Publishing, Oxford, UK.
5. Jackson T. and Shaw D. (2001), Mastering Fashion Buying & Merchandising management, Palgrave Macmillan, London, UK.
6. Jernigan M. H. and Easterling C. R. (1990), Fashion Merchandising and Marketing, Macmillan, New York, USA.
7. Maynard J. K. (1997), Fashion Buying and Merchandising – The Principles, Jonjaqsaw, Essex, UK.

Magazines and Journals:

1. Drapers
2. Fashion Business
3. Women's Wear Daily

TEXTILE DESIGN 4-YEAR INTEGRATED BS (HONS)/BDES DEGREE PROGRAMME

AIMS AND OBJECTIVES:

The course of textile design reflects the importance of design linked with textile industry and textile product development. After completion of the course, students will be able to do the following:

1. Develop and shape textiles for a specific service.
2. Identify fabric qualities for a specific end use.
3. Develop suitable fabric for a specific end use.
4. Shape textiles for any target group.
5. Realize and materialize ornaments, colors and finishes on fabrics for any field of use.
6. Independently identify design problems and offer solutions.
7. Explain fabric qualities, fabric construction and shaping elements of textile.
8. Explain and practice preconditions of design.
9. To plan and accomplishment of a given task.
10. Confidently present their work to relevant individuals.
11. Manage their work within given time limits.
12. Understand importance of social, environmental and corporate responsibility.

PROGRAMME INTRODUCTION:

There are eight semesters in 4-year Textile Design degree program including two semesters of foundation year. Students are provided with an understanding of Home textiles and Apparels. They develop two dimensional textile areas and three dimensional applications for certain target groups and fields of use.

After the course of four years students will be able to distinguish between fabric qualities and use appropriate fibers, yarns, constructions, finishing to develop various fabrics for any specialized application. They get the opportunity to work on skills like weaving, knitting, printing, dyeing and finishing in the technical lab environment.

Both aesthetical and technical know-how of textile design obtained during the course, contributes towards understanding, identification and development of local and international trends.

Semester I-II: These two semesters are the building blocks of the course. Each semester comprises of major courses as well as other relevant courses complimenting specialized subjects such as Computer

studies, English, Shaping, Basic drawing, etc. Other compulsory subjects are also offered e.g., Pakistan studies and Islamiat. All the subjects together form an excellent combination to develop an introductory level of understanding.

Semester III-IV: These semesters aim at providing students with a base knowledge of aesthetic and technical aspects of textile design. Students learn to distinguish and to work with textile elements to generate several types of shapes and forms. They use appropriate design tools to develop fabrics and patterns aimed at different target groups.

Semester V-VI: Students develop collections for Home textiles and Apparels with an advanced level of fabric constructions. A core feature of this course is an industry based practicum, enabling students to identify their area of interest for final year project/dissertation.

Semester VII-VIII: These final two semesters are based upon self driven learning; where by students are required to select either Home or Apparel textiles as their major project. They are required to develop innovative fabrics, design solutions, surfaces and collections of motives according to a target group and theme.

TEXTILE DESIGN 4-YEARS INTEGRATED BS (HONS.)/BDES DEGREE

LAYOUT

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. Hours		30-33 Credit hours	
Subject	Cr. Hr	Subject	Cr. Hr	Subject	Cr. hr
English I	2	Basic Drawing I, II	6	Design History & Theory I&II	3
English II	2	Textile Marketing & Management I&II	5	History of Art & Culture I&II	2
English III (Academic Writing)	3	Research	3	Material & Models	3
English IV (Technical/Dissertation Writing)	5	Methodology	2	Shaping I & II	5
Pakistan Studies	2	Textile CAD	2	Design Foundation I (Ornaments)	3
Islamic Studies	2	Textile Design Seminar I & II	3	Textile Basic	3
Mathematics I	3	Experimental Textiles (Eco-Textiles)		Weave Design Studio I&II	6
Mathematics II (Textile Calculations)	3			Fibers & Yarn	2
Introduction to Computers (Digital Communication I & II)	3			Design Foundation II (Colors)	3
				Drawing I	2
Total – 9	25	Total - 6	21	Total – 10	32

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. hr	Subject	Cr. hr
Advance Weaving	3	Drawing III	2
Knit Design & Technology	2	Textile Chemistry	2
Knit Design Studio	3	Product Design Execution I & II	6
Applied Processes & Finishes	2	Product Detail & Development	2
Printing Technology	3		
Drawing II	2		
Textile Embellishments & Coating	3		
Design Studio I&II	9		
Collection – R&D	3		
Collection–Product Development	2		
Collection – Construction	4		
Final Collection	5		
Total - 12	41	Total - 4	12

- 1 Credit Hour = 1 Contact Hour Theory Class
- 1 Credit Hour = 3 Contact Hours Studio / Practical Class

SCHEME OF STUDY FOR 4-YEAR TEXTILE DESIGN BACHELORS

SEMESTER–I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I	3(1+2)

Deficiency course shall be offered if needed.

Total Credits: 16

SEMESTER–II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamiat (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematics-I (Geometry & Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)

Deficiency course shall be offered if needed.

Total Credits: 17

SEMESTER–III

Course Code	Course Title	Credit Hours
TXB-201	Textile Basics	3(1+2)
WDS-202	Weave Design Studio-I	3(1+2)
DRW-204	Drawing-I	2(0+2)
HOT-205	Design Foundation-I (Ornaments)	3(1+2)
CSD-203	Design Foundation-II (Colors)	3(1+2)
ENG-206	English-III (Academic Writing)	3(3+0)

Total Credits: 17

SEMESTER-IV

Course Code	Course Title	Credit Hours
FNY-251	Fibres & Yarns	2(2+0)
WDS-252	Weave Design Studio-II	3(1+2)
KDT-253	Knit Design & Technology	2(1+1)
DES-254	Design Studio-I	4(1+3)
CAD-255	Textile CAD	2(0+2)
DRW-256	Drawing-II	2(0+2)
APF-257	Applied Processes & Finishes	2(2+0)

Total Credits: 17

SEMESTER-V

Course Code	Course Title	Credit Hours
ENG-301	English-IV (Technical Writing)	3(3+0)
WEV-302	Advance Weaving	3(1+2)
KDS-303	Knit Design Studio	3(1+2)
DRW-304	Drawing-III	2(0+2)
TSM-305	Textile Design Seminar-I	1(1+0)
TXC-306	Textile Chemistry	2(2+0)
PDT-307	Printing Technology	3(1+2)

Total Credits: 17

SEMESTER-VI

Course Code	Course Title	Credit Hours
DES-351	Design Studio-II	5(2+3)
TMM-352	Textile Marketing & Management-I	2(2+0)
PDE-353	Product Design Execution-I	3(1+2)
TSM-354	Textile Design Seminar-II	1(0+1)
TEC-355	Textile Embellishments & Coating	3(1+2)
PDD-356	Product Detail & Development	2(0+2)

Total Credits: 16

SEMESTER-VII

Course Code	Course Title	Credit Hours
TMM-401	Textile Marketing & Management-II	3(3+0)
EXP-402	Experimental Textiles (Eco-Textiles)	3(1+2)
CST-403	Mathematics-II (Textile Calculations)	3(3+0)
RMT-404	Research Methodology	3(2+1)
PDE-405	Product Design Execution-II	3(1+2)

Total Credits: 15

SEMESTER–VIII

Course Code	Course Title	Credit Hours
TDR-451	Collection - Drawing (Research and Development)	3(0+3)
PDP-452	Collection - Product Development	2(0+2)
TCX-453	Collection - Textile Construction (Development)	4(1+3)
ENG-454	English-IV (Dissertation Writing)	2(2+0)
FNC-455	Final Collection	5(1+4)
Total Credits:		16

Total Program Credit Hours: 131

Optional/Elective Courses:

Courses will be offered by the other Department/School considering the availability of faculty and number of students required for class i.e. (20)

DETAIL OF COURSES

Semester-I

ENG-101	English-I (Compulsory) ANNEXURE – ‘A’	2 (2+0)
PKST-102	Pak Studies-I (Compulsory) ANNEXURE – ‘B’	2 (2+0)
DRW-103	Basic Drawing-I	3 (1+2)

Course Objectives:

- Understand the purpose of drawing, to illustrate thinking process and ideas.
- Distinguish different types of lines and its characteristics.
- To achieve various angles in different shapes in freehand drawing.
- Familiarization with different conventional and unconventional tools.
- Discuss and critic on the work.
- Develop work ethics and respect for the fellows.

Course Content:

- Introduction to drawing tools.
- Introduction of different lines (curve, straight, zigzag)
- Basic Geometric shapes.
- Introduction and exploration of cube (cuboids).
- Section of cubes. (Gadget making).
- Cylindrical forms with the variation of ellipses. (outlines with changing fitness's)
- Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes.)
- Exam.

Recommended Books/Helping Material:

1. Hand outs.
2. Students notes.
3. Gadget slide show from Mr. Lenschow.

DHT-104	Design History & Theory-I	2 (2+0)
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Course Objectives:

Design History and Theory informs student about History of design, its origin, how it emerged as a profession, its process and helps analyze a design, its systems while understanding the demands of a market/target group.

Course Content:

First Half: 7 weeks:

- Overview of Design History- its origin,
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks:

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

1. Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

ICS-105 Digital Communication-I 2 (0+2)

Course Objectives:

Information\ knowledge goals:

Students

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\ experience goals:

Students

- Explore typography to the most specially focusing on the usage of an appropriate typeface.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content:

Software/ Graphic Design Systems:

Students will learn to use the following software/ graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

1. Scope of digital communication,
2. Basics of Microsoft word 2007
3. Introduction to typography.
4. History and evolution of typography
5. Modern typography and its possibilities
6. Communication through typeface
7. Visual communication through signs and symbols
8. Visual communication through signs and symbols with text
9. Introduction to divisions and layouts
10. Introduction to logo design
11. Iconic logo design
12. Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L.K. Peterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-106 History of Art & Culture-I

1 (1+0)

Course Objectives:

Students:

- Learn and will be able to identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.

- Will have the ability to learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance.

Course Content:

- Introduction to concept of art and history
- Prehistoric art and architecture
 - (a) Paleolithic art
 - (b) Neolithic art
- Early art and architecture
 - (a) Mesopotamian art
 - (b) Egyptian art
 - (c) Indus Valley civilization
- Buddhist art and architecture
 - (a) Buddhist India (Ajanta, Ellora and Elephanta)
 - (b) Buddhist Gandhara
- Classical World
 - (a) Greek Art
 - (b) Roman Art
- The art of the Mughals
- Christian Period
 - (a) Byzantine Art
 - (b) Romanesque Art
 - (c) Gothic Art
- Renaissance Period
 - (a) Early Renaissance

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad.
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-107 Material & Model-I

3 (1+2)

Course Objectives:

- Familiarization of students with dimensions in 3D models and objects.
- To know material, with physical, chemical and aesthetical properties in context of organic .inorganic and manmade with suitable usage in first year and upcoming major departments.

Course Content:

- Introduction of subject and Behaviors of materials. (class rules, discipline, moral values etc)
- Introduction of different group of tools. (Experience different tools, their names and uses)
- Dimension and Proportion with measurement and scale.
- Documentation.
- Division.(to realize the division in its different aspects)
- Characters of Surface(Texture and Structure)
- Exam- (Textures)

Recommended Books/Helping Material:

1. Tools: Introductions of different tools their names and uses.
Pliers, paper cutter, wire cutter etc.

SHP-108 Shaping-I

3 (1+2)

Course Objectives:

Knowledge /Learning goals:

Student:

- Realize design as means of visual communication
- Understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students:

- Attain an appropriate level of skill with the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students:

- Work in a team
- Organize a project with time management
- Justify their work.
- Evaluate their performance and of their peers.
- Present their work

- Develop work ethics with tolerant attitude towards peers.

Course Content:

Weeks Topics

1	(a) Introduction to Line (b) Introduction to Line as one of the primary shaping element (c) To create an effect through line its features and qualities
2	(a) Line Communicate meaning
3	(a) Division (b) Different types of division (c) Division of the given formats
4	(a) Points of Emphasis through division (b) Focal point and division
5	(a) Proportion (b) Concept of scale and dimension.
7&8	(a) Introduction to signs
9&10	(a) Types of Signs and their Effects
11	(a) Exercise on Signs (Index, Symbols and Icons)
12 & 13	(a) how to Use Shaping elements to develop street Sheets
14-16	(a) Exam week

Recommended Books/Helping Material:

1. Design for the Real world.
2. Internet.
3. Library.

ENG-151 English-II (Compulsory) 2 (2+0)
ANNEXURE – ‘A’

ISL-152 Islamiat (Compulsory) 2 (2+0)
ANNEXURE – ‘C’

DRW-153 Basic Drawing-II 3 (1+2)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.
- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.
- Assembling of two objects.

- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

DHT-154 Design History & Theory-II 2 (2+0)

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:

First half: 8 weeks:

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks:

Design history continued from Art Nouveau/Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to criticize the development thru their thoughts and opinions. Students also learn to see the development in the world of design and how design takes part in their everyday life.

ICS-155 Digital Communication-II 2 (0+2)

Course Objectives:

Skill\ experience goals:

Students

- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

Information\ knowledge goals:

Students

- Work innovatively through a research and design project, in response to their given handouts with and without teacher's guidance.
- Identify their strengths, weaknesses and evaluate their learning ability.
- Work in groups and develop work ethics

Course Content:

Software/ Graphic Design Systems:

Students will learn to use the following software/ graphic design systems proficiently.

- Adobe Illustrator CS5
- Adobe Photoshop CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

1. Group Project One

Activity Design: The students will be required to develop a solution for a given problem by identifying the problem, defining its context and presenting a solution.

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- 1.1 Identifying, defining and reflecting on the problem
- 1.2 Research
- 1.3 Concept Development
- 1.4 Scenario Development
- 1.5 Sketches
- 1.6 Realizing/ Implementation
- 1.7 Documentation

2. Poster Design

3. Magazine Ad

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L.K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.

8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II

1 (1+0)

Course Objectives:

Students:

- Learn and will be able to identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Will have the ability to learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

1. Renaissance period
 - (a) High renaissance
2. Art of the late 18th to the mid 19th century
 - (a) Baroque
 - (b) Rococo
 - (c) Neo-Classicism
 - (d) Romanticism
3. The rise of Modernism: art of the later 19th century
 - (a) Realism
 - (b) Impressionism
 - (c) Post Impressionism
4. Modern art: art of the early 20th century
 - (a) Expressionism
 - (b) Fauvism
 - (c) Cubism
 - (d) Surrealism

5. Post-Modern art
 - (a) Abstract Expressionism
 - (b) Pop Art
6. Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad.
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-157 Mathematic I (Geometry + Drafting) 3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).
- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using compass)
- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with compass/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects

Recommended Books/Helping Material:

1. **Book:** Geometrical Drawing for art students by I. H.MORRIS
2. **Material:** T-square, set –square, compass, clutch pencils, drafting board etc.

Course Objectives:**Knowledge /Learning goals:**

Student:

- Realize design as means of visual communication
- Understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students:

- Attain an appropriate level of skill in the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students:

- Work in a team
- Organize a project with time management
- Justify their work.
- Evaluate their performance and of their peers.
- Present their work
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Week	Topics
1	Introductions to Colors
2	Essences of Colors (Light Colors and Pigment Colors)
3-5	Appearance of Pigment Colors
6-8	Color Organization
9-10	Color Effects (Single and Compiled Colors)
11-15	Arrangements by Shaping elements and their Effects(Contrast, arrangements)
16	Submission of the Exam Project

Recommended Books/Helping Material:

1. Design for the Real world
2. Internet
3. Library

SEMESTER - III

TXB-201 Textile Basics

3 (1+2)

Course Objectives:

- Students explain the parameters of analyzing fabrics for certain end uses.
- Students plan and develop a frame for developing textiles towards end use.
- Students identify fabrics considering techniques and end uses.
- Students explain textile development techniques.
- Students analyze their work with fellow students.
- Students present their work.
- Students use the knowledge gained in textile basics in the further studies of the advance courses of textile design.

Course Contents:

- Introduction to Textiles
- The role of Textile designer:
- Fabric Qualities
- Weaving
- Knitting
- Fiber Concepts

Recommended Resource Material:

1. Papanek, Victor (1971). Design for the Real World: Human Ecology and Social Change, New York, Pantheon Books.
2. Linton, George E(1948)Applied textiles: raw materials to finished fabrics, New York, Kathryn.
3. L. Hatch(1993)Textile science, Minneapolis/Saint Paul: West Publishing Wingate, Isabel B, Textile fabrics and their selection, Englewood Cliffs, N.J.: Prentice-Hall
Spencer, David J.(2001) Knitting technology: a comprehensive handbook and practical guide, Lancaster, Pa.: Technomic Publishing.

WDS-202 Weave Design Studio -I

3 (1+2)

Course Objectives:

- Students organize basic shaping elements for woven fabric for a certain end use.
- Students plan and draw fabric constructions of woven fabrics on point paper.
- Students differentiate and draw fabric structures.
- Students define fabric construction in weaving.
- Students organize repeats for weaving.
- Students draw weaves on point paper.
- Students discuss a given topic with their fellows.
- Students present their work in front of their peer.

Course Contents:

- Fabric Structure
- Stripes
- Checks
- Weave structures on Point paper

Recommended Resource Material:

1. Tallarovic, Joanne (2004) - Rep weave and beyond. Loveland, Colo: Interweave Press.
2. Groff, Russell E. 200 patterns for multiple harness looms: 5 to 12 harness patterns for handweavers [McMinnville]: Robin & Russ Handweavers, Point twill with color-and-weave / Margaret B. Windeknecht.

DFO-205 Design Foundation-I (Ornaments) 3 (1+2)

Course Objectives:

- To help students widen their vision and perspective about ornaments that are inherited and developed over centuries in the subcontinent. This course focuses on history of Pakistan that how scripts, symbols and calligraphy are being used as ornaments and how it helps interpreting the past.
- Students understand shaping element as an ornament.
- Students understand construction of ornaments and their organization systems.
- Students explain repeats and repeat sizes for specific end use.
- Students describe various types and organizations of ornaments.
- Students describe ornamentation for certain target groups for upholstery and apparel.

Course Contents:

- Intro to ornaments: origin
- Indus Valley, Taxila and Gandhara civilization's symbols and scripts.
- Four provinces, overview to the motifs, symbols and patterns.
- Intro to Indus Valley civilization in relation to its geographical location in Pakistan while focusing on the religious, cultural influences from neighboring countries. Civilizations: Taxila and Gandhara
- Sindh: Moenjodaro Discussion with focus on culture, religion and representation through various mediums/mode of execution
- Balochistan: Mehargarh: Discussion with focus on culture, religion and representation through various mediums/mode of execution
- Interconnections between the two civilizations, Moen-jo-Daro and Mehargarh. (Response paper was given as research exercise).
- Introduction to ornaments and kind of ornament (Formatted ornaments)
- Endless Ornaments
- Ornaments for a certain target group

- What is spun yarn?
- Different types of spun Yarn.
- Type of ring spun yarn in different systems.
- Yarn used in different fabric qualities.
- Properties of ring spun yarn.
- Spinning pre-requisites.
- Schematic diagram of different processes.
- Early process of making spun yarn.
- Open end spinning and types of Open end spinning.
- Advantages and disadvantages of Open end spinning.
- Alternative spinning techniques.
- Different fiber blends with effects.
- Twist and regularity of yarn
- Processes of making filament fiber/ yarn.
- Filament your processes.

Recommended Resource Material:

1. Textiles by Sarah J Kadolph.
2. Lord, E. "The Characteristics of Raw Cotton, Manual of Cotton Spinning – Volume II, Part- I", P. 232, The Textile Institute, Manchester 1961.
3. J g cook, Handbook of Textile Fibres, Manmade Fibres, 5th edition, Merrow, 1984.

DRW-256 Drawing II

2 (0+2)

Course Objectives:

- Students simplify complexity of realistic drawings through abstraction
- Students understand conversion of natural forms into textile patterns
- Students attain an appropriate level of drawing skills to use different paint mediums
- Students know how to arrange and utilize information.
- Students have the ability to explore ideas in given constrain.

Course Contents:

- Study of different kind of flowers.
- Study and abstraction of different organic forms.
- Study and abstraction of different kinds of cactus plants.
- Study and abstraction of insects.
- Drawing conversion into ornaments.
- Study the expression of child like drawing.
- Study and abstraction of animals and reptile skins.
- Study and abstraction of seashell.

Recommended Resource Material:

1. Curtis, Brian: Drawing from observation.
2. Other relevant material will be provided to the students according to need of class assignment.

CAD-255 Textile CAD**2 (0+2)****Course Objectives:**

Students use vector generated program to develop textile ornaments and layouts

Course Contents:

- Generating ornaments
- Assembling of shapes and lines
- Changing the effects of shapes and signs
- Distribution of shapes

KDT-253 Knit Design & Technology**2 (1+1)****Course Objectives:**

- Students identify demands on knitted fabrics for a certain use.
- Students explain knitting process for a certain knitted fabric quality for a certain end use.
- Students realize production factors for a certain knitted fabric
- Students identify different knitted structures

Course Contents:

- Overview of knitting process and production cycle of knitted apparel
- Important Terms and Definitions
- Visit to industry
- Classification of knitted structures
- Calculations
- Fabric Qualities
- Quality and Quantity Planning

Recommended Resource Material:

1. Spencer, David J. (2001) Knitting technology: a comprehensive handbook and practical guide, Lancaster, Pa.: Technomic Publishing.

APF-257 Applied Processes and Finishes**2 (2+0)****Course Objectives:**

The objective of this course is to introduce the students to different areas of textile chemical processing, including chemical preparation of textiles, textile dyeing, textile printing and textile finishing.

Course Contents:

- Introduction
- Shearing & Singeing Fundamentals
- Desizing & Scouring Fundamentals
- Bleaching & Mercerizing Fundamentals
- Dyeing Fundamentals

- Color Science Fundamentals
- Printing Fundamentals
- Finishing Fundamentals

Recommended Resource Material:

1. Cellulosic Dyeing by John Shore, Society of Dyers and Colorists, 1995.
2. Dyeing of Textile Materials by Jose Cegarra, Textilia, 1992.
3. Textile Printing by W.C. Miles, Society of Dyers & Colorists, 2003.
4. Textile Finishing by Derek Heywood, Society of Dyers & Colorists, 2003.

WDS-252 Weave Design Studio II 3 (1+2)

Course Objectives:

Students understand the influence of weaves on fabric formation. Students understand the effects of weaves and the area of use of different weaves. They develop understanding of weave process and mechanisms. They develop understanding of weaving machines, their classification and comparison. Students learn different techniques of fabric manufacturing and identification of fabric details. They also understand the weaving mill setup.

Course Contents:

- Fabric formation process
- Weave flow chart
- Color Braiding on point paper.
- Sizing process, sizing chemicals, Machine Portions and tension zones.
- Color and weave effect in production process
- Drawing-in process and parts
- Weave Combination
- Fabric formation on loom, Basic / Secondary motions.
- Calculations: Yarn finesse, warp consumption, GSM, Reed, Cover factor
- Classification of weaving machines
- Comparison of different types of looms
- Surface Development - Basic weaves and their derivatives
- Fabric inspection, Grading System
- Fabric Defects and analysis

Recommended Resource Material:

1. Textiles By Sarah J Kadolph.
2. Handbook of weaving by Sabit Adanur.

Semester-V

ENG-301 English – IV (Technical Writing) 3 (3+0)
ANNEXURE – ‘A’

WEV-302 Advance Weaving 3 (1+2)

Course Objectives:

The aim of the course to develop fabric qualities on pattern loom and select the appropriate mechanism for the developed sample.

Course Contents:

- Fabric Catalog Development - Market research for different woven fabrics according to end use (apparel, upholstery, home textile, special fabrics), weave analysis, fabric construction, local market name etc.
- Yarn identification and analysis according to its use like Fiber material, yarn type, twist, ply, etc.
- Fabric development on Pattern Loom: Detailed market research of specific end use.
- Analytical discussions and presentation on fabrication.
- Pattern making on weave CAD.
- Fabric development on different weave mechanism.
 - a. Dobby
 - b. Jacquard
- Product development according to a specific target market.
 - c. Research
 - d. Development
 - e. Fabrication
 - f. Presentation

Recommended Resource Material:

1. Art of Textile Designing by Jennifer Martin.
2. Handbook of weaving by Sabit Adanur.
3. Principles of weaving by R Marks, ATC Robinson.

KDS-303 Knit Design Studio 3 (1+2)

Course Objectives:

The aim of this module is to develop fabric on circular knitting machine and flat bed.

By the end of course students will:

- Analyze knitted fabrics qualities
- Optimize fabric qualities

Course Contents:

- Machine knitting elements - needles, feeders, tracks, cut, gauge cams, creels, single, double bed, design appearance requirement
- Classification of knitting machines

- Principles and mechanism of weft knitting
- Usage of different knit loops - loop formation of latch needle, tuck formation of latch needle
- Properties of plain, purl, rib, interlock fabrics
- Factors affect the dimension stability of a knitted product
- Graphical representation of basic knitting structures for both flat and circular weft knitting machines.
- Jacquard designs and double bed fancy jacquard designs
- Fabric analysis and planning for reproducing the fabrics
- Knitted fabric defects
- Production of knitted structures on flat bed and circular machines.

Recommended Resource Material:

1. Spencer, David J.(2001) Knitting technology: a comprehensive handbook and practical guide, Lancaster, Pa.: Technomic Publishing.
2. Art of Textile Designing by Jennifer Martin
3. Textile technology by Burkhard Wulfhorst, Thomas Gries, Dieter veit.

DRW-304 Drawing III

2 (0+2)

Course Objectives:

- Students transform observational drawings into printable ornaments for a certain target group.
- Students visualize certain arrangements and colors according to theme/topic.
- Students explore different drawing tools according to effect.
- To give solution to the shaping problems.
- Students compose and utilize information.
- Students have the ability to explore ideas in given constrain.

Course Contents:

- Transformation
- Printable ornaments
- Alienisation
- Product visualization
- Ornaments for a certain target group.

Recommended Resource Material:

1. Curtis, Brian: Drawing from observation.

Course Objectives:

The aim of this module is to introduce students with diversity of textile production and consumption. It is also to assist them in their project development through introducing various resources.

Course Contents:

- Role of Textile Designer.
- Expose students to potential of textiles in various fields of use.
- Introduce students to various professions for textile designers.
- Students meet with practitioners and know their work methods to realize the practical aspects of the career.

Course Objectives:

Subject of 'Textile Chemistry' contributes toward understanding of different fibers & dyes/pigments chemistry and how they respond to each other. The aim of this course is to let students know about the polymerization process of different important natural/manmade fibers, importance of different chemical structures & reaction of those chemicals toward different sources of fibers, and reaction/bonding of different natural & synthetic dyes to different available fibers. Students will also be able to relate different fiber materials with their related properties and how different dyes results attained by their chemical nature.

Course Contents:

- **Physics**
 - Mechanics: Physical test of fibers and yarns
 - Physics of climate (Physiological qualities of fibers: Humidity, air permeability, temperature)
 - Physics of colors (optics)
 - Physics test of finishing including dyeing and printing
 - Physical innovation of fiber and yarn
- **Chemistry**
 - Basics of organic chemistry (Molecular structure, formation of macro molecules: organization of micro molecules: crystalline and amorphous)
 - Chemistry of man made textile fibers
 - Chemistry tests of textile fibers
 - Chemistry of textile colors
 - Chemistry of dyeing and printing
 - Chemical tests of dyed/printed fibers and yarns
 - Chemistry of finishing
 - Chemical innovation of textile fiber substance.

Recommended Resource Material:

1. The chemistry of fibers by Raymond Harry Peters.
2. Laboratory Manual of Dyeing and Textile Chemistry by J. Merritt Matthews.

PDT-307

Printing Technology

3 (1+2)

Course Objectives:

- The objective of the course is to understand printing technology, apply the technique and dye type according to the fiber type and quality of fabric.
- Students can differentiate between the printing and dye types.
- Understand of repeat systems and sizes according to machine type

Course Contents:

- Types of Printing (Introduction)
- Mechanisms of Printing
- Arrangements, Repeat and Color separations (Industrial requirements)
- Exposing for screen printing
- Practice I
- Practice Open Screen Printing
- Dyeing (Introduction)
- Care Instruction

Recommended Resource Material:

1. Technological applications of colour chemistry By Peter Bamfield, Michael G. Hutchings.
2. Textile printing by Leslie William Charles Miles.
3. Textile printing: material, methods and formulae by Fred F. Jacobs.
4. Textile dyeing and coloration by J J. Richard Aspland, American Association of Textile Chemists and Colorists.

SEMESTER - VI

DES-351 Design Studio II

5 (2+3)

Course Objectives:

Students develop and shape range of fabrics (knitted or woven) for any use.

Course Contents:

- Introduction of Project
 - Selection of topic
 - Project planning (time and work)
 - Contemporary works and research projects

- Textile Categories
 - Demands for a specific quality according to the end use
- Market Analysis
 - Market analysis for fabrics
 - Market analysis for colors
 - Market analysis for ornaments, stripes and checks
 - Review and selection from the market analysis
- Fabric Analysis
 - Demands for the target group (Physical, physiological, aesthetical qualities)
 - Investigations of qualities
 - Comparison between demands and investigation
 - Fabric technique identification
 - Determination of product analysis
- Design Development
 - Color board/ theme board development
 - Stripe, check and ornament arrangement
 - Fabric samples (selection of technique)
- Compilation and Presentation
 - Scope of work
 - Result and review

TMM-352 Textile Marketing & Management I

2 (2+0)

Course Objectives:

Students study basic tools of marketing, Customer Value and Satisfaction, Consumer markets and buying behavior, Analyzing the marketing environment, Strategic Market planning and the Marketing Mix 4 P's.

Course Contents:

- What is textile marketing
- Building customer satisfaction through quality, service and value
- The customer and product consumption
- Analyzing marketing environment
- Strategic marketing planning
- Marketing research and product information
- Marketing objectives
- Introduction to marketing mix (4Ps).

Recommended Resource Material:

1. Principles of Marketing, 13 Editions, by Kotler/Armstrong, Prentice-Hall 2010.

This course has two parts:

1. Fundamentals of Flat Pattern
2. Introduction to Machine Sewing

1. Fundamentals of Flat Pattern**Course Objectives:**

- This course is an introduction to the principles and fundamentals of flat pattern so that students of apparel textiles and home can understand and learn to draft basic design or sketch on paper in form of geometrical shapes with all necessary finishes and related information
- To introduce students to the study of human form, its proportions and measurements
- To make students learn how to use a given block and alter it to make new designs

Course Contents:

- Introduction to the course & material list
- Construction of Basic Skirt Block through mathematical calculations
- Construction of Skirt block on cardboard, cutting and separating front and back
- Introduction to variations of skirts using Basic Skirt Block
- Explanation and tracing of Basic Bodice Block on cardboard for further use in construction of new designs and exercises.
- Explanation of shifting darts to achieve different designs through dart manipulation
- Introduction to Panel cut lines and tracing of given blocks
- Explanation of Suspended panel, Princess Panel and simple cut lines for making new designs with button closure and facing finish
- Explaining different collars according to bodice neckline. Variations of collars with calculations and measurements. Mandarin collar, Roll collar, Simple shirt collar, two piece shirt collar
- Construction of dress block used for the placement of textile motifs at a later stage
- Construction of patterns for home textiles

2. Introduction to Machine Sewing**Course Objectives:**

To use contemporary methods of sewing, finishing and working with industrial machine / equipment and fabric that require special handling and care, to develop manufacturing skills for apparel and home textiles.

Course Contents:

- Introduction to the use of sewing machine and its different parts
- Introduction to paper exercise
- Exercise on paper and introduction to fabric
- Exercise on concerns
- Corner with facing
- Different seams and its constructions
- Application of zipper
- Patterned skirt

Recommended Resource Material:

1. Metric Pattern Cutting; by Winifred Aldrich (4th Edition).
2. How to Draft Basic Patterns; by Ernestine Kopp, Vittorina Rolfo, Beatrice Zelin, Lee Gross.
3. Complete Book of Sewing; by Chris Jeffreys.
4. Make it Fit; by Sylvia Rosen.
5. Classic Tailoring for Tailoring Techniques; by Roberto Cabrera.

TSM-354 Textile Design Seminar II 1 (1+0)

Course Objectives:

The aim of this module is to introduce students with diversity of textile production and consumption. It is also to assist them in their project development through introducing various resources.

During the course students will be;

- Exposed to the potential of textiles in various fields of use.
- Introduced to various professions for textile designers.
- Meet with practitioners and will be introduced with their work methods to realize the practical aspects of their career.

Course Contents:

Different workshops will be organized for students. Following topics will be covered: silk paint and batik, tie & dye, felting, jacquard, collection visualization and textile photography.

TEC-355 Textile Embellishments & Coating 3 (1+2)

Course Objectives:

- Students shape textiles through applying various techniques and effects of embroidery
- Students learn coatings and laminations to add and enhance fabric qualities
- Students learn and experiment with special finishing effects suitable for any developed product

Course Contents:

- Embroidery
 - Thread, Needle, Frame types

- Material used for embellishment
- Types of Stitches
- Hand embroidery
- Machine embroidery
- Multi Head embroidery
- Patch work/ quilting
- Coatings and Laminations
- Product Development

Recommended Resource Material:

1. Embroidery machine essentials: basic techniques: 20 designs and project by Jeanine Twigg.
2. Art of Textile Designing By Jennifer Martin.

PDD-356 Product Detail & Development 2 (0+2)

This course has two parts:

1. Fashion design
2. Fashion details

1. Fashion Design

Course Objectives:

- Development of personalized research techniques that can enable a person to explore chosen area of study and structure an individualistic concept related to apparel textiles
- Develop understanding to visualize words in the form of images
- Learning of implementation of principles of exaggeration to a human figure and to produce skillful fashion illustrations
- Development of surface rendering techniques to illustrate clear use of materials in design illustrations
- Acquire skills to create links between a garment and an image to observe how does a garment takes its inspiration from different visual elements
- Build understanding to visualize different features of a garment collectively and render personal designs realistically on a piece of paper
- Develop understanding of different technical details of a garment to produce accurate technical sketches

Course Contents:

- Figure drawing
- Fabric/material rendering and development of fashion figures
- Placement of textile design into an apparel on a fashion figure

2. Fashion Details

Course Objectives:

- To develop a vocabulary of various fashion details.

- To identify different fashion details and learn how to re-design and personalize them.
- To understand how to draw a certain fashion feature while designing an outfit.
- To learn how to draw technical drawings of a range of fashion details.
- To apply the knowledge of technical drawing in the design development process.

Course Contents:

- Silhouette development in relation to human body proportions
- Introduction to different types of necklines and their technical drawing
- Identification and technical drawing of different types of collars
- Technical drawing of different silhouettes of sleeves
- Different kinds of skirts and their features
- Different types of trousers and their variations
- Finishes, opening/closures and other garment component e.g. pocket, zips, placket, snap button/ Velcro, toggles/pullers etc.
- All above silhouette developments study in relation to actual garment (student to bring garments)
- All garments details sketching to be of front and back view

Recommended Resource Material:

1. Introduction to Fashion Design Patrick Jhon
2. Nine Heads by Riegelman
3. Fashion Design Drawing
4. Electronic/print media
5. Encyclopedia of Fashion Details by Patrick John Ireland
6. Vogue magazine, Collezioni magazine.
7. www.vogue.com
8. www.style.com.

Semester-VII

TMM-401 Textile Marketing & Management II 3 (3+0)

Course Objectives:

This course has been designed keeping in view the significance of the marketing management issues linked with textile products. This course will make graduates able to understand the marketing & management basic issues. For this purpose other than lecturing, participants will be given different projects/assignments for their training.

This course has been divided into two main parts. First part is dedicated to understand management in its generic form and second part will deal with the marketing issues linked with products.

Course Contents:

- Marketing in controlled or slow economic growth

- Market segmentation, targeting and positioning
- The textile product – 4Ps
- Textile – service business
- Pricing
- Promotion – above the line 4 Ps
- Promotion – below the line 4 Ps
- Placement and fashion/textile channels
- International marketing
- Finance – cost, revenues, and profit
- Human resource development – people in organizations.

Recommended Resource Material:

1. Marketing aesthetics: the strategic management of brands, identity, and image by Bernd Schmitt, Alex Simonson
2. Marketing Management: By M. C. Cant, J. W. Strydom, C. J. Jooste.

EXP-402 Experimental Textiles (Eco-Textiles) 3 (1+2)

Course Objectives:

The aim of this module is to enable to independently identify research, explore, fantasize, present and visualize a theme in to or for fabrics. For their theme and visualization students develop a collection of experimental textiles to seek new potentials with in the area.

Course Contents:

- Selection of theme
- Research
- Research analysis
- Information and theme boards
- Concept development methods
- Sketching
- Sampling
- Production

PDE-405 Product Design Execution II 3 (1+2)

This course has two parts:

1. Pattern
2. Sewing

1. Pattern

Course Objectives:

Make students understand different pattern manipulation for Apparel as well as Home textiles

Course Contents

- Explanation and construction of dress according to the chosen theme and application of textile design placement according to actual scale on the pattern.

- Constructing pattern of a design forwarded from the design class, with proper closure and finishes to be later stitched in the sewing class.
- Construction of a trouser/shalwar variation according to students design requirement, later to be stitched in the sewing class.
- Construction of patterns for home textiles.

2. Sewing

Course Objectives:

To give students the opportunity to develop greater understanding and skills of manufacturing processes and to experience the use of industrial equipments to produce a well finished garment of sample quality related to either apparel or home textiles.

Course Contents:

- Finishes related to Apparel cutting, folding, edge stitch placing and back tacks edge stitching to accuracy Piping and facing
- Dress (forwarded from pattern class) - Stitching dress with proper finishes, cuff with continuous placket, button holes and button Pressing
- Trouser Variations (forwarded from pattern class)
- Stitching and Finishes related to Home Textile

Recommended Resource Material:

1. Pattern making for Fashion Design by Armstrong Helen Joseph.
2. Classic Tailoring for Tailoring Techniques; by Roberto Cabrera.

CST-403 Mathematics II (Textile Calculations) 3 (3+0)

Course Objectives:

The overall objective of the course is to provide students with an understanding of the Cost accounting principles and theory as they apply to business decision making. The emphasis of this course will be directed towards the development of the student's analytical and conceptual skills and an intuition in applying these skills to understand sound business scenarios.

Course Contents:

- Cost Classification
- Cost Accounting Cycle
- Cost Accounting Techniques
- Budgeting and Standard Costing
- Decision-Making Techniques
- Weaving Calculations
- Knitting Calculations
- Yarn fineness & strength calculations

Recommended Resource Material:

1. Accounting Information for Business Decisions by Cunningham.
2. Cost Accounting by Sohail Afzal & Zafar Ahmad.
3. Accounting by Warren, Reeve, Fess.

RMT-404 Research Methodology

3 (2+1)

Course Objectives:

Students learn a systematic investigation to establish facts on any selected topic. Learning different methodologies of research collection and compiling of data and analyzing data to gain a better understanding.

Course Contents:

- Introduction to research methodology
- Explanation of various methods
- Practice
 - Define Goals
 - Design Survey Instrument
 - Determine population
 - Select Representative sample
 - Administer Survey
 - Analyze Survey

Recommended Resource Material:

1. Methods and techniques by Dr. C R Kotheri.
2. Research methodology by Rajendar Kumar.

SEMESTER – VIII

TDR-451 Collection - Drawing (Research and Development)

3 (0+3)

Course Objectives:

The course aims to provide students with the opportunity to visualize interpret and draw their ideas which they develop in reflection of research.

Course Contents:

- Develop information board according to target group.
- Realistic drawings of selected topic.
- Transformation, simplification, alienization of drawings.
- Element development.
- Technical drawings according to the selected techniques.

- To train students to think analytically, synthesize complicated information, write well, and organize time.
- To document research in the form of a dissertation by following academic conventions.

Course Contents:

Introduction to Research and Dissertation Writing, APA Style of Writing:

Types and sources of research, Presentation/layout of dissertation, Ethics of research / plagiarism, Documentation, Process of research, Types of citation, Reference list, Page format, Mechanics of Style / Text rules.

Dissertation Writing

Types of dissertations

Format/structure of dissertation

- Abstract
- Introduction
- Literature review
- Research Methodology
- Results and Findings
- Conclusions
- References
- Appendices

Process / stages of writing

Recommended Resource Material

1. *APA Manual*, 6th Edition.
2. <<http://owl.english.purdue.edu/>>

FNC-455 Final Collection

5 (1+4)

Project Objectives:

The aim of the project is to testify students for independent design project planning, development, and execution. The project will be a reflection on the development and research compiled during 7th and 8th semester courses. Students will:

- Work on a design project in their selected area
- Design solutions
- Document their work
- Exhibit

Course Contents:

- Development
- Samples
- Prototypes/ Models/ Collection
- Visualization/ Presentation
- Display

SCHEME OF STUDIES

B. DES./BS (HONS) JEWELRY DESIGN & GEMOLOGICAL SCIENCES

Curriculum for 4-year Gems & Jewelry Design Programme

AIMS AND OBJECTIVES:

- To enhance students creative capabilities through experimentation
- A preamble to diverse materials and techniques would facilitate and familiarize the students with the limitation of materials for innovative design.
- The teaching practices develop the capability in students to plan their ergonomically functional work places.
- To give an insight into different ways of manufacturing jewelry and gives the possibility to explore the function applied on different types of jewelry pieces.
- To experience how different techniques specific formal aspects require certain techniques and materials.
- Students will gain awareness of the enormous value addition in Gem stones after calibrated cutting, polishing for exportable jewelry.

PROGRAMME INTRODUCTION

There are eight semesters in B. Des. 4-Years Programme

This course offers maximum suppleness enabling the students to innovative products and artifacts within an existing context. It focuses on the potential for exploration around object and function. In addition it supports in developing a critical and creative understanding of jewelry within contemporary and traditional parameters. Ideas are developed in cooperation with personal investigation and external collaboration supported by erudite teaching methodology. Students use traditional skills and new technologies in state of the art workshops.

Semester 3 &4: In the third and fourth semester students learn to apply basic hand craft techniques by manufacturing their first object of jewelry. Students have a sound theoretic understanding about their work. They reflect, realize and analyze the basic design quality in hand work. Plan jewel fabrication processes, resources within a time frame.

Semester 5&6: In the fifth and sixth semester emphasis is on exploration of diverse materials and the development of labor intensive skills. A subject precise pathway is offered as a chance to develop the students understanding of the character and the theory of design in jewelry to an elevated level within the framework of analytical, practical and critical evaluation.

Semester 7 & 8: In the seventh and eight semester students work on their individual projects and build a body of work which evidences personal design, philosophy and expression.

LAYOUT

Jewelry Design & Gemological Sciences (4 Year Integrated B.Des. / BS (HONS))

I Credit = I Hour Theory

I Credit= 3 Hour/ Studio/ Practical

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. Hours		30-33 Credit hours	
Subject	Cr. hrs	Subject	Cr. hrs	Subject	Cr. hrs
1. ENGLISH I	2	Basic Drawing	6	Handcraft Techniques I & II	6
2. ENGLISH II	2	Marketing I & II	4	Jewelry Design Studio I & II	6
3. ENGLISH III	2	CAD/CAM	6	Metallurgical Sciences I & II	3
4. ENGLISH IV/ UNIV. OPTIONAL *	3	(Matrix) I, II & III	2	Drafting I	2
Foreign Language		Drawing I	2	Gemology I	2
5. PAKISTAN STUDIES	2	Drawing II	2	Materials & Model I	3
6. ISLAMIC STUDIES / ETHICS	2	Design History & Theory I, II	3	Shaping I & II	5
7. MATHEMATICS I	2	History of Art & Culture I, II	2	Technical Drawing	2
8. MATHEMATICS II / UNIV. OPTIONAL **	3			Drawing III	2
Jewelry Calculations				Drawing IV	2
9. INTRODUCTION TO COMPUTER, Digital Communication	3				
	25	7	25	10	33

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. hrs	Subject	Cr. Hrs
Handcraft Techniques III- IV	6	Jewelry Calculations Metallurgical Sciences III	3
Handcraft & Production Techniques V, VI	6	Metallurgical Sciences IV	2
Jewelry Design Studio III, IV	3	History of Culture & Art Focused on Jewelry	5
Jewelry Design Studio V, VI	3		
Drafting IV (Technical Drawing)	2		
Gemology II	2		
Gemology III	2		
Gemology IV	2		
Thesis (Collection)	11		
Dissertation	2		
Internship	2		
11	41	4	12

Total Credits: 136

**SCHEME OF STUDY
FOR
B. DES. / BS (HONS) JEWELRY DESIGN
& GEMOLOGICAL SCIENCES**

SEMESTER-I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I	3(1+2)
Deficiency course shall be offered if needed.		
Total Credits:		16

SEMESTER-II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamiat (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematic I (Geometry + Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)
Deficiency course shall be offered if needed.		
Total Credits:		17

SEMESTER-III

Course Code	Course Title	Credit Hours
ENG-201	English-III (Communication Skills & Academic Writing)	2(2+0)
HCT-202	Handcraft Techniques- I	3(1+2)
JDS-203	Jewelry Design Studio- I	3(1+2)
JDR-204	Jewelry Drawing-I	2(1+1)
HCA-205	History of Culture & Art Focused on Jewelry- I	1(1+0)
JCL-206	Jewelry Calculations-I	2(2+0)
MTS-207	Metallurgical Sciences- I	1(1+0)
DRF-208	Drafting- I	2(1+1)
DGV-209	Digital Visualization & Presentation-I (Adobe Photoshop)	<u>2(1+1)</u>
Total Credits:		18

SEMESTER-IV

Course Code	Course Title	Credit Hours
HCT-251	Handcraft Techniques-II	3(1+2)
JDS-252	Jewelry Design Studio-II	3(1+2)
JDR-253	Jewelry Drawing-II	2(1+1)
HCA-254	History of Culture & Art Focused on Jewelry-II	1(1+0)
JCL-255	Jewelry Calculations-II	2(2+0)
DRF-256	Drafting-II	2(1+1)
MTS-257	Metallurgical Sciences-II	1(1+0)
MKT-310	Principles of Marketing-I	2(2+0)
DGV-311	Digital Visualization & Presentation-I (Corel Draw)	2(1+1)
Total Credits:		18

SEMESTER-V

Course Code	Course Title	Credit Hours
ENG-301	English-IV (Technical Writing)	1(1+0)
HCT-302	Handcraft Techniques-III	3(1+2)
JDS-303	Jewelry Design Studio-III	3(1+2)
DRW-304	Drawing/ Drafting-III	2(1+1)
GEM-305	Gemology-I	3(1+2)
HCA-306	History of Culture & Art Focused on Jewelry-III	1(1+0)
JCL-307	Jewelry Calculations-III	1(1+0)
MTS-308	Metallurgical Sciences-III	1(1+0)
CAD-309	CAD/ CAM (Matrix)	2(1+1)
Total Credits:		17

SEMESTER-VI

Course Code	Course Title	Credit Hours
HCT-351	Handcraft Techniques-IV	3(1+2)
JDS-352	Jewelry Design Studio-IV	3(1+2)
DRW-353	Drawing/ Drafting-IV	2(1+1)
GEM-354	Gemology-II	3(1+2)
HCA-355	History of Culture & Art Focused on Jewelry-IV	1(1+0)
JCL-356	Jewelry Calculations-IV	1(1+0)
CC-357	CAD/ CAM (Matrix)	2(1+1)
INT-358	Internship (Compulsory during the summer)	<u>2(1+1)</u>
Total Credits:		17

SEMESTER–VII (Tentative)

Course Code	Course Title	Credit Hours
ENG-401	English (Dissertation Writing & Research)	1(1+0)
HPT-402	Handcraft & Production Techniques	3(1+2)
JDS-403	Jewelry Design Studio-V	3(1+2)
JDR-404	Jewelry Drawing-V	2(1+1)
GEM-405	Gemology-III	3(1+2)
HCA-406	History of Culture & Art Focused on Jewelry-V	1(1+0)
MKT-407	Principles of Marketing-II	2(2+0)
THE-408	Final Project	<u>2(1+1)</u>

Total Credits: 17

SEMESTER–VIII (Tentative)

Course Code	Course Title	Credit Hours
ENG-450	English (Dissertation)	2(2+0)
COLLECTION		
HCT-451	Handcraft & Production Techniques (Collection)	3(1+2)
JDS-452	Jewelry Design Studio (Collection)	3(1+2)
GEM-453	Gemology (Collection)	3(1+2)
CAD-454	CAD/CAM (Matrix) (Collection)	<u>3(1+2)</u>

Total Credits: 14

Total Programme Credit Hours: 134

Semester-I

ENG-101	English-I (Compulsory) ANNEXURE – ‘A’	2 (2+0)
PKST-102	Pak Studies-I (Compulsory) ANNEXURE – ‘B’	2 (2+0)
DRW-103	Basic Drawing-I	3 (1+2)

Course Objectives:

- Understand the purpose of drawing, to illustrate thinking process and ideas.
- Distinguish different types of lines and its characteristics.
- To achieve various angles in different shapes in freehand drawing.
- Familiarization with different conventional and unconventional tools.
- Discuss and critic on the work.
- Develop work ethics and respect for the fellows.

Course Content:

- Introduction to drawing tools.
- Introduction of different lines (curve, straight, zigzag)
- Basic Geometric shapes.
- Introduction and exploration of cube (cuboids).
- Section of cubes. (Gadget making).
- Cylindrical forms with the variation of ellipses. (outlines with changing fitness's)
- Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes.)
- Exam.

Recommended Books/Helping Material:

1. Hand outs.
2. Students notes.
3. Gadget slide show from Mr. Lenschow.

DHT-104	Design History & Theory-I	2 (2+0)
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Course Objectives:

Design History and Theory informs student about History of design, its origin, how it emerged as a profession, its process and helps analyze a design, its systems while understanding the demands of a market/target group.

Course Content:

First Half: 7 weeks

- Overview of Design History- its origin,
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

1. Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

ICS-105 Digital Communication-I

2 (0+2)

Course Objectives:

Information\ knowledge goals

Students

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\ experience goals

Students

- Explore typography to the most specially focusing on the usage of an appropriate typeface.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content:

Software/ Graphic Design Systems

Students will learn to use the following software/ graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/assignments.

1. Scope of digital communication
2. Basics of Microsoft word 2007
3. Introduction to typography
4. History and evolution of typography
5. Modern typography and its possibilities
6. Communication through typeface
7. Visual communication through signs and symbols
8. Visual communication through signs and symbols with text
9. Introduction to divisions and layouts
10. Introduction to logo design
11. Iconic logo design
12. Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L.K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-106 History of Art & Culture-I 1 (1+0)

Course Objectives:

Students:

- Learn and will be able to identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.

- Will have the ability to learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance.

Course Content:

- Introduction to concept of art and history
- Prehistoric art and architecture
 - (a) Paleolithic art
 - (b) Neolithic art
- Early art and architecture
 - (a) Mesopotamian art
 - (b) Egyptian art
 - (c) Indus Valley civilization
- Buddhist art and architecture
 - (a) Buddhist India (Ajanta, Ellora and Elephanta)
 - (b) Buddhist Gandhara
- Classical World
 - (a) Greek Art
 - (b) Roman Art
- The art of the Mughals
- Christian Period
 - (a) Byzantine Art
 - (b) Romanesque Art
 - (c) Gothic Art
- Renaissance Period
 - (a) Early Renaissance

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad.
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

Course Objectives:

- Familiarization of students with dimensions in 3D models and objects.
- To know material, with physical, chemical and aesthetical properties in context of organic .inorganic and manmade with suitable usage in first year and upcoming major departments.

Course Content:

- Introduction of subject and Behaviors of materials. (class rules discipline, moral values etc)
- Introduction of different group of tools. .(Experience different tools their names and uses)
- Dimension and Proportion with measurement and scale.
- Documentation.
- Division.(to realize the division in its different aspects)
- Characters of Surface(Texture and Structure)
- Exam- (Textures)

Recommended Books/Helping Material:

1. Tools: Introductions of different tools their names and uses.
2. Pliers, paper cutter, wire cutter etc.

SHP-108 Shaping-I**3 (1+2)****Course Objectives:****Knowledge /Learning goals**

Student:

- Realize design as means of visual communication
- Understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students:

- Attain an appropriate level of skill with the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals

Students:

- Work in a team
- Organize a project with time management
- Justify their work.
- Evaluate their performance and of their peers.

- Present their work
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Weeks Topics

1	(a) Introduction to Line (b) Introduction to Line as one of the primary shaping element (c) To create an effect through line its features and qualities
2	(a) Line Communicate meaning
3	(a) Division (b) Different types of division (c) Division of the given formats
4	(a) Points of Emphasis through division (b) Focal point and division
5	(a) Proportion (b) Concept of scale and dimension.
7&8	(a) Introduction to signs
9&10	(a) Types of Signs and their Effects
11	(a) Exercise on Signs (Index, Symbols and Icons)
12 & 13	(a) how to Use Shaping elements to develop street Sheets
14-16	(a) Exam week

Recommended Books/Helping Material:

1. Design for the Real world.
2. Internet.
3. Library.

Semester-II

ENG-151	English-II (Compulsory) ANNEXURE – ‘A’	2 (2+0)
ISL-152	Islamiat (Compulsory) ANNEXURE – ‘C’	2 (2+0)
DRW-153	Basic Drawing-II	3 (1+2)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.

- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.
- Assembling of two objects.
- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs.
2. Student's notes.
3. Demonstrations
4. Library Research.
5. Visit of relevant Places.

DHT-154 Design History & Theory-II

2 (2+0)

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:

First half: 8 weeks

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks

Design history continued from Art Nouveau /Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to criticize the development thru their thoughts and opinions. Students also learn to see the development in the world of design and how design takes part in their everyday life.

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

Course Objectives:**Skill\ experience goals**

Students

- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

Information\ knowledge goals

Students

- Work innovatively through a research and design project, in response to their given handouts with and without teacher's guidance.
- Identify their strengths, weaknesses and evaluate their learning ability.
- Work in groups and develop work ethics

Course Content:**Software/ Graphic Design Systems**

Students will learn to use the following software/ graphic design systems proficiently.

- Adobe Illustrator CS5
- Adobe Photoshop CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

• Group Project One

Activity Design: The students will be required to develop a solution for a given problem by identifying the problem, defining its context and presenting a solution.

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- Identifying, defining and reflecting on the problem
- Research
- Concept Development
- Scenario Development
- Sketches
- Realizing/ Implementation
- Documentation

- Poster Design
- Magazine Ad

Recommended Books/Helping Material:

- 1 Design Secrets: Advertising by Lisa Hickey (Rockport).
- 2 Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
- 3 Global Graphics: Color by L.K. Perterson (Rockport).
- 4 Design Basics by Joyce Rutter Kaye (Rockport).
- 5 The best of letterhead and logo design No. 1(Rockport).
- 6 What is Graphic Design? By Quentin Newark (Rotovision).
- 7 Los Logos bu Ronald Muller.
- 8 World Graphic Design by Geoffrey Caban (Merrell).
- 9 Editorial design by Yolanda Zappaterra (Portfolio).
- 10 Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II 1 (1+0)

Course Objectives:

Students:

- Learn and will be able to identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Will have the ability to learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

- Renaissance period
 - (a) High renaissance
- Art of the late 18th to the mid 19th century

- (a) Baroque
- (b) Rococo
- (c) Neo-Classicism
- (d) Romanticism
- The rise of Modernism: art of the later 19th century
 - (a) Realism
 - (b) Impressionism
 - (c) Post Impressionism
- Modern art: art of the early 20th century
 - (a) Expressionism
 - (b) Fauvism
 - (c) Cubism
 - (d) Surrealism
- Post-Modern art
 - (a) Abstract Expressionism
 - (b) Pop Art
- Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

- 1 Gardener's Art Through the Ages.
- 2 Phaidon: The Story of Art.
- 3 Janson's History of Art.
- 4 Art History by Marilyn Stokstad.
- 5 History of Art by H.W. Janson and Anthony F. Janson.
- 6 Art by Ross King.
- 7 Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar. and Maralyn Jenkins.

MNM-157 Mathematic I (Geometry + Drafting) 3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).
- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using compass)

- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with compass/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects

Recommended Books/Helping Material:

- 1 **Book:** Geometrical Drawing for art students by I. H.MORRIS
- 2 **Material:** T-square, set –square, compass, clutch pencils, drafting board etc.

SHP-158 Shaping-II

3 (1+2)

Course Objectives:

Knowledge /Learning goals

Student:

- Realize design as means of visual communication
- Understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals

Students:

- Attain an appropriate level of skill in the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behaviour goals

Students

- Work in a team
- Organize a project with time management
- Justify their work.
- Evaluate their performance and of their peers.
- Present their work
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Week Topics

- 1 Introductions to Colors
- 2 Essences of Colors (Light Colors and Pigment Colors)
- 3-5 Appearance of Pigment Colors
- 6-8 Color Organization
- 9-10 Color Effects (Single and Compiled Colors)

- 11-15 Arrangements by Shaping elements and their Effects(Contrast, arrangements)
 16 Submission of the Exam Project.

Recommended Books/Helping Material:

- 1 Design for the Real world.
- 2 Internet.
- 3 OLibrary.

Semester–III

ENG-201 English-III (Communication Skills & Academic Writing) 2 (2+0)

Course Objectives

- To train the students in creating a series of written documents which demonstrate critical reading, a clear thesis supported by evidence, sound and varied sentence structure, the logical progression and completeness of the paragraph, the composition of multiple-paragraph essays, and abidance of the conventions of grammar.
- Developing objective thinking and writing.
- Document and format documents according to APA.
- Applying knowledge of conventions: use editing and proofreading, and knowledge of language conventions, to correct errors, refine expression, and present work effectively.

Course Contents

Persuasive writing, Development of effective and apt vocabulary

- Thesis generation

Mini-grammar lessons,

Assignments, Academic conventions according to APA

Contentious research papers:

- Visual analysis of a painting.
- Critical analysis of a film.
- Literary analysis of a piece of fiction.
- Critical analysis of a poem.
- Critical analysis of a newspaper article.

Oral presentations

Reflective writing

Portfolio formation

In-class writing exercises

Recommended Books/Helping Materials:

1. APA Manual, 6th Edition.
2. Dixon, Wheeler W., and Gwendolyn Audrey Foster. (2008). A Short History of Film. Rutgers University Press.
3. Pramaggiare, Maria, and Tom Walks. (2005). Film: A Critical Introduction. Allyn & Bacon.

4. Rosa, Alfred, and Paul Eschholz, eds. (1989). Models for Writers. St. Martin's Press.
5. <<http://owl.english.purdue.edu/>>
6. Relevant handouts given by the teacher, which will constitute a reading package.

HCT-202 Handcraft Techniques-I

3 (1+2)

Course Objective:

- Studio / Workshop safety requirements, equipment and health hazards
- Handling and care of tools
- Fabrication of simple jewelry pieces and usable objects using basic handcraft techniques
- Calibrated manufacturing (knowledge of weight, size, angle and gauge)

Course Content:

1. Details of the workshop. Studio function, instructions and hazards of using tools and equipment
2. Knowledge of materials, gases, flames and poisonous chemical including accident prevention and first aid
3. Manufacturing of small tools like punching tools and burnishers. Care cleanliness and maintenance.
4. Proper handling of rolling mill, draw plates, anvils flex shaft, drilling, polishing machines
5. Manufacturing of simple jewelry pieces and usable objects by basic handcraft techniques.

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brehol.
2. Handouts and Presentation slides.

JDS-203 Jewelry Design Studio

3 (1+2)

Course Objective:

- To learn the basic use of elements of jewel design
- To use different methods of drawing and model making to design jewelry
- Awareness of functional aspects in jewel design.

Course Content:

- Point and Line:
 - History of point and line
 - Point and line in jewelry
 - Verbal expressions and line
- Basic Ornament and use of Rhythm in Jewelry
- Punching work

- Bead work
- Basic Geometric forms in Jewelry
 - Circle, ball, Square, cube
 - Triangle, pyramid, Spiral, 3D
 - Polygons, 3D, Cross, 3D
- Composition
 - Symmetric composition, Asymmetric composition
 - Point symmetry, Ax symmetry
 - Center stressed, Balanced
 - Imbalance, Accentuated
 - Non accentuated

Recommended Books/Helping Materials:

1. Lecture slides
2. Sketch books
3. Research journal

JDR-204 Jewelry Drawing-I

2 (1+1)

Course Objective:

- Familiarization of students with observational drawing with different methodologies for e.g. understanding of proportions, scale, through lines and other different ways of application which include rendering , line, texture and form.

Course Content:

- Plants and Leaves with Jewelry Pieces
- Bricks compositions and one brick with texture and detail
- One chair in different sizes
- Worm & Bird eye view (comparison on one sheet)
- Hairs (with texture and line details)
- Tools (Draw tools and its mechanical)
- Imagination (Drawing with object with imagination)
- Cycle (Drawing with pencil)
- Cycle (Drawing with any linear material)
- Drapery (Drawing of clothes in line focus on level)
- Mechanical drawing of a car (internet references)
- Nuts, Bolts, Chains composition drawing.

Recommended Books/Helping Materials:

Pencils and Linear Materials

HCA-205 History of Culture & Art Focused on Jewelry-I

1 (1+0)

Course Objective:

Students:

- Learn and will be able to identify jewelry making in different cultures and eras from the prehistoric period till the 21st century, and have further appreciation of this craft.
- Learn to analyze the relation between form, material and the process of work. This way the students learn to respect and distinguish design and handicraft quality.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history and culture focusing on Jewelry.
- Develop an understanding and appreciation of works of jewelry.
- Develop the ability to look and analyze works of jewelry within their historical context, and articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major cultures and time periods.
- Develop the ability to identify and discuss specific jewelry forms, techniques, styles, periods, or movements as they are expressed in individual works of jewelry.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance.

Course Content:

- What is Jewelry?
- Stone Age Jewelry
- Bronze Age
- Amulets and Talisman
- Mesopotamian Civilization
- Jewelry of China
- Egyptian Civilization
- Indus Valley Civilization
- Indian Sub-continent (Jaipur, Deccan, South India and Mughal Period)

Recommended Books/Helping Materials:

1. Traditional Jewelry of India by Oppi Untracht.
2. Art Nouveau Jewelry by Vivienne Becker.
3. Art Deco Jewelry: Modernist masterworks and their makers by Évelyne Possémé.
4. Jewelry: From Antiquity to the Present by Clare Philips.
5. Mesopotamia by Lorna Oakes.
6. Ancient Mesopotamia: The Sumerians, Babylonians, and Assyrians (People of the Ancient World) by Virginia Schomp.

7. Ancient Mesopotamian Civilization by Gretchen Wildwood and Rupert Mathews.
8. Chinese jewelry: a picture book by Metropolitan Museum of Art (New York, N.Y.), Alan Priest.
9. Ancient Egyptian Jewelry by Carol Andrews.
10. Amulets of ancient Egypt by Carol Andrews.
11. A history of ancient Persia: from its earliest beginnings to the death of Alexander the Great by Robert William Rogers.
12. Jewelry from Persia: the collection of Patti Birch by Schmuckmuseum Pforzheim and Patti C. Birch.
13. Masterpieces of Ancient Jewelry: Exquisite Objects from the Cradle of Civilization by Judith Price.
14. Greek gold: jewelry of the classical world by Dyfri William and Jack Ogden.
15. Ancient gold jewelry at the Dallas Museum of Art by Barbara Deppert-Lippitz, Anne R. Bromberg, John Dennis.
16. Victorian Jewelry by Margaret Flower.
17. Sentimental Jewelry by Ann Louis Luthi.
18. Thames and Hudson: The Dawn of Civilization.
19. The Indus civilization by Sir Mortimer Wheeler.
20. Ancient Cities of the Indus Valley Civilization by Jonathan Mark Kenoyer.
21. Gardener's Art Through the Ages.
22. Phaidon: The Story of Art.
23. Janson's History of Art.
24. Traditional Jewelry of India by Oppi Untracht.
25. Art Nouveau Jewelry by Vivienne Becker.
26. Art Deco Jewelry: Modernist masterworks and their makers by Évelyne Possémé.
27. Jewelry: From Antiquity to the Present by Clare Philips.
28. Mesopotamia by Lorna Oakes.
29. Ancient Mesopotamia: The Sumerians, Babylonians, and Assyrians (People of the Ancient World) by Virginia Schomp.
30. Ancient Mesopotamian Civilization by Gretchen Wildwood and Rupert Mathews.
31. Chinese jewelry: a picture book by Metropolitan Museum of Art (New York, N.Y.), Alan Priest.
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39. Victorian Jewelry by Margaret Flower.

40. Sentimental Jewelry by Ann Louis Luthi.
41. Thames and Hudson: The Dawn of Civilization.
42. The Indus civilization by Sir Mortimer Wheeler.
43. Ancient Cities of the Indus Valley Civilization by Jonathan Mark Kenoyer.
44. Gardener's Art Through the Ages.
45. Phaidon: The Story of Art.
46. Janson's History of Art.

JCL-206 Jewelry Calculations-I

2 (2+0)

Course Objective:

- Ability of basic calculations
- Ability using the functions of calculator
- Trade related abilities to calculate in fractions
- Trade related abilities of rule of three and percent.
- Ability to solve trade related question by equations
- Ability to calculate circumference and surface of geometrical shape.
- Ability to recognize and picture process in diagram.

Course Content:

- Basic kinds of calculations with integers and decimal figures, brackets, round up and round down basic functions of calculator squaring and root extraction rule of Pythagoras.
- Calculations with proper fractions, improper fractions, decimal fractions transformations
- Fractions in decimals figures, decimal figures in fractions.
- Rule of three: Simple rule of three is even and reserved ratio, combined rule of three, calculations of basic value, percentage value. Division of lines. The golden ration
- Numerical equations, quantity equations, recombination of formulas, calculation with unknown quantities.
- Length, surface, conversions, calculations of circumference and surface of Circle, Rectangle, square, parallelogram, trapezoid.

Recommended Books/Helping Materials:

1. Oxford Mathematics D-syllabus.
2. Basic calculations handouts and slides.

MTS-207 Metallurgical Sciences-I

1 (1+0)

Course Objective:

- Upon completion of this course, students will be able to learn the basic concepts and calculations of chemistry and physics. They will be able to understand the structure and property relationships of different materials and their basic applications.

Course Content:

- This course provides an introduction to basic undergraduate chemistry and physics through topics applicable to design courses like Textile and Jewelry design.
- The course will cover the chemistry and physics concepts such as the matter, energy, heat, temperature, properties of matter.
- Chemical bonding, Gas laws, Acid, bases, salts and basic organic chemistry.

Recommended Books/Helping Materials:

1. Chemistry by Christopher N. Prescott.
2. Handouts and Presentation slides.

DRF-208 Drafting-I**2 (1+1)****Course Objective:**

- Students will be able to understand the basics of drafting and its importance and application in jewelry design.

Course Content:

- **Introduction of Geometry**
What is geometry?
Use of geometry tools in precise manner
Making of seal and lettering
Types of lines (Object, construction, center, and hidden Section cutting of objects)
- **Circle and oval**
Construction of oval, spiral and find center of circle
- **Introduction of polygon**
Types of polygons and name according to sides and construction of 4 polygons. (pentagon, hexagon, heptagon, octagon)
- Introduction to basic drafting.
- **Introduction of drafting**
Difference between geometry and drafting
Introduction of scale and proportion Understanding of plan, elevation and sections
Isometric, oblique view and construction

Recommended Books/Helping Materials:

1. Handout and
2. Lecture Slides

DGV-209 Digital Visualization & Presentation (Adobe Photoshop) 2 (1+1)

Course Objectives:

- Students are introduced to vector based software
- Ability to transform ideas and concepts into visual form
- Customization of objects in quick time
- Presentation of work in professional manner

Course Contents:

- Advance application of Adobe tools
- Advance tracing and drawing techniques
- Advance rendering of 3D objects
- Texture making
- Blending and shadow making
- Effects and filters
- Surface / Area editing
- Presentation techniques
- Accurate measurement in Corel Draw
- Tracing of product surface / pattern
- Re-shaping of objects
- Contour making for cutting purposes
- General repeat

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.

Semester-IV

HCT-251 Hand Craft Techniques-II 3 (1+2)

Course Objective:

- Preparation of work materials, melting and alloying of non-ferrous metals
- Theory and practice of riveting and soldering as common joining technique in jewelry
- Learning sheet rolling and wire drawing
- Introduction to chain making
- Bexel setting with cabochon shaped stones
- Basics of anodizing and electroplating
- Technique and craft of chasing

Course Contents:

- Melting and alloying of brass/red brass/ sterling silver/ German silver.
- Pair of Earrings based on chasing and electroplated with silver/ Gold.
- Manufacturing of metallic objects like ring, earrings and key chain.

- Starting from wire drawing, completing of Foxtail chain.
- Manufacturing of sterling silver ring with Bezel setting.

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brehol.
2. Handouts and Presentation slides.

JDS-252 Jewelry Design Studio-II

3 (1+2)

Course Objectives:

- Students apply basic handcraft techniques by designing and then manufacturing their own jewel products.
- Aspects of wear ability and functionality of jewel objects are explored through various design exercises.
- Awareness about diverse materials in jewel design and how to render them
- Research based projects lead to an investigation of jewelry encompassing local traditions and international standards as well as modern, classical and ancient jewel design and jewel development.

Course Contents:

- Basic techniques of rendering metal shapes.
 - Silver rendering in flat, domed and flat curved shapes
 - Gold rendering in flat, domed and flat curved shapes.
- Rendering techniques using poster paints, water colors and pencil color
 - Students replicate different surfaces and materials by rendering small windows in color.
- Color and charm bracelet
 - Function of color in jewel design
 - Color elements in jewelry design
 - Color in metals
 - Symbolism in color
 - Development of a charm bracelet symbolizing the elements of a certain color
- Scripture inspired Necklace
 - Different types of scripture in culture, history and lifestyles.
 - Development of 3D scripture
 - Development of a long necklace inspired by 3D scripture.
- Use of diverse materials and surface structures in jewel design
 - Natural materials
 - Nature finds
 - Precious materials
 - Semi precious materials
 - Materials and emotions

Recommended Books/Helping Materials:

1. Develop a research journal.
2. Collect materials and inspirational images.
3. Sketch books.

JDR-253

Jewelry Drawing II

2 (1+1)

Course Objectives:

- To enhance constructive, free hand drawing skills
- Improve observational drawing skills
- Make 3D objects through imagination
- Study of perspective
- Understanding and construction of pattern making (floral & geometrical)

Course Contents:

- Study of body parts (face, hand & feet)
- Tonal grid
- Study of converting alphabets from 2D in to 3D
- Making an object by taking inspiration from Araguaia forms
- Study of [pattern making

Recommended Books/Helping Materials:

1. Islamic Pattern (Keith Krechlo) Volume 1.
2. Maharaja's Jewelry.

HCA-254 History of Culture & Art Focused on Jewelry-II

1 (1+0)

Course Objectives:

Students:

- Learn and will be able to identify jewelry making in different cultures and eras from the prehistoric period till the 21st century, and have further appreciation of this craft.
- Learn to analyze the relation between form, material and the process of work. This way the students learn to respect, distinguish, design and handicraft quality.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history and culture focusing on Jewelry.
- Develop an understanding and appreciation of works of jewelry.
- Develop the ability to look and analyze works of jewelry within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major cultures and time periods.

- Develop the ability to identify and discuss specific jewelry forms, techniques, styles, periods, or movements as they are expressed in individual works of jewelry.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance.

Course Contents:

- Mycenaean Civilization
- Greek Civilization
- Etruscan Civilization
- Roman Civilization
- Pre-Columbian Jewelry
- Jewelry of the Middle Ages
- Renaissance Jewelry
- Victorian Jewelry
- Art Nouveau
- Art Deco
- Ethnic Tribal Jewelry
- General cultural Issues of Pakistan

Recommended Books/Helping Materials:

1. Traditional Jewelry of India by Oppi Untracht.
2. Art Nouveau Jewelry by Vivienne Becker.
3. Art Deco Jewelry: Modernist masterworks and their makers by Évelyne Possémé.
4. Jewelry: From Antiquity to the Present by Clare Philips.
5. Mesopotamia by Lorna Oakes.
6. Ancient Mesopotamia: The Sumerians, Babylonians, and Assyrians (People of the Ancient World) by Virginia Schomp.
7. Ancient Mesopotamian Civilization by Gretchen Wildwood and Rupert Mathews.
8. Chinese jewelry: a picture book by Metropolitan Museum of Art (New York, N.Y.), Alan Priest.
9. Ancient Egyptian Jewelry by Carol Andrews.
10. Amulets of ancient Egypt by Carol Andrews.
11. A history of ancient Persia: from its earliest beginnings to the death of Alexander the Great by Robert William Rogers.
12. Jewelry from Persia: the collection of Patti Birch by Schmuckmuseum Pforzheim and Patti C. Birch.
13. Masterpieces of Ancient Jewelry: Exquisite Objects from the Cradle of Civilization by Judith Price.
14. Greek gold: jewelry of the classical world by Dyfri William and Jack Ogden.
15. Ancient gold jewelry at the Dallas Museum of Art by Barbara Deppert-Lippitz, Anne R. Bromberg, John Dennis.
16. Victorian Jewelry by Margaret Flower.
17. Sentimental jewelry by Ann Louis Luthi.
18. Thames and Hudson: The Dawn of Civilization.
19. The Indus civilization by Sir Mortimer Wheeler.

20. Ancient Cities of the Indus Valley Civilization by Jonathan Mark Kenoyer.
21. Gardener's Art Through the Ages.
22. Phaidon: The Story of Art.
23. Janson's History of Art.

JCL-255 Jewelry Calculations-II 2 (2+0)

Course Objectives:

- Ability in volume calculations
- Ability to calculate mixture ratios and parts in alloys
- Ability to recognize and picture process in diagrams

Course Contents:

- Volume calculation of Cube, rectangle, rectangular solids, cylinder, pyramid, frustum of pyramids, cone, conic section, sphere, combined parts (e.g. sphere with cylinder)
- Calculations of mixture combination while mixing two or more components
- Mixing ratio with cross mixing
- Parts in mixing in percentage and weight
- Interpretation of diagrams shown as columns, circles, curves,
- Sorting and picturing of numerical values
- Shown temperature course of melting metal by figures and interpret respective diagrams.
- Measurement of units for Precious metals, gold, silver, platinum.
- Measurement of ratio of alloy i.e. precious metals, colored gold, plating

Recommended Books/Helping Materials:

1. Calculations of Goldsmith (German Book)
Handout provided with lecture taking from different books and websites.

DRF-256 Drafting-II 2 (1+1)

Course Objectives:

- Students understand the importance of drafting and application in jewelry design.

Course Contents:

- **Draft a object on original scale**
- **Multi view drawing**
Multi view drawing of a product on scale.
- **Section**
Introduction of section and Method of construction
- **Section of a simple product on scale. On all views**
- **Sectional views**

- Types of sections
- Method of selection for different purposes
- **Detail sectional drawing of a product**
- **Paraline drawing/Pictorial drawing**
Introduction of paraline drawing Types of paraline drawing
Isometric, Diametric, oblique drawing
- **Draw a isometric drawing of a simple product**
- **Diametric, oblique drawing**
Method of construction
- **Draw a product with each method**
- **Isometric circle**
Method of a isometric circle drawing.
- **Draw a round shape product**
- **Shadow casting**
Method of shadow casting on multi view drawing 45,60 degree
- **Introduction of perspective**
Method of two point perspective drawing
- **Two point perspective drawing of simple product**
- **Two point perspective**
Method of circle drawing in perspective
- **Two point perspective of a round shape product**
- **One point perspective**
Method of one point perspective
- **One point, perspective drawing of simple product**
- **Final project**
Detail assembling drawing of a jewelry product with perspective and isometric view.

Recommended Books/Helping Materials:

1. Handout and lecture.

MTS-257 Metallurgical Sciences-II

1 (1+0)

Course Objectives:

- The course will provide the students an understanding of chemistry required to trade related theory course and helps to reiterate, enlarge and consolidate the knowledge of the students about chemical and physical processes of jewelry artistry.
- Furthermore Students will be able to learn about the properties, application and special work processes of metallic, nonmetallic materials and auxiliary materials.

Course Contents:

- Studio Chemistry Behavior of Metals in acids
- Behavior of Metals in Bases
- Concept of electrolysis with examples
- Concept of electroplating with examples
- Dealing with toxic chemicals

- Concept of Cleaning
- Pickling and polishing of Metals
- Concept of Soldering
- Brazing and Welding
- Fluxes and their applications in gems and Jewelry

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brephol.
2. Handouts and Presentation slides

MKT-310 Principles of Marketing-I

2 (2+0)

Course Objectives:

- Module aims to provide the marketing theory and its application in jewelry trade.

Course Contents:

- What is jewelry marketing?
- Building customer satisfaction through Quality, Service and Value
- The customer and jewelry consumption
- Strategic market planning
- Marketing research and information for jewelry
- Marketing objectives
- Introduction to marketing mix (4 P,s)

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.

DGV-209 Digital Visualization & Presentation (Corel Draw)

2 (1+1)

Course Objectives:

- Students are introduced to raster based software
- Ability to transform ideas and concepts into visual form
- Customization of objects in quick time
- Presentation of work in professional manner

Course Contents:

- Introduction to vector based software (Coral Draw):
- Basic use of software
- Formation of Basic shapes
- Transformation of Objects:
- Position
- Scale
- Skew
- Rotate

- Size
- Alignments of Objects:
- Object alignments i.e. top, bottom, left or right
- Drawing of Objects:
- Free hand tool
- Pen tool
- Bezier tool
- Shape tool
- Objects Blending :
- Interactive blend tool
- Interactive contour tool
- Outline making and scaling:
- Outline tool
- Application of Colors:
- Eye dropper tool
- Fill tool
- Interactive fill tool
- Pattern making:
- Square
- Circle
- Triangle
- Pen tool
- Bezier tool
- Interactive fill tool
- Perspective development of objects:
- Perspective tool
- Power Clipping concepts:
- Power Clip application
- Filters and effects:
- Emboss
- Sphere
- Cylinder
- Bevel
- Basic 2D and 3D rendering Concepts:
- Extrude tool
- Cylinder tool
- Interactive mesh tool

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.

Semester-V

ENG-301 English-III (Technical Writing) 1 (1+0)
ANNEXURE – ‘A’

HCT-302 Hand Craft Techniques-III 3 (1+2)

Course Objectives:

- Introduction to the process of forging starting with copper metal of practice and finally forging a ring in Gold.
- Basic knowledge of casting metal objects using cuttlefish Skelton and sand through demos. Carving models from Wax profiles for casting. Complete knowledge of different steps of Lost Wax Process i.e. Rubber mold vulcanizing, Wax injection and Tree Assembling, Investing Flask and evacuation, De-waxing, Burnout and Casting, Based on demos and projects.
- Explaining the function of Findings in jewelry with a project based work like clasp etc.
- Assembling a Hollow object as per measurements given in the project of design.

Course Contents:

- Forging Exercises in Copper: Leafs, Fibula , etc.
- Work project: Forging (if possible, in Gold) Ring or similar
- Cuttle fish casting exercises
- Sand casting exercises
- Work project Wax Carving: Ring
- Rubber Mould making and Wax injection
- Casting process: Vacuum casting
- Casting process: Vacuum casting
- Manufacturing of Findings: Box Clasp(and/or round clasp)
- Work project: Assembling of a Hollow Shape (Coat ring)

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brephol.
2. Handouts and Presentation slides.

JDS-303 Jewelry Design Studio-III 3 (1+2)

Course Objectives:

- Students study different jewelry categories with respect to their meanings, symbolism (historical and cultural) and functionality of different mechanics.
- Students apply this knowledge in achieving a functional jewel piece

Course Contents:

- Ring
The meaning of rings, Different types of rings: Band Ring, Ring with stone, Coat/ Jacket Ring, Signet Ring
- Necklace
- Types of Necklaces
- Meaning of the Necklace
- Pendants
Meaning of Pendant
- Bracelet
- Types of Bracelets
- Bangle
- Types of Bangles
- Meaning of Bracelet
- Brooch
- Meaning of Brooch
- Needle
- Earring
- Types of earrings
- Classical jewel related design sectors
Natural studies (*Including other object studies*) to develop observational skill concerning proportion, development stages, organization of form and form in space, movement of an object, symmetry, surface structure, conformity to natural laws, construction, typical characteristics of objects, rhythm, silhouettes and internal form.
- To form the basis of stylization
- Naturalistic drawing (*nature representation in jewelry*)
- Means and tools of drawing
Drawing with line (without shade) main step
Drawing with line (with light and shade)
Graphic means shading and drawing
- Drawing with different tools
Graphite pencils, (Hard pencils used for precise work and soft pencils used for sketching, research drawing and all free design work.)
Felt tip pens
Markers
Crayons
Ball pens and pens
Quill pens
- Customer drawings:
Design representation of the final jewel piece to support the customer's imagination.

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.
2. Sketchbooks.
3. Journals.

Course Objectives:

- Students build on their drafting knowledge from the previous level
- Students learn to define the volume of an object from flat to 3D
- Students use the 3D skill to show design in appropriate views
- Students learn to work out all technical and mechanical details of a design

Course Contents:

Three dimensional designing and forming

- 3D drawing keeping in mind thickness and shape of wire and metal sheet, thickness, shape and size of rings and measurement of form of transition parts, etc.
- Central and parallel perspective

Recommended Books/Helping Materials:

1. Handouts and Presentation slides
2. Sketchbooks
3. Journals

GEM-305 Gemology-I**3 (1+2)****Course Objectives:**

- Students learn and apply their knowledge to identify gemstones.
- Students integrate and apply their knowledge while going through the process of design and manufacturing a jewel piece, e.g. using an appropriate stone for a certain kind of setting, or placing a stone in a certain way during the design/ planning process according to its hardness etc.

Course Contents:

- Introduction to gem materials
- Visual observation
- Geology of the gemstone deposits and basic crystallography:
- The optical properties of gemstones
- The physical properties of gemstones
- The microscope
- Atoms and gemstones
- Color in gemstones
- Dichroscope
- Spectrum analysis
- The chelsea color filter
- Fluorescence
- Imitation and assembled stones
- Gemstones:
Mainstream Gems, Imitation Gemstones, and Organic products
Less known Ornamental and Gem materials

Recommended Books/Helping Materials:

1. Gemstones (Dorling Kindersley hand Books).
2. Tropical gemstones of Philippines & South East Asia (Caroal Clark).
3. Gemstone Buying Guide (Renee Newman).

HCA-306 History of Culture & Art focused on Jewelry-III

1 (1+0)

Course Objectives:

- Students will develop an insight into the history of jewelry making techniques of different eras and cultures.
- They would gain knowledge regarding the origins of the prevalent jewelry styles that exist in the modern world. This will enhance their ability to gain influence from earlier designs and apply them into their current practice.
- Also, alongside indentifying works from the different eras they are introduced to, they will also be able to identify the process of evolvement or change in works over the passing years.
- The 'contemporary' section of the course will help the students broaden their perspective beyond JUST 'history of jewelry' towards their art-involving otherwise surroundings, which will only benefit them in more than one ways-developing a strong aesthetic sense being one.
- Tasks within this subject will be designed for them in a way that they can apply their newly gained knowledge into their contemporary practice and enjoy the stimulating outcome of the fusion.
- This entire course will enrich their aesthetic senses and solidify their historical knowledge which will make them better practitioners not only as jewelry 'makers' but also jewelry 'designers'.

Course Contents:

- The jewelry making of the Mughal era:
Detail and examples of predominant techniques:
 - Meenakari
 - Kundan
- Adornment art from nomadic culture of the Scythes
 - Metal art and jewelry of the Scythians
 - Techniques of the era: chasing, casting etc.
 - Influence on Greek art and jewelry
 - Comparison with Greek art and jewelry
- Bridal jewelry
 - Origins from the subcontinent
 - Influence of the 'Hindu' culture on ours and how our local culture has evolved out of it which has lead to till date have its evident mark on our jewelry and adornment styles.

- Contemporary section
The art of miniature painting
 - Its colors, technique, imagery and influences
 - Works of traditional era
 - Works of contemporary miniature painting prevalent today

Recommended Books/Helping Materials:

1. Ethnic Jewelry by John Mack.
2. Jewelry: from antiquity to present (world of art) by Clare Philips.
3. Bedazzled: 4500 years of jewelry by Sabine Albersmeier.

JCL-307 Jewelry Calculations-III 1 (1+0)

Course Objectives:

- Ability to convert trade related units in S.I units
- Knowledge of rules regarding the processing of precious metal alloy
- Ability to calculate allow values and components
- Ability to calculate simple alloys without attention to their colors
- Ability to perform calculation of work piece.

Course Contents:

- Definition of Dixeme, Micron, fine ounce, Carat, Grain, Conversion in S.I units
- Rules and regulation for terms and symbols
- Alloy units i.e. thousands, carat, and country specific units.
- Calculation of components
- Alloy weights
- Precious metals weight
- Weight of additions purity (precious metal percentage)
- Alloy with pure metals
- Up and down alloying with one binary (two components) alloy
- Und and down alloying with two (two components) alloys
- Calculation of original blank sheet length
- Calculation of length after unfolding
- Calculation of length before bending
- Length change of metal by temperature difference

Recommended Books/Helping Materials:

1. Calculations of Goldsmith (German Book).
2. Handout provided with lecture taking from different books and websites.

Course Objectives:

- The course will provide the students, an understanding of chemistry required to trade related theory Course and helps to reiterate, enlarge and consolidate the knowledge of the students about chemical and physical processes of jewelry artistry.
- Furthermore Students will be able to learn about the properties, application and special work processes of metallic, nonmetallic materials and auxiliary materials.

Course Contents:

- Revision of basic concepts of Chemistry in Gems & Jewelry
- Reactivity and reflectivity of metals
- Metals, Division of metals, Different types of Chemical reactions of Metals
- General Characteristics of Aluminum, Copper & Silver General Characteristics of Gold, Platinum & Palladium, Behavior of Metals in air and water

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brephol.
2. Handouts and Presentation slides.

CC-309 CAD/CAM (Matrix)**2 (1+1)****Course Objectives:**

- The students will learn the basic tools/commands of drawing 2D & 3D objects . They will also come to know the tools of drawing standard types of stone setting rings.

Course Contents:**Introduction to matrix 6.0 interface and CAD**

- Difference between Line, Circle & Polygon
- File Menu
- Edit Menu
- Curve Menu
- Surface Menu
- Solid Menu
- Gem Menu
- Making Prong setting Ring
- Making Bezel setting Ring
- Making Tension setting Ring
- Matrix toolbar and popup menu
- Design a simple Bengal
- Design ring using ring rail
- Working with material data base

- Design ring using tow rails having 01-karat diamond.
- Design a ring and render it with gold and platinum metallic shade
- Design a multi gem stone ring and display using different rendering techniques
- Design a ring , ear ring or bangle using cluster profile builder
- Design a pendent with beads and channel setting
- Design a bypass offset ring.

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.
2. CAD: A Guide to Good Practice.
3. Author: Harrison Eiteljorg, Kate Fernie, Jeremy Huggett.
4. Matrix 6.0 Manual.

Semester-VI

HCT-451 Hand Craft Techniques-IV 3 (1+2)

Course Objectives:

- Continued awareness through projects of findings like box catches and needle fastener.
- Knowledge and practice of various kinds of stone settings like bezel, prong, pave and channel through demos and jewelry projects.
- Skill for manufacturing objects with cluster setting of stones.
- Ability to compete a locket or box with lid and hinge according to design measurements.

Course Contents:

- Manufacturing of Findings: Box fastener, (Needle Fastener)
- Manufacturing of 4- and 6- Prong Settings
- Work project: Jewellery Piece with central stone and surrounding stones
- Manufacturing of Setting Tools and
- Setting practice
- Setting practice
- Work project:
- Jewellery Piece or Box with Joint or Lid
- (Locket or Box)
- optional: Work project: Collaboration with Fashion Design)
- Fashion Jewellery

Recommended Books/Helping Materials:

1. The Theory & Practice of Goldsmithing by Prof. Dr Erhard Brephol.
2. Handouts and Presentation slides.

Course Objectives:

- Students focus and integrate different aspects (technical layout and measurements to visualize the design, selection of the appropriate manufacturing technique, calculation of metal used etc, how to incorporate a stone appropriately according to its physical and chemical properties, economic viability of the design) jewelry methodically to create a complete, functional and viable product.

Course Contents:

- Jewel focused stylizing and ornamentation
- How to apply stylization with in jewelry
- Types of stylizations:
 - Simplification of the essential form
 - Ornamental decorative
 - Generalized form (a form packed with meaning)
 - Geometrical expression of a form
 - Rhythmic order
 - Free stylization
- Process of Stylization:
 - Observe and study the object thoroughly
 - Selection of the best essential and typical views and forms
 - Final arrangement and combination of the stylized elements
- 3D designing and forming
- Different categories in the jewel design business
 - Designer collection by jewel design companies
 - Independent Jewel designers/ artists
- Other jewel aspects
 - Combination jewelry
 - Set
 - Small series
 - Collectors' jewelry
- Design adapted to mass production
- Deepening of the work with symbols in the jewelry
 - Formal
 - Social
 - Cultural
 - Historical
 - Archetypical
 - Psychological aspect

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.
2. Sketchbooks.
3. Journals.

DRW-353 Drawing/Drafting IV**2 (1+1)****Course Objectives:**

- Students are able to use their drafting skills and use it in constructive free drawing.

Course Contents:

- One point perspective in jewelry
- 2 point perspective in jewelry
- Free hand constructive drawing of jewelry and its parts

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.

GEM-354 Gemology-II**3 (1+2)****Course Objectives:**

- Students learn and apply their knowledge to identify gemstones.
- Students integrate and apply their knowledge while going through the process of design and manufacturing a jewel piece. For e.g. using an appropriate stone for a certain kind of setting, or placing a stone in a certain way during the design/ planning process according to its hardness etc.

Course Contents:

- Gem materials and their classification
the gemologist and the microscope
inclusions:
- Their types, formation and description
- Beryl identification
corundum identification
- Chrysoberyl identification
- Diamond identification
Diamond
diamond types
Diamond treatments
Diamond stimulants
Synthetic diamond
- Opal identification
- Spinel identification
- Description of synthetic processes
- Imitation gemstones

Recommended Books/Helping Materials:

1. Gemstones (Dorling Kindersley hand Books).
2. Tropical gemstones of Philippines & South East Asia (Caroal Clark).
3. Gemstone Buying Guide (Renee Newman).

HCA-355 History of Culture & Art focused on Jewelry-IV

1 (1+0)

Course Objectives:

- Students will develop an insight into the history of jewelry making techniques of different eras and cultures.
- They would gain knowledge regarding the origins of the prevalent jewelry styles that exist in the modern world. This will enhance their ability to gain influence from earlier designs and apply them into their current practice.
- Also, alongside identifying works from the different eras they are introduced to, they will also be able to identify the process of evolution or change in works over the passing years.
- The 'contemporary' section of the course will help the students broaden their perspective beyond JUST 'history of jewelry' towards their art-involving otherwise surroundings, which will only benefit them in more than one ways-developing a strong aesthetic sense being one.
- Tasks within this subject will be designed for them in a way that they can apply their newly gained knowledge into their contemporary practice and enjoy the stimulating outcome of the fusion.
- This course will enrich their aesthetic senses and solidify their historical knowledge which will not only make them better practitioners as jewelry 'makers' but jewelry 'designers' as well.

Course Contents:

The 1800s- 1900s

- **Art Nouveau jewelry and art**
 - The origin of the movement
 - Influences from Celtic origins and others
 - Techniques
 - Works of French, British designers and differences of approach in both
- Works of Louis Comfort Tiffany
- Jewelry of René Lalique
- Establishment of Tiffany and Co.
- Working and works of Tiffany and Co.
- The German version of this movement known as "Jugendstil" and works made under it.
- The German jewelry industry between 1900 and 1930.
- Establishment of Wiener Werkstätte by Viennese artists and designers
- Works of designers of Sweden, Denmark, Finland and Norway including Danish silversmith, Georg Jensen
- Works of Charles Ashbee and establishment of the Guild of Handicraft

The 1900- 20s and 30s

- **Art deco jewelry and art**
 - Styles, patterns and influences in motifs and designs
 - techniques: goldsmith, glass jewelry, silver jewelry
- Works of Gérard Sandoz
- Jewelry designs of Raymond Templier
- Glass jewelry of Réne Lalique and Gabriel Argy Rousseau
- Other European and British Art Deco Jewelry designers
Costume jewelry of the 1920's, other breakthrough innovations
- Jewelry of Paul Poiret
- Jewelry of Coco channel
- America's role in the propagation
- The introduction of synthetic plastic as a jewelry making material
The traditional jewelry revival

The 1930s, 40s and 50s

Effects of the 2nd world war on arts and its benefits

- The development and influence of Bauhaus.
- Discovery of new plastics and their adoption in jewelry.
- Works of Cartier and other important jewelry houses
- The impact and experimentation of Cartier on the overall jewelry making of the era.
- Works of Bruno Martinazzi.
- The works, working and influence of Christian Dior.

The 1960s to present

The changes and experimentation in jewelry

- In depth study of famous brands: Cartier, Bulgari, Boucheron, Asprey and Tiffany
- The English 'artist-jewelry' of the 1960s
- Works of Andrew Grima
- Jean Schlumberger's contribution to Tiffany's and the 'artistry' of jewelry making
- The effects of prevailing 'abstract expressionist' movement on jewelry
- Works of American jewelry artists of the time
- Metal jewelry of the English like Gerda Flockinger and Patricia Tormey etc and the most famous and significant of the 60-70s' Stuart Devli
- Austrian innovation in jewelry
- Influence of Pop and Op art movements and works of jewelry designers within this period
- Asian and Indian influence in the 70s and 80s
- Current style and brands

Regional jewelry of Pakistan

- Jewelry from different regions of Pakistan to be studied in detail with reference to their techniques and material usage as well as origins.
- Documentation of the local art and jewelry to be conducted in the regions of:
 - a- Cholistan
 - b- Kailaash
 - c- Bahawalpur

Recommended Books/Helping Materials:

1. Ethnic Jewelry by John Mack.
2. Jewelry: from antiquity to present (world of art) by Clare Philips.
3. Bedazzled: 4500 years of jewelry by Sabine Albersmeier.
4. 700 years of jewelry by Hugh Tait.
5. A history of jewelry 1100-1870 by Joan evans.

JCL-356 Jewelry Calculations-IV

1 (1+0)

Course Objectives:

- Ability to perform calculation of the circle and combined geometric forms.
- Ability to calculate the mass and density of materials
- Calculations of materials consumption and material cost.

Course Contents:

- Calculation of circumference and surface of Circle, sector, segment, annulus circular rings, radians. Ratio to full circle, circle division, calculation of unfolding i.e. cube with frustum of pyramids, cylinder with frustum of cone.
- Physical properties and unit of Mass, density
- Relations between mass and gravity, mass density and volume
- Conversion of mass and density units
- Trade related question for calculations of mass and density
- Costing for bracelet, teapot, tray in silver, brooch, and cuff links in gold, wedding rings, and other rings in platinum, jewelry pieces with pearls or precious stones.

Recommended Books/Helping Materials:

1. Calculations of Goldsmith (German Book).
2. Handout provided with lecture taking from different books and websites.

Course Objectives:

6. The students will be able to design/draft 3D complex jewellery articles (Dome, Flat half Round) by learning advance tools of Matrix6.0.

Course Contents:

- Advance Curve Menu
- Advance Surface Menu
- Advance Solid Menu
- Transform Menu
- View Menu
- Advance Gem Menu
- Standard Gem shapes & cuts Library.
- Free form Menu
- Custom Menu
- Metal and Gem Weight
- Making Chanel setting Ring
- Making Bar setting Ring
- Making Pave setting Pendant
- Render Menu
- Making a CAM file
- Different types of CAM Machines.

Recommended Books/Helping Materials:

1. Handouts and Presentation slides.
2. Matrix 6.0 Advance Manual.
3. Fashion Computing: Design Techniques and CAD
4. Author: Sandra Burke.
5. Rapid prototyping: principles and applications.
6. Author: Chee Kai Chua, Kah Fai Leong & Chu Sing Lim.

Course Objectives:

- The Internship Program provides students to apply their knowledge and skills learnt in the class into a professional setting. It provides them opportunity to work with seasoned professionals and strengthen their skills and interpersonal relationship.
- It helps student to gain an insight of industry and confidence by experiencing industrial and professional environment.

Course Contents:

- Students are placed with jewelry industry during summer break where they work in industrial environment with professionals. Students submit a brief report of their internship and its learning

outcomes which is evaluated by respective Jewelry Design Faculty. Duration for internship can be 4-6 weeks.

Semester-VII

ENG-401 English (Dissertation Writing) 1 (1+0)

Course Objective:

- Learning how to write a dissertation

Course Contents:

- Importance and value of doing original work
- Ethics of research
- Types and sources of dissertations
- Presentation and layout of dissertation
- Process of research, types of citation and mechanics of style
- Following and applying the APA format
- Discussion and illustration of cover, title page and abstract.
- Detailed review: Writing of introduction
- Literature review
- Research methodology with examples
- How are results and findings achieved?
- How to reach conclusions? Constant connection with original work emphasized
- References, bibliography according to the APA format
- Appendices to be worked in detail
- Exercises on thinking analytically as well as synthesizing complicated information
- Presentations on various aspects of research
- Final presentations by students on their research

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

HPT-402 Handcraft & Production Techniques 3 (1+2)

Course Objectives:

- Focusing on exploring contemporary design and handcraft technique solutions.
- Experimenting with alternative materials in jewelry

Course Contents:

- Enameling
- Epoxy and resin filling in jewelry
- Using diverse techniques to mix two mediums together.

- Use of different Gold like alloys
- Use of different Silver like alloys
- Granulation technique and its modern use

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

JDS-403 Jewelry Design Studio-V 3 (1+2)

Course Objectives:

- Focusing on exploring contemporary design and handcraft technique solutions.
- Experimenting with alternative materials in jewelry

Course Contents:

All design projects / assignments will be carried out in conjunction with the techniques being covered in the handcraft techniques course in preparation for the thesis.

- Enameling
- Epoxy and resin filling in jewelry
- Using diverse techniques to mix two mediums together
- Use of different Gold like alloys
- Use of different Silver like alloys
- Granulation technique and its modern use.

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

DRW 404 Drawing- V 2 (1+1)

Course Objectives:

Course will aim to provide:

- Constructive free hand drawing
- Focusing on exploring new mediums for customer drawing.
- Developing signature style for rendering and sketching.

Course Contents:

- Constructive free hand drawing for the customers
- Exploration of different mediums and their application in customer drawing
- Developing a specific signature style for rendering and sketching i.e. using miniature paints and their application in own style.

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

GEM-405 Gemology-III**3 (1+2)****Course Objectives:**

- Building on gemstone identification study from the previous level
- Intensive lab practice in indentifying gemstones.

Course Contents:

- Introduction to gemology
- Introduction to grading & appraisal
- Conditions for colored stone grading
- Colour grading
- Clarity grading
cut & cut grading
- Carat weight
- Colour, clarity and cut grading of precious gems
- The gem business

Recommended Books/Helping Materials:

1. Gemstones (Dorling Kindersley hand Books).
2. Tropical gemstones of Philippines & South East Asia (Caroal Clark).
3. Gemstone Buying Guide (Renee Newman).

HCA-406 History of Culture & Art focused on Jewelry-V
1 (1+0)**Course Objectives:**

- The module aims to provide the insight of contemporary issues and new development in design research and methodology.

Course Contents:

- Lectures from different designers, architects, researchers, emerging artist, and economists
- Different topics are selected by the guest lecturer to analyze the current scenario.

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

MKT-407 Principles of Marketing-II **2 (2+0)****Course Objectives:**

- Students learn and understand the importance of marketing linked with jewelry products.

Course Contents:

- Marketing in controlled or slow economic growth
- Market segmentation, targeting and positioning

- 4 P's of Marketing
- Jewelry- a service business
- Pricing 4 P's
- Promotion Above the line 4P's
- Final Project
- Promotion- Below the line 4P's
- Placement and Jewelry/ Fashion Channels
- International Marketing
- Finance- Costs, Revenues and Profit
- Human Resource Development- People in Organizations
- Entrepreneurship- with special emphasis on local entrepreneurs
- Final project presentations

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

THE-408 Mini Thesis

2 (1+1)

Course Objectives:

The overall aim of this module is

- To give students an opportunity in their final year to experiment and explore
- To give students an opportunity to experiment with new materials or combinations
- To further develop techniques used already
- Students gain a greater understanding of handcraft techniques and processes and the economics of scale.
- To develop and explore contemporary techniques in design and manufacturing
- To explore Computer Drawing Packages, and their relationship to CNC and CAM

Course Contents:

- As this project is a path of investigation a scheme of work is inappropriate, however, a timeline is more applicable
- Assistance with brief writing
- Guidance on exploration/research
- Support for recording and analyzing exploration
- Design
- Development
- Analysis of materials/processes/outcomes
- Report/diary and presentation of outcomes with supporting portfolio work
- Professionalism
- Sketchbooks, models, presentation drawings, scale drawings

- Models, prototypes, working drawings, technical specifications, schedules of work
- Finished item suitable for sale or manufacture
- Financial costing ~ both estimated and actual, presentations ~ verbal, written, exhibition, reports

Each students will work on a mini thesis comprising of 4/5 jewelry pieces.

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

Semester VIII

ENG-450 English (Thesis/ Dissertation/Presentation)

2 (2+0)

Course Objectives:

- Students start planning and writing their Dissertation:
The dissertation is the culmination of the Historical and Contextual study modules. It is a sustained, independent research program leading to the development of a critical viewpoint centered on a subject chosen by the student.
- Students plan how to present their work

Course Contents:

Students are constantly (weekly) monitored and guided during the process of planning and writing their dissertation and presentations.

- Introduction to research brief
- Tutorial support from studio staff and 'History of Art' lecturers prior to and whilst students are writing their own research brief
- Support required in "How to Layout a Dissertation" acknowledgements, footnotes.
- Tutorial support during the writing stage i.e., brief, contents page, outline, 1st rough draft, second draft and final hand-in.

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

HPT-451 Handcraft & Production Techniques (Collection)

3 (1+2)

Course Objectives:

- The Course aims to provide understanding towards manufacturing aspect of final thesis.
- Students will able to understand and access all sort of materials and equipment practically, needed to fulfill the requirement of the thesis project.

- They will also be able to access time line in which project should be completed

Course Contents:

- Exploration of different mediums/ materials and their usages
- Project Management through study of medium/material and time line
- Models making in different materials to explore the possibilities

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

JDS-452 Jewelry Design Studio (Collection) 3 (1+2)

Course Objectives:

- The Course aims to provide understanding towards design and manufacturing aspect of final thesis.
- Students will able to understand and access all sort of materials and equipment practically, needed to fulfill the requirement of the thesis project.
- They will also be able to access time line in which project should be completed

Course Contents:

- Exploration of different mediums/ materials and their usages in design as well as for manufacturing
- Project Management through study of medium/material and time line
- Models making in different materials to explore the possibilities in design

Recommended Books/Helping Materials:

1. Lecture slides.
2. Handouts.

SCHEME OF STUDIES AND COURSE OUTLINE FOR BS (HONS.)/BDES. FURNITURE DESIGN & MANUFACTURE

AIMS AND OBJECTIVES:

The course is firmly based on contemporary design thinking and furniture manufacture and balances creativity with practicality. The program is written with the aim of forging strong links with the Pakistani furniture industry. During the course students develop a practical understanding of the materials and processes adopted by small and large furniture manufacturers. The course also develops independent and creative thinking through a series of increasingly complex design projects culminating in an exhibition of students' work.

PROGRAMME INTRODUCTION:

The Furniture Design and Manufacture programme is a full time course, four years in duration with a shared common first year, shared with the other design programs running within the faculty.

The main aim of the Foundation Year is to give the students a basic introduction to drawing and the design process. It is the prerequisite for advancement onto the specialized programs, of which Furniture Design and Manufacture is but one.

The general layout of the course reflects the transition from a skill based taught course in first year to an experimental exploratory approach in the second year with links to industry and the final year is where the student is more self led. The credit system and modular weightings also reflect this transition with the first year having short tightly controlled distinct modules and the final year having larger and broader modules. The course finishes with a final major project which should represent the culmination of the preceding modules.

The overall aim of year three is to give students an opportunity to exercise maturing design skills, building upon the previous years' work, in particular working on a live design brief. The Brief will hopefully be written in conjunction with a local furniture manufacturer or retailer, or be chosen from the live briefs available in the international design arena. Close liaison with local industry is essential in developing the course and maintaining its relevance.

The final year will see further links with industry through the nature of projects, however, particular emphasis is placed on the individual

directions the students wish to pursue, therefore it is focused on developing progression routes – a) self employed with own workshop/studio, b) freelance work, c) employment within a company, d) education and progression onto Graduate Program.

RATIONALE:

The Furniture Industry:

Pakistan's Furniture Industry is one of the most important sectors and plays a vital role in economic development of the country. Pakistani furniture manufacturers export their products to many parts of the world and bring home large some of foreign exchange. Furniture from Chiniot and Gujrat is known for its novelty and quality in the world. Furniture industry of Pakistan has the potential to become a leading supplier in the global market of around \$25 billions. To achieve this goal this industry has to undergo revolutionary changes in design and manufacturing process and to adopt latest technology instead of traditional methods in order to meet the requirements of fast changing world and demands of consumer.

The Programme:

Keeping this in mind Pakistan Institute of Fashion and Design has launched a Four Year Graduation Programme in Furniture Design & Manufacture. This program aims to help Pakistan Furniture Industry in adopting latest technology and innovative product ideas. Furniture Design & Manufacture Program aims to prepare its student to lead the industry to capture global market through excellence in innovation and quality. The Curriculum for The Programme is designed to address not only the needs of local furniture industry but also international industry thus this program is comparable to any institution of the world in academic quality.

The Curriculum:

Curriculum for this programme focuses on three major core concepts

- Awareness
- Innovation
- Skill

Awareness:

To prosper in the global competitive market, it is necessary to understand not only the market strategies but also market trends, functionality, importance and the exceptional qualities of Pakistani furniture as well as latest techniques and technologies. Curriculum for Furniture Design and Manufacture combines theory with practice to enable student to grasp information and to create awareness of global market demands. Curriculum offer courses like Marketing, Communication, History and Contextual Studies, Business Planning and Presentation Skills. These courses are Research Oriented and designed to meet international academic standards.

Innovation:

World is changing every moment and global market demands innovative products to satisfy consumers' desires. Curriculum of Furniture Design and Manufacture helps students to explore their innovative ideas and enable them to translate their ideas into reality. Courses like Design & Make, Design Research and Experimentation Project enable student to understand the process of concept development and identify problems and their solutions. These courses involve students in both creative and scientific research methodologies and investigate and critically analyze key issues in design, innovation and practicality.

Skill:

Curriculum of Furniture Design & Manufacture does not only provide help in innovative/experimental process but it balance innovation with skills and hand on practice that will help students to bring their ideas into reality. Skill based course enable students to experience and master techniques and technologies available for furniture manufacture. Students learn necessary woodwork and metal work techniques, safe and efficient use of machines, materials and process available for furniture manufacture.

A Rational Approach:

Curriculum for Furniture Design & Manufacture is a dynamic curriculum and is designed to prepare students for international market. It meets the highest academic standard and analytical research is an integral part of all course components. Students go through research from business strategies to market trends, from concept development to final product and from traditional materials to latest technology. A rational approach is developed among students to understand key issues and market demands thus enable them to evolve into leaders in their field. Furniture Design & Manufacture expects its students to excel both conceptually and technically and to guide Pakistani Furniture Industry grow stronger in all aspects.

Deputy Course Coordinator:

Department of Furniture Design & Manufacture.

BS (Hons.)/BDes. Furniture Design and Manufacture 4-Years Undergraduate Programme

Layout:

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. hours		30-33 Credit hours	
Subject	Cr. hrs.	Subject	Cr. hrs.	Subject	Cr. Hrs.
English-I & II	4	Materials Exploration-I & II	6	Materials & Models Shaping-I & II	3
English-III & IV (Academic)	4	AutoCAD-I & II	6	Design History & Theory-I & II	5
English (Technical)	2	Business Studies	2	History of Art & Culture-I & II	3
English (Dissertation Writing)	2	Basic Drawing-I & II	6	Model Making	2
Pakistan Studies	2	Drawing (Rendering)	2	History of Furniture I & II	2
Islamiat	2			Design Process	2
Mathematics-I	3			Wood Machining	4
Mathematics-II (Business + Proportions & Aesthetics)	3			Finishing & Polishing	3
Digital Communication	3			Technical Drawing-I & II	2
					4
	25		22		31

Major Courses including Research Project/Internship		Elective Courses within the Major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. hrs.	Subject	Cr. hrs.
Cabinet Making	3	Upholstery	3
Proportions & Aesthetics	2	Technology (Timber, Timber Based Products and Glass)	3
Design & Make-I,II & III	9	Batch Production	
Internship	2	AutoCAD-III	3
Business Plan	2		3
Professional Practice	4		
Major Negotiated Project	6		
Experimentation Project	3		
Thesis/Dissertation	4		
Furniture Manufacture	6		
	41		12

Total Program Credit Hours: 131

SCHEME OF STUDIES FOR 4-YEAR FASHION DESIGN

SEMESTER-I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I + Project Management	4(2+2)

Total Credits: 17

SEMESTER-II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamic Studies (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematic-I (Geometry and Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)

Total Credits: 17

(Deficiency Courses e.g. Physics/Chemistry, Creative Skills and Ecological Studies shall be offered in Semester One and Two, if needed.)

SEMESTER-III

Course Code	Course Title	Credit Hours
ENG-201	English-III (Academic Writing-I)	2(2+0)
HOF-202	History of Furniture-I	2(2+0)
CMT-203	Cabinet Making (Basic Wood Manufacturing Techniques)	3(1+2)
TDC-204	Technical Drawing & Construction-I	2(0+2)
DEP-205	Design Process	3(1+2)
DRW-206	Drawing	2(0+2)
TEC-207	Technology (Timber, Timber Based Products & Glass)	<u>3(1+2)</u>

Total Credits: 17

SEMESTER-IV

Course Code	Course Title	Credit Hours
HOF-211	History of Furniture-II	2(2+0)
DAM-212	Design & Make-I	3(1+2)
WOM-213	Wood Machining	3(1+2)
TDC-214	Technical Drawing & Construction-II	2(0+2)
MDM-215	Model Making	2(0+2)
PRA-216	Proportion & Aesthetics	3(1+2)
FAP-217	Finishes & Polishes	<u>2(0+2)</u>
Total Credits:		17

SEMESTER-V

Course Code	Course Title	Credit Hours
DAM-301	Design & Make-II (Seating)	3(1+2)
CAD-302	AutoCAD and Computer aided Design-I	3(1+2)
UPH-303	Upholstery	3(1+2)
BAP-304	Batch Production	3(1+2)
BUS-305	Business Math	2(2+0)
MTE-306	Materials Exploration-I (Metals & Composites)	<u>3(1+2)</u>
Total Credits:		17

SEMESTER-VI

Course Code	Course Title	Credit Hours
ENG-311	English-IV (Academic Writing-II)	2(2+0)
DAM-312	Design & Make-III (Live Commission/ Competition)	3(1+2)
MTE-313	Materials Exploration-II (Resins & Stones)	3(1+2)
CAD-314	AutoCAD & Computer Aided Design-II	3(0+2)
BUS-315	Business Studies (Marketing)	2(2+0)
INT-316	Internship	<u>2(0+2)</u>
Total Credits:		15

SEMESTER-VII

Course Code	Course Title	Credit Hours
ENG-401	English-V (Technical Writing)	2(2+0)
CAD-402	AutoCAD & Computer Aided Design-III	3(1+2)
BUS-403	Business Plan	2(2+0)
EXP-404	Experimentation Project	3(0+3)
MNP-405	Major Negotiated Project	<u>6(2+4)</u>
Total Credits:		16

SEMESTER–VIII

Course Code	Course Title	Credit Hours
ENG-411	English (Dissertation Writing)	2(2+0)
THP-412	Thesis/Dissertation Project	4(4+0)
PPP-413	Professional Practice (Portfolio)	4(0+4)
FMP-414	Furniture Manufacturing & Production Project	<u>6(2+4)</u>
Total Credits:		16

Total Programme Credit Hours: 131

DETAIL OF COURSES

Semester-I

ENG-101	English-I (Compulsory) ANNEXURE – ‘A’	2 (2+0)
PKST-102	Pak Studies-I (Compulsory) ANNEXURE ‘B’	2 (2+0)
DRW-103	Basic Drawing-I	3 (1+2)

Course Objectives:

- Understand the purpose of drawing, to illustrate thinking process and ideas.
- Distinguish different types of lines and its characteristics.
- To achieve various angles in different shapes in freehand drawing.
- Familiarization with different conventional and unconventional tools.
- Discuss and critic on the work.
- Develop work ethics and respect for the fellows.

Course Content:

- Introduction to drawing tools
- Introduction of different lines (curve, straight, zigzag)
- Basic Geometric shapes
- Introduction and exploration of cube (cuboids)
- Section of cubes. (Gadget making)
- Cylindrical forms with the variation of ellipses (outlines with changing fitness's)
- Perspectives. (Combination of cuboids, cylinders, steps, diagonal holes)
- Exam.

Recommended Books/Helping Material:

- The Art of Drawing by Giovanni Civardi
- Master drawing By Tatiana Ilatovskaya
- Drawing Foundation Course By Paul Thomas and Anita Taylor
- Drawing Techniques by Giovanni Civardi
- Drawing Techniques by Eugene Felder and Emmett Elvin
- Sketching by John Hamilton and John Marsh
- Leonardo Di Vinci Drawings
- Hand outs
- Students notes.
- Gadget slide show from Mr. Lenschow

DHT-104	Design History & Theory-I	1(1+0)
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Course Objectives:

Design History and Theory informs student about History of design, its origin, how it emerged as a profession, its process and helps analyze a design, its systems while understanding the demands of a market/target group.

Course Content:

First Half: 7 weeks:

- Overview of Design History- its origin.
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks:

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

- Design History and History of design by John A.Walker
- Design for Real World by Victor Papanek
- Design in Context by Penny Sparke
- Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

CS-105 Digital Communication-I

1(0+1)

Course Objectives:

Information\Knowledge Goals:

Through this outline students shall:

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\Experience Goals:

In this course students shall:

- Explore typography to the most specially focusing on the usage of an appropriate type face.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object-oriented or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content

Software/ Graphic Design Systems:

Students will learn to use the following software/graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

- Scope of digital communication
- Basics of Microsoft word 2007
- Introduction to typography
- History and evolution of typography
- Modern typography and its possibilities
- Communication through typeface
- Visual communication through signs and symbols
- Visual communication through signs and symbols with text
- Introduction to divisions and layouts
- Introduction to logo design
- Iconic logo design
- Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport)
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson)
3. Global Graphics: Color by L.K. Perterson (Rockport)
4. Design Basics by Joyce Rutter Kaye (Rockport)
5. The best of letterhead and logo design No.1 (Rockport)
6. What is Graphic Design? By Quentin Newark (Rotovision)
7. Los Logos bu Ronald Muller
8. World Graphic Design by Geoffrey Caban (Merrell)
9. Editorial design by Yolanda Zappaterra (Portfolio)
10. Design for Interaction by Lisa Baggerman (Rockport)

HAC-106 History of Art & Culture-I 1(1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.

- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students shall:

- Work in a team
- Organize a project with time management
- Justify their work
- Evaluate their performance and of their peers.
- Present their work Develop work ethics with tolerant attitude towards peers

Course Content:

1. (a) Introduction to Line
(b) Introduction to Line as one of the primary shaping element (c) To create an effect through line its features and qualities
2. (a) Line Communicate meaning
3. (a) Division
(b) Different types of division
(c) Division of the given formats
4. (a) Points of Emphasis through division
(b) Focal point and division
5. (a) Proportion
(b) Concept of scale and dimension.
- 6 & 7. (a) *Introduction to signs*
- 8 & 9. (a) Types of Signs and their Effects
10. (a) Exercise on Signs (Index, Symbols and Icons)
- 11 & 12. (a) How to Use Shaping elements to develop street Sheets
- 14-16 (a) Exam week

Recommended Books/Helping Material:

- The Elements of Design by Noel Riley
- Design for Interaction by Lisa Baggerman
- Design Basics by David A. Laver and Stephen Pentak
- Global Graphic Color by L. K . Peterson
- Design for the Real world by Victor Papanek
- Internet
- Library visits

SEMESTER - II

ENG-151	English-II (Compulsory) ANNEXURE - A	2 (2+0)
ISL-152	Islamiat (Compulsory) ANNEXURE – ‘C’	2 (2+0)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.
- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.
- Assembling of two objects.
- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:**First half: 8 weeks:**

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks:

Design history continued from Art Nouvaeu/Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- Identifying, defining and reflecting on the problem
- Research
- Concept Development
- Scenario Development
- Sketches
- Realizing/ Implementation
- Documentation

2. Poster Design

3. Magazine Ad

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L. K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II

1 (1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.

- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

1. Renaissance period
 - (a) High renaissance
2. Art of the late 18th to the mid 19th century
 - (i) Baroque
 - (j) Rococo
 - (k) Neo-Classicism
 - (l) Romanticism
3. The rise of Modernism: art of the later 19th century
 - (g) Realism
 - (h) Impressionism
 - (i) Post Impressionism
4. Modern art: art of the early 20th century
 - (i) Expressionism
 - (j) Fauvism
 - (k) Cubism
 - (l) Surrealism
5. Post-Modern art
 - (e) Abstract Expressionism
 - (f) Pop Art
6. Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-157 Mathematic-I (Geometry & Drafting) 3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).

- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using compass)
- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with compass/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects.

Recommended Books/Helping Material:

Books:

- Geometrical Drawing for art students by I. H.MORRIS
- The Alhambra by Antonio Fernandez-Puertas
- Geometrics by Wolfgang H. Hageney

Material: T-square, set-square, compass, clutch pencils, drafting board etc.

SHP-158 Shaping-II

2 (1+1)

Course Objectives:

Knowledge /Learning goals:

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students shall:

- Attain an appropriate level of skill in the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students:

- Work in a team

- Organize a project with time management
- Present and justify their work.
- Evaluate their performance and of their peers.
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Week	Topics
1	Introductions to Colors
2	Essences of Colors (Light Colors and Pigment Colors)
3-5	Appearance of Pigment Colors
6-8	Color Organization
9-10	Color Effects (Single and Compiled Colors)
11-15	Arrangements by Shaping elements and their Effects (Contrast, arrangements)
16	Submission of the Exam Project

Recommended Books/Helping Material:

- The Elements of Design by: Neol Riley
- Design for Interaction by: Lisa Baggerman
- Color Harmony Layout by: Rockport Publishers.
- Color Art and Science by: Trevor Lamb
- Color by: David Hornung
- Design for the Real World
- Internet
- Library visits

Semester-III

ENG-201 English-III (Academic Writing-I)

2 (2+0)

Course Objectives:

Objective of this course is to train the students in creating a series of written documents which demonstrate critical reading, a clear thesis supported by evidence, sound and varied sentence structure, the logical progression and completeness of the paragraph, the composition of multiple-paragraph essays, and abidance of the conventions of grammar. This course aims on developing objective thinking and writing and it enable students to document and format documents according to APA.

Course Contents:

- Persuasive writing
- Development of effective and apt vocabulary
- Thesis generation
- Mini-grammar lessons

Recommended Books/Helping Material:

1. APA Manual, 6th Edition.
2. Dixon, Wheeler W. Gwendolyn Audrey Foster. (2008). A Short History of Film. Rutgers University Press.
3. Pramaggiare, Maria, and Tom Walks. (2005). Film: A Critical Introduction. Allyn & Bacon.
4. Rosa, Alfred, and Paul Eschholz, eds. (1989). Models for Writers. St. Martin's Press.
5. <http://owl.english.purdue.edu/>
Relevant handouts given by the teacher, which will constitute a reading package.

HoF-202 History of Furniture-I

2 (2+0)

Course Objectives:

The aim of this module is to introduce students to the history of furniture, mainly concentrating on the 20th century and the major design movements that have had a profound influence on the world around us. The aim of this module is to give students context to where we are today in terms of design and how technological, environmental, economic and political issues influence the industry.

Course Contents:

- Classicism
- Romanticism
- Modernism
- Postmodernism
- Research essay

Recommended Books/Helping Material:

1. Baudrillard, J., The System of Objects, Verso, London, 1996.
2. Bayley, s., Taste, Faber, London, 1991.
3. Forty, A., Objects of Desire, Thames & Hudson, London, 1996.
4. Papanek, V., The Green Imperative, Thames & Hudson, London, 1995.
5. Walker, J., Design History & the History of Design, Pluto, London, 1989. C18th./C19th.
6. Ackerman, J., The Villa: Form & Ideology of Country Houses, Thames & Hudson, London, 1990.
7. Ames, K., Death in the Dining Room, Temple University Press, Philadelphia, 1992.
8. Gere, C., & Whiteway, M., Nineteenth Century Design, Weidenfeld, London, 1993.
9. Irwin, D., Neo-Classicism, Phaidon, Oxford, 1993.
10. White, E., (ed.), Pictorial Dictionary Of C18th. Furniture Design, Antique Collectors Club, London, 1990.
11. Abercrombie, S., A Century of Interior Design 1900-2000, Rizzoli, New York, 2003.

12. Banham, R., Theory & Design in the First Machine Age, Architectural Press, London, 1996.
13. Le Corbusier, Towards a New Architecture (orig. 1923), Architectural Press, London, 1996.
14. Droste, M., Bauhaus 1919 – 1933, Taschen, Cologne, 1998.
15. Harrod, T., The Crafts in Britain in the C20th., Yale, London, 1999.
16. Jencks, C., Postmodernism, Academy, London, 1993.
17. Radice, B., Memphis: The New International Style, Thames & Hudson, London, 1981.
18. Venturi, R., Complexity & Contradiction in Architecture, MOMA, New York, 1966. C21st.
19. Ramakers, R., Less + More: Droog Design in Context, 010, Rotterdam, 2002.
20. Williams, G., Furniture Machine: Furniture Design Since 1990, V&A, London, 2006.

CMT-203 Cabinet Making (Basic Hand Tool Techniques) 3 (1+2)

Course Objectives:

The aim of this module is to introduce students to basic wood manufacturing skills and to understand the theory and practice of hand tools and to demonstrate safe use of tools. It helps students understand the theory, practice and application of basic joints used in traditional furniture construction. It aims to understand the importance of wood selection according to its movement behavior in different cases of joints and use.

Through practical and theoretical input this module will produce individuals capable of constructing basic cabinetry pieces and having the foundation knowledge to progress further within this discipline.

Students will also develop the skills to be able to make artifacts from and to be able to analyze the information contained in working drawings.

Course Contents:

- Tool Technology
- Joint cutting exercises
- Frame

Recommended Books/Helping Material:

1. Jackson, A. & Day, D.; Collins Complete Woodworking Manual.
2. Joyce, E., & Alan Peters, A.; The Techniques of Furniture Making.
3. Ingham, R.; Cutting-edge Cabinetmaking.

TDC-204 Technical Drawing & Construction-I 2 (0+2)

Course Objectives:

The aim of this module is for the students to gain knowledge of the techniques and international conventions of technical drawing. Running

alongside the graphical format will be the theory of construction techniques. This course gives an understanding of how technical drawings (working drawings) are used in a manufacturing context. It also gives an understanding of geometric construction, orthographic, isometric and diametric projections.

Course Contents:

- Introduction to the course
Equipment and Basic Procedures
- Lettering form and technique
- Drafting Geometry
- Dimensioning
- Orthographic Drawings
- Sectional Drawings
- Pictorial Drawings

DEP-205 Design Process

3 (1+2)

Course Objective:

The aim of this module is to enable students to articulate their ideas, resolve aesthetic issues and communicate designs through a variety of media. This course introduces students to the design process and in particular to the role research has to play in encouraging original and innovative thinking. It enables students to understand and apply research methodology; reaching a final idea, concept or product through a logical path of research.

Course Contents:

- Introduction of Design
- Research Methodology
- Principles of Design (Introduction of Balance, Proportion, Space & Form, Rhythm, Harmony)
- Elements of Design (Introduction of Line, Colour, Texture etc)
- Furniture Components (Generic Furniture groups)
- Colour Psychology

Recommended Books/Helping Material:

1. Papanik, Victor. Design for the Real World
2. Time Saving Standards (Architectural & Interior Digest Joseph De Chiara, Julius Panero, Martin Zelnik)
3. ColourIn Interior
4. Furniture Design (By Jim Postell)
5. Sourcebook of Scandinavian Furniture: Designs for the 21st Century by Judith Gura
6. Ching, Francis D. K.; Architecture: Form, Space and Order

DRW-206 Drawing (Rendering)

2 (0+2)

Course Objectives:

The aim of this module is to further expand Drawing Skills and knowledge through understanding of basic principles of structure, form, volume, space, planes and lines. This module enables students to communicate their concepts through variety of drawing Media and to utilize drawing as tool for concept development and effective presentation.

Course Contents:

- Free Hand Drawing focused on Product in general and Furniture in particular
- Light and Perspective
- Rendering Techniques
- Media Exploration

Recommended Books/Helping Material:

Ching, Francis D. K.; Design Drawing

TEC-207 Technology (Timber, Timber Based Products & Glass)

3 (1+2)

Course Objectives:

The aim of this module is for students to gain a fundamental knowledge, both technical and scientific, of timber and timber based products. This course enables confidence in specifying materials and processes and to enable students to differentiate between hardwoods and softwoods, and understand the working properties of the basic selection of timbers available today. It also focuses on an understanding of the environmental implications of utilizing timber and timber based products. This module also introduces students to various techniques of working with glass.

Course Contents:

- Introduction to Timber
- Species of Timber
- Uses of Timber
- Behavior of Timber
- Timber Storage
- Wood Pests
- Introduction to Glass
- Glass Cutting and polishing techniques.

Semester-IV

HOF-211 History of Furniture-II

2 (2+0)

Course Objective:

The aim of the third year historical and contextual program is to concentrate on contemporary practice. Students should be guided in the process of self-scrutiny and criticism, discussing their work in the broader contexts of society and with knowledge of current practitioners.

Course Contents:

Project One: 3000 word essay, illustrated and fully annotated, with an account of sources, Project Two: 10 minute presentation of a research topic set by the tutors with a subject matter based on contemporary design issues.

Recommended Books/Helping Material:

1. Ramakers, R., Less + More :Droog Design in Context, 010, Rotterdam, 2002.
2. Springer, P, Ads to Icons, Kogan Page, London, 2007.
3. Williams, G., Furniture Machine: Furniture Design Since 1990, V&A, London, 2006.
4. Key Websites.
5. Arts Council England www.artscouncil.org.uk.
6. Victoria & Albert Museum www.vam.ac.uk.
7. Museum of Domestic Design & Architecture [MoDA] www.moda.mdx.ac.uk

DAM-212 Design & Make-I

3 (1+2)

Course Objectives:

This is the first project where the student works systematically through a design brief, from research, creative application of research, design, development and construction.

This project is aimed at pushing boundaries and is primarily concerned with the application of visual research to gaining creative and visual starting points.

The aim of this project is to give the students a template for tackling design briefs and as such will enable students to tackle increasingly complex design tasks with confidence.

Course Contents:

- Creative research
- Drawings and Sculptures based on research
- A piece of furniture to exhibition standards
- Report/log book recording the constructional

Recommended Books/Helping Material:

1. Stem, S.; Designing Furniture.

2. Ingham, R.; Cutting-edge Cabinetmaking.
3. Makepeace, J. & Dudgeon, P; The Art of Making Furniture.
4. Makepeace, J.; Makepeace: Spirit of Adventure in Craft & Design.
5. Makepeace, J.; The Woodwork Book.

WOM-213 Wood Machining

3 (1+2)

Course Objective:

The aim of this module is to introduce the theory and practice of timber conversion and preparation through the safe use of woodworking machinery and to demonstrate the theory and practice of wood machine set up, maintenance and basic tooling. This course introduces students to the theory and practice of workshop safety relevant to wood machinery and theory and practice of machine-cut jointing techniques, profiling and shaping processes used in production and basic jigs and machining aids.

Course Contents:

- Radial Arm Saw
- Circuit saw
- Band Saw
- Panel Saw
- Moulding machine
- Surface Planer
- Thicknesser
- Edge Sander with Bobbin
- Pillar Drill
- Lathe
- Routers: Small hand tool version and machine
- Spindle Moulder
- Mortiser
- Jig making for repetitive processes

Recommended Books/Helping Material:

1. Voisey, O.; Wood Machining: A Complete Guide to Effective and Safe Working Practices.
2. Rudkin, N.: Machine Woodworking.

TDC-214 Technical Drawing & Construction-II

2 (0+2)

Course Objectives:

The aim of this module is to develop advanced skills to produce full size working drawings the roles a 'working drawing' plays in realizing a design. This course introduce to the roles an 'orthographic drawing' of a design is used to produce scale models. It enables students to understand how working drawings, when combined with cutting lists and

schedules of work, are used to calculate costs and assist in understanding the manufacturing processes.

Course Contents:

- Rods
- Ink Working Drawing
- Cutting Lists & Costing

Recommended Books/Helping Material:

1. British Standards ~ BS 308, BS 8888.
2. European Standards ~ ISO.

MDM-215 Model Making

2 (0+2)

Course Objective:

Making Models and mock-ups is an effective method for concept representation, experimentation, visualization and communication during the design and development process. Model Making course helps student to understand basic techniques of manufacturing and test the practicality of their proposed design solution. The aim of this module is to familiarize students with different Model and Working Prototype Making Techniques and to develop understanding of Form, Structure, Volume and space through the use of basic Model Making Materials for the construction of 3D structure. This course aims to enable students to understand the importance of scale in Design and to test the practicality and possibility of product before manufacturing actual product.

Course Contents:

Learning various Model Making Techniques using variety of material as

- Ivory Card
- Box Board
- Styrofoam
- Rubber
- Blue Foam
- Balsa Wood
- MDF/Wood
- Acrylic
- Foil
- Veneer
- Wires
- Dough
- Reed

Course Objectives:

The aim of this module is to introduce students to various systems of proportion, to learn their origin, their usage, and their profound ability to control space and materials to harmonious effect. In particular, this Module gives students an insight into a controlled and logical approach to creativity.

This Module concentrates on a variety of systems - Golden Section, Fibonacci Series, Root Systems, the Modular System developed by the Swiss architect Le Corbusier and the Japanese system Ken.

This Module aims that each system shall be learnt and understood by the students in order to open up the possibility of proportional systems being used to create furniture designs on the course.

Course Contents:

- Introduction of Proportion
- Proportion and Design
- Golden section
- Fibonacci Series
- Root System
- Modular System (Swiss architect Le Corbusier and Japanese system Ken)
- Style, theme and desirable effect

Recommended Books/Helping Material:

1. Ching, Francis D. K.; Architecture: Form, Space and Order.
2. Padovan, R.: Proportion: Science, Philosophy and Architecture.
3. Elam, K.; Geometry of Design: Studies in Proportion and Composition.
Huntley, H. E.; The Divine Proportion.
4. Ratio, Proportion, and Percent (Mathematical Mind).

Course Objective:

Aim of this module is to introduce students to various surface finishing and polishing techniques. Students will learn how to prepare the surface for finishing and how to polish it using various materials and processes.

Course Contents:

- Planing, scraping and sanding
- Filling, staining and bleaching
- Fading, graining and distressing
- Polishing and filling grain
- Gilding
- Lacquering
- Enameling

- French Polish
- Shellac/Wax Polish
- Oil Finishing

Recommended Books/Helping Material:

<http://www.craftsman-style.info/finishing/>

DAM-301 Design & Make-II (Seating)

3 (1+2)

Course Objectives:

The aim of this module is to build upon the skills learnt in the second year by introducing students to the area of chair/seating design. It focuses on gaining an understanding of ergonomics and the human scale. It also further develops technical drawing skills by introducing working drawings, rods and templates specifically related to chair construction.

Course Contents:

- Research
- Ergonomics and the human scale
- Client/market
- Intended interior/s
- Creative
- Structures
- Construction methods
- Models, prototypes, working drawings,
- Technical specifications

Recommended Books/Helping Material:

1. Henry Dreyfuss Associates, Tilley, A. R.: The Measure of Man and Woman: Human Factors in Design.
2. Fiell, C., Fiell, P.; 1000 Chairs (Klotz).
3. Baudrillard, J., The System of Objects, Verso, London, 1996.
4. Bayley, s., Taste, Faber, London, 1991.
5. Forty, A., Objects of Desire, Thames & Hudson, London, 1996.
6. Papanek, V., The Green Imperative, Thames & Hudson, London, 1995.
7. Walker, J., Design History & the History of Design, Pluto, London, 1989.

Semester-V

CAD-302 AutoCAD and Computer Aided Design-I 3 (1+2)

Course Objective:

The aim of this module is to build upon the Technical Drawing and Construction module in 2nd Year by introducing technical drawing on the computer. CAD will be taught not as a replacement of the pencil or pen but as another drawing tool to be used where appropriate.

Course Contents:

- Introduction to the screen layout
- Opening and saving drawings
- Basic commands
- Specifying co-ordinates; relative and absolute
- Setting up a drawing
- Drawing simple lines
- Curves and points
- Editing your drawing with basic tools
- Layers; colours, line types, line weights
- Text
- Dimensioning
- Plotting

Recommended Books/Helping Material:

1. Finkelstein, E.; AutoCAD 2010 Bible.
2. www.cadtutor.net/tutorials.
3. BS 308, BS 8888.
4. ISO.

UPH-303 Upholstery 3 (1+2)

Course Objectives:

The aim of this module is to introduce the theory and practice of both traditional and contemporary upholstery techniques and to demonstrate the theory and practice of hand tool and machinery techniques, how to set up and maintenance equipment. It introduces students to the theory and practice of workshop safety relevant to upholstery and machines and equipment used in upholstery.

Course Contents:

- Tools and equipment ~ hand and power
- Materials
- Fabrics and Covers
- Seat pad – modern
- Drop-in-seat – traditional
- Seat pad with compound curves
- Button work – deep and float buttoning

- Box cushion cover with piping and zip

Recommended Books/Helping Material:

1. James, D.; Upholstery a Complete Course.
2. James, D.; Upholstery: A Beginners Guide.

BAP-304 Batch Production

3 (1+2)

Course Objective:

This module has two functions, firstly to introduce the students to the Area of Designing for Quantity (Batch) Production, and secondly to make the student aware of the financial implication and business opportunities and constraints made available by this method of manufacture. This course enhances the student's knowledge of production techniques specific to a small manufacturing unit.

Course Contents:

Research

Sketches, Maquettes, Sculptures, Models, Renderings, Scale Drawings, Joint Mock-Ups

Models, Prototypes, Working Drawings, Technical Specifications, Cutting List, Schedules of Work, Jigs, Production Processes

Recommended Books/Helping Material:

1. Vyzoviti, Sophia; Folding Architecture: Spatial, Structural and Organizational Diagrams.
2. Vyzoviti, Sofia; Super surfaces: Folding as a Form of Generation Method in Architecture. Ching, Francis D. K; Architecture: Form, Space and Order.
3. <http://www.robertinghamdesigns.com/gallery/fineboxes.html>.
4. http://www.future-systems.com/design/design_21.html.
5. <http://www.susanbradley.co.uk/frameset.html>.
6. <http://www.mooui.com/>.
7. <http://normann-copenhagen.com/>.
8. <http://www.artek.fi/en/products.html?C=9>.

BUS-305 Business Math

2 (2+0)

Course Objective:

The aim of this module is to introduce students to basic business calculations, business models and business identities.

To gain an understanding of the basic financial elements of running a business; overhead recovery rates, costing a project and preparing quotations

Course Contents:

- Mathematical Preliminaries
- The straight line and applications
- Simultaneous equations

- Financial Mathematics
- Business Costings
- Functions of several variables
- Matrics
- Fixed Costs
- Variable Costs
- How to calculate material costs ~ link with Technical Drawing Module
- Labour Costs
- Trade & retail prices, differences between commission – small batch - volume
- Break even points in production runs
- Amortising Costs

Recommended Books/Helping Material:

1. The Design Trust Business Start-up Guide.
2. Werner, W.; Costing in Furniture.
3. Nourin, G.; Managerial Accounting.

MTE-306 Materials Exploration-I (Metals & Composites) 3 (1+2)

Course Objective:

The aim of this module is to introduce the theory and practice of both traditional and contemporary metalworking techniques and hand tool and machine techniques, set up, maintenance and basic tooling.

Course Contents:

- Introduction
- Workshop & Materials
- Health & Safety in the workplace
- Marking out,
- Cutting,
- Cold and hot bending, use of formers in the bending process,
- Folding
- Rolling
- Forming
- Introduction to jointing methods
- Welding: MIG welding, soft solder, easy flow
- Silver soldering
- Riveting ~ pop and hammered
- Threads
- Casting

Semester-VI

ENG-311 English-IV (Academic Writing-II)

2 (2+0)

Course Objective:

This course aims on honing the technical writing skills of the students and training the students in creating technical presentations. This course introduces students to research documentation in the form of technical reports. This course creates understanding of report writing as an important communication tool, serving a different purpose as compared to other forms of writing.

Course Contents:

- Types and purpose of technical communication.
- Report writing:
 - Types of reports
 - Research report
 - Book report
 - Investigative report
 - Informal lab report
 - Analytical report
 - Memo / letter report
 - Recommendation report
 - Formal long report
- Structure and content of reports.
- Layout of reports according to the APA style of writing.
- Ways of improving technical writing style.
- Oral presentation of a report.
- Resume writing.
- Interview skills.

Recommended Books/Helping Material:

1. *APA Manual*, 6th Edition.
2. Johnson-Sheehanl, Richard. (2004). *Technical Communication Today*. Longman.
3. Markel, Mike. (1996). *Technical Communication Essentials*. Martin's Press, Inc.
4. <http://owl.english.purdue.edu/>.
5. Relevant handouts given by the teacher, which will constitute a reading pack.

DAM-312 Design & Make-III (Live Commission/ Competition)

3 (1+2)

Course Objective:

The aim of this module is to give students an opportunity to exercise maturing design skills, building upon the previous years' work, by working on a live design brief. The Brief will hopefully be written in conjunction with a local furniture manufacturer or retailer, or be chosen

from the live briefs available in the international design arena. Close liaison with local industry is essential.

Course Contents:

- Research
- Design
- Development
- Outcome
- Final analysis

MTE-313 Materials Exploration-II (Resins & Stones) 3 (1+2)

Course Objective:

The aim of this module is to introduce the nature of various materials and possibilities of their usage in Furniture Manufacture and to familiarize students with techniques, tools and technologies to fabricate product and to convert substance into a utility object. This module helps students to understand physical properties and limitations of materials.

Course Contents:

Introduction, Processes, Tools and Techniques available for

- Ceramics
- Composites
- Plastics, Elastomers & Rubber Biopolymers
- Responsive/Smart Materials
- Semi Products
- Yarns & Textiles
- Fibres, Resins and Fiber Glass
- Natural and Artificial Stones
- Acrylic
- Recycling & Salvage
- Surface Treatment

Recommended Books/Helping Material:

<http://www.designinsite.dk/>

CAD-314 AutoCAD & Computer Aided Design-II 3 (1+2)

Course Objective:

The aim of this module is to develop working drawings and piece part drawings of students own work. This module aims to gain proficiency in the application of AutoCAD in the design realization process.

Course Contents:

- Drawing complex objects
- Drawing full size working drawings
- Auxiliary elevations
- Viewports

- Plotting and drawing templates
- Blocks
- Importing information from suppliers

Recommended Books/Helping Material:

1. Finkelstein, E., AutoCAD 2010 Bible
2. www.cadtutor.net/tutorials

BUS-315 Business Studies (Marketing) 2 (2+0)

Course Objective:

The aim of this module is to gain knowledge of business structures by now looking at the market for and marketing of furniture.

Course Contents:

- Markets for furniture and related products
- Analysis of Competition
- Methods of promotion & Research into how companies market themselves
- What are your competitors Unique Selling Points?
- What USP's have the students ie how are they going to set themselves apart
- Potential markets
- Copyright issues in Pakistan

Recommended Books/Helping Material:

1. de Bono, E.; Six Thinking Hats.
2. The Design Trust Business Start-up Guide.

INT-316 Internship 2 (0+2)

Course Objective:

The Internship Program provides students to apply their knowledge and skills learnt in the class into a professional setting. It provides them opportunity to work with seasoned professionals and strengthen their skills and interpersonal relationship. This module helps student to gain an insight of industry and confidence by experiencing industrial and professional environment.

Course Content:

- Students are placed with furniture industry during summer break where they work in industrial environment with professionals. Students submit a brief report of their internship and its learning outcomes which is evaluated by respective Furniture Design Faculty. Duration for internship can be 4-6 weeks.

Semester-VII

ENG-401 English-V (Dissertation Writing)

2 (2+0)

Course Objective:

Aim of this module is to guide the students to develop a set of valuable research and writing skills and to think analytically, synthesize complicated information, write well, and organize time.

Course Contents:

- Introduction to Research and Dissertation Writing
- APA Style of Writing
- Presentation/layout of dissertation
- Documentation
- Types of citation
- Reference list
- Page format
- Mechanics of Style / Text rules
- Types of dissertations
- Format/structure of dissertation
- Process / stages of writing

Recommended Books/Helping Material:

1. APA Manual, 6th Edition.
2. <<http://owl.english.purdue.edu/>>
3. Relevant handouts given by the teacher, which will constitute a reading pack.

THE-402 Thesis/Dissertation

6 (2+4)

Course Objective:

The dissertation is the culmination of the Historical and Contextual study modules. It is a sustained, independent research program leading to the development of a critical viewpoint centered on a subject chosen by the student. However, it is advisable that it should be directly related to and supportive of the Major Negotiated Study.

Course Contents:

- Introduction to research brief
- Tutorial support from studio staff and 'History of Art' lecturers prior to and whilst students are writing their own research brief.
- Support required in "How to Layout a Dissertation" acknowledgements, footnotes.
- Tutorial support during the writing stage i.e., brief, contents page, outline, 1st rough draft, second draft and final hand-in.

CAD-403 AutoCAD & Computer Aided Design-III

3 (1+2)

Course Objective:

This module introduces other 3D visualization software being commonly used in the market and enables students to make slideshows & animations to be presented for thesis or in a professional environment. It enables students to use IT as an effective tool for exploring different variations of the same design by altering the materials & surface treatments and also for offering design proposals in professional practice.

Course Contents:

- Overview & Comparison of 2D/3D Software
- 3D Visualization Techniques
- Rendering Concepts
- Environments, Scenes & Lighting
- Adding Decals & Bitmap Image
- Manipulation & Presentation of Proposed Designs
- Adobe Photoshop
- PowerPoint
- Adobe Flash.

Recommended Books/Helping Material:

1. Finkelstein, E., AutoCAD 2010 Bible.
2. www.cadtutor.net/tutorials.
3. <http://www.maxbasics.com>.

FMP-404 Furniture Manufacturing & Production Project

6 (2+4)

Course Objective:

The aim of this module is for the students to gain a greater understanding of production processes and the economics of scale and is aimed at building upon the Batch Production module in the previous level. This module explores contemporary technologies and jointing techniques.

Course Contents:

- Research
- Design
- Development
- Outcome
- Professionalism
- Evidence and indicative content
- Portfolio
- Sketchbooks, models, presentation drawings, scale drawings
- Models, prototypes, working drawings, technical specifications, cutting lists, schedules of work
- Finished item suitable for sale or manufacture

- Financial costings ~ both estimated and actual, presentations ~ verbal, written, exhibition, reports

Semester-VIII

BUS-451 Business Plan

2 (2+0)

Course Objective:

The business plan module is the culmination of the previous business projects and enables students to gain a greater understanding of the business model. This module will enable students to put into context their work in a business arena. It will enable students to plan effectively and strategically and give professional credence to their work.

Course Contents:

- Executive summary
- The Company
- Products and Services
- Markets
- Marketing
- Products designs and developments
- Manufacturing and Operations
- Management
- Finance
- Risks and Rewards
- Objectives and Milestones

Recommended Books/Helping Material:

The Design Trust Business Start-up Guide.

PPP-452 Professional Practice (Portfolio) 4 (0+4)

Course Objective:

Just as the Major Negotiated Project is a culmination of the program, the Professional Practice module culminates in a portfolio of work suitable for presentation to clients or prospective employers. The aim of this module is to develop a sense of identity for the student through the presentation of their work.

Course Contents:

- Exploration of career opportunities & intentions
- Training, Qualifications and Record to date as a Professional C.V.
- Design and production of stationery and other publicity material, cd's, dvd's, web sites, blogs, etc
- Preparation and Presentation of Portfolio of work.
- Design & collaborative preparation for end of year exhibition.

Recommended Books/Helping Material:

The Design Trust Business Start-up Guide.

EXP-453 Experimentation Project

3 (0+3)

Course Objective:

The overall aim of this module is to give students an opportunity in their final year to experiment and explore without the pressure of having to produce a large functional piece of furniture. This module gives students an opportunity to explore additional skills and an opportunity to experiment with new materials or combinations thereof.

Course Contents:

- Assistance with brief writing
- Guidance on exploration/research
- Support for recording and analysing exploration
- Analysis of materials/processes/outcomes
- Report/diary and presentation of outcomes with supporting portfolio work.

MNP-454 Major Negotiated Project

6 (2+4)

Course Objective:

This module represents the culmination of four years work and development and as such is representative of the career aspirations and direction of the students. Therefore The Major Negotiated Project has a student written and controlled Brief at its centre.

The aim is to allow students to investigate areas of personal interest and develop an in depth knowledge of their chosen material, process, market...etc

Course Contents:

- Evidence and indicative content
- Portfolio
- Sketchbooks, models, presentation drawings, scale drawings
- Models, prototypes, working drawings, technical specifications, cutting lists, schedules of work
- Finished item suitable for sale or manufacture
- Financial Costing ~ both estimated and actual, presentations ~ verbal, written, exhibition, reports

**SCHEME OF STUDIES
AND
COURSE OUTLINE
FOR
BS (HONS)/B DES. 4-YEARS
LEATHER ACCESSORIES & FOOTWEAR**

Program Introduction

AIMS AND OBJECTIVES

BS/B Des. Leather Accessories and Footwear has Eight Semesters in the whole program

It is the only Honors Leather Accessories and Footwear Programme in Pakistan.

Pakistan is one of the leading leather producing countries and it is no surprise that our leather accessories and footwear manufacturing industry has immense scope of local sale, export and importance in our economy. Therefore, we see the footwear and accessories to be the future in our country. The course has been designed to cater these demands.

The course is based on two core areas “Design and Development” and “Production Technique with Operational Management”. Instruction encompasses formal lectures, group seminars, tutorials, presentations, practical workshops and studio based activities.

Leather Accessories and Footwear Design is an intensive skill based programme emphasising the crucial relationship between design and manufacture and the needs of the modern leather industry.

This programme is based on technical development appropriate to the satisfactory completion of the prototypes. Students develop accessories and shoes as a collection of their own. Programme includes market/trend research industry, tannery visits, visit to production factories and their suppliers, and specialized exhibitions.

The work placements, employment or work related projects and assignments within the Pakistani industry can be undertaken during the vacation periods

The programme offers the expertise in leather accessories and footwear technology, required by the leather and footwear

industry worldwide and includes training supported by the Pakistani leather and footwear industry. .

**BS (HONS)/B DES.
4 YEARS LEATHER ACCESSORIES & FOOTWEAR
Program Generic Learning Outcomes**

- To enable students to develop design research drawing and illustration skills, the ability to present and communicate ideas/concepts to a professional standard. This includes a series of leather accessories and shoe design exercises, focusing on a comprehensive range of style. They will learn technical modern shoemaking skills and make a range of prototype of their own.
- CAD is used extensively throughout especially in the pattern development unit. Software for leather accessories and footwear fashion illustration unit is also used. Students will be able to develop a collection for leather accessories and footwear with genuine and synthetic leather. The core vision of this programme is based on industry and international market requirements enabling them to identify their area of interest for the final year project.
- Finally the students able to enrich the traditional profile of a designer who interprets fashion trends. The designers creates models with skills of manufacturing techniques; absolutely necessary for the final products. The semesters include a series of leather accessories and footwear design projects focusing on a comprehensive range of styles.
- The programme leads to a successful carrier in leather accessories and footwear manufacturing. By the end of the programme the student can pursue an array of careers in both the [internationally](#) and local industry as a designer buyer, brand manager, product manager, product developer, manager for merchandising marketing, planner, and even as an entrepreneur in retailing or cottage level industry.

LAYOUT

Leather Accessories & Footwear (4Years Integrated) BS (HONS)/ B Des.

1 Credit = 1 Hour Theory

1 Credit = 3 Hour Studio/ Practical

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		7-8 courses		9-10 courses	
25 Credit hours		21-24 Cr. hours		30-33 Credit hours	
Subject	Cr. hr	Subject	Cr. hr	Subject	Cr. hr
1. ENGLISH I	2	Basic Drawing I,II	6	Design History	3
2. ENGLISH II	2	Digital Visualization	4	Theory I, II	
3. ENGLISH III	2	I,II		History Art &	2
4. ENGLISH IV/ UNIV. OPTIONAL *	3	Garments Drawing	2	Culture I,II	
5. FOREIGN	3	Leather Garments	3	Material &	3
LANGUAGE		Marketing	2	Models	
6. PAKISTAN	2	Merchandizing	2	Shaping –I, II	5
STUDIES		Drawing I,II	4	Design Studio I,II	4
7. ISLAMIC STUDIES /	2	(Anatomy)		Leather	2
ETHICS		History of LA&F I,II	2	Technology I,II	
8. MATHEMATICS I	3			Human Anatomy	2
9. MATHEMATICS II /	3			I,II	
UNIV. OPTIONAL **				Drafting I,II	6
10.INTRODUCTION	3			Production I,II	6
TO COMPUTER					
9	25	8	25	9	33

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit hours		12 Credit Hours	
Subject	Cr. hr	Subject	Cr. hr
Design Studio III,IV,V	6	Footwear & Accessories Details	2
Shoe Cad /Cam I,II,III	6	Foot Care Studies	2
Drafting III,IV	6	Environment Issues	3
Production III,IV,V	9	Retail Management	2
Quality Management	1		
Production Planning & Control	1		
Entrepreneurship	1		
Internship Week4-6	3		
Written Thesis	2		
Verbal Presentation	1		
Final Project (Practical)	6		
11	42	4	9

Total Credit 25+ 25+33+42+9= 134

Total Subject 9+8+9+11+4= 41

SCHEME OF STUDIES FOR LEATHER ACCESSORIES & FOOTWEAR

SEMESTER-I

Course Code	Course Title	Credit Hours
ENG-101	English-I (Compulsory)	2(2+0)
PKST-102	Pakistan Studies (Compulsory)	2(2+0)
DRW-103	Basic Drawing-I	3(1+2)
DHT-104	Design History & Theory-I	1(1+0)
ICS-105	Digital Communication-I	1(0+1)
HAC-106	History of Art & Culture-I	1(1+0)
MNM-107	Material & Models-I	3(1+2)
SHP-108	Shaping-I + Project Management	4(2+2)

Total Credits: 17

SEMESTER-II

Course Code	Course Title	Credit Hours
ENG-151	English-II (Compulsory)	2(2+0)
ISL-152	Islamic Studies (Compulsory)	2(2+0)
DRW-153	Basic Drawing-II	3(1+2)
DHT-154	Design History & Theory-II	2(2+0)
ICS-155	Digital Communication-II	2(0+2)
HAC-156	History of Art & Culture-II	1(1+0)
MNM-157	Mathematic-I (Geometry and Drafting)	3(1+2)
SHP-158	Shaping-II	2(1+1)

Total Credits: 17

(Deficiency Courses e.g. Physics/Chemistry, Creative Skills and Ecological Studies shall be offered in Semester One and Two, if needed.)

SEMESTER-III

Course Code	Course Title	Credit Hours
ENG-201	English (Compulsory)-III	2(2+0)
HAF-202	History of Leather Accessories & Footwear-I	1(1+0)
DES-203	Design Studio (Leather Accessories & Footwear)-I	2(0+2)
HAT-204	Human Anatomy-I	1(1+0)
ARW-205	Anatomy Drawing-I	2(0+2)
DVP-206	Digital Visualization – I (CorelDraw)	2(0+2)
LTC-207	Leather Technology-I	1(1+0)
MNM-208	Mathematics-II (Drafting of Men's Shoe & Sizes)	3(1+2)
PTC-209	Production Techniques-I (Upper and Bottom Cutting Process)	<u>3(1+2)</u>

Total Credits: 17

SEMESTER-IV

Course Code	Course Title	Credit Hours
ENG-251	English (Compulsory)-IV	1(1+0)
HAF-252	History of Leather Accessories & Footwear-II	1(1+0)
DES-253	Design Studio (Leather Accessories & Footwear)-II	2(0+2)
HAT-254	Human Anatomy-II (Orthopedic)	1(1+0)
ARW-255	Anatomy Drawing-II	2(0+2)
DVP-256	Digital Visualization-II (Adobe Photoshop)	2(0+2)
LTC-257	Leather Technology-II	1(1+0)
FAD-259	Footwear & Accessories Details	2(1+1)
PDV-259	Drafting-I (Ladies Shoe & Hand Bags)	3(1+2)
PTC-260	Production Techniques-II (Upper Closing/ Stitching Process)	<u>3(1+2)</u>
Total Credits:		18

SEMESTER-V

Course Code	Course Title	Credit Hours
ENG-301	English (Compulsory)-V	2(2+0)
DES-302	Design studio -III	2(0+2)
GRW-303	Garments Drawing Leather Garments Studies	2(0+2)
LGM-304	Leather Garments	3(1+2)
CAD-305	Shoe CAD/CAM (2D Shoe Master)	2(0+2)
QTM-306	Quality Management	1(1+0)
PDV-307	Drafting-II (Motorbike Long Boot & Sports Trainer)	3(1+2)
PTC-308	Production Techniques-III (Upper Lasting Process)	<u>3(1+2)</u>
Total Credits:		18

SEMESTER-VI

Course Code	Course Title	Credit Hours
MKT-351	Marketing (Leather Accessories & Footwear)	2(1+1)
DES-352	Design Studio (Leather Accessories & Footwear)-IV	2(0+2)
RTM-353	Retail Management	2(0+2)
CAD-354	Shoe CAD/CAM-II (3D ShoeMaster)	2(0+2)
PPC-355	Production Planning and Control (PPC)	1(1+0)
PDV-356	Drafting –III (Hats, Gloves & Masks)	3(1+2)
PTC-357	Production Techniques-IV (Upper & Sole Attaching Process)	3(1+2)
INT-358	Internship	<u>3(1+2)</u>
Total Credits:		18

SEMESTER-VII

Course Code	Course Title	Credit Hours
MRD-401	Merchandizing (Leather Accessories & Footwear)	2(1+2)
DES-402	Design Studio (Leather Accessories & Footwear)	2(1+1)
CAD-403	Shoe CAD/CAM-III (2D & 3D ShoeMaster)	2(0+2)
PDV-404	Drafting-IV (Canvas & Moccasin Shoe)	3(1+2)
PTC-405	Production Techniques-V (Finishing and Packing Process)	3(1+2)
LAN-406	Foreign Language (Chinese or Italian)	3(3+0)
FCS-407	Foot Care Studies (Orthopedic, Diabetic care and Reflexology)	2(1+1)
ETS-408	Entrepreneurship	<u>1(1+0)</u>
Total Credits:		18

SEMESTER-VIII

Course Code	Course Title	Credit Hours
DES-451	Design Studio (LA& F)-VI	2(1+1)
PDV-452	Drafting-V	2(1+1)
PTC-453	Production Techniques-VI	
	Final Project	2(1+1)
TDP-454	Written Thesis	2(1+1)
VRP-455	Verbal Presentation	<u>1(0+1)</u>
Total Credits:		9

Total Credit Hours: 41/131

NOTE:

Foreign Language (Italian, German or French) will be offered in summer classes on the availability of the teacher.

DHT-104 Design History & Theory-I 1(1+0)

Course Objectives:

Design History and Theory informs student about History of design, its origin, how it emerged as a profession, its process and helps analyze a design, its systems while understanding the demands of a market/target group.

Course Content:

First Half: 7 weeks:

- Overview of Design History- its origin.
- Appropriate definition and the development from Classicism to Art Nouveau and Art Deco.

Second Half: 8 weeks:

- Introduction to Design Theory.
- Project Structuring,
- Process of development/solution findings to a design problem.

Recommended Books/Helping Material:

- Design History and History of design by John A.Walker
- Design for Real World by Victor Papanek
- Design in Context by Penny Sparke
- Hand-outs were given, names of key figures/designers were given for student to learn and develop their own research process.

CS-105 Digital Communication-I 1(0+1)

Course Objectives:

Information\Knowledge Goals:

Through this outline students shall:

- Develop creative sensibilities.
- Develop a sense of creativity and judgment.
- Develop a critical observation and analytical thinking.

Skill\Experience Goals:

In this course students shall:

- Explore typography to the most specially focusing on the usage of an appropriate type face.
- Explore the possibilities of Digital Communication.
- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object-oriented or form-oriented graphics.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose a variety of solutions to their given problem.

Course Content:

Software/ Graphic Design Systems:

Students will learn to use the following software/graphic design systems proficiently.

- Microsoft Word 2007
- Adobe Illustrator CS5

Content

The following content will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

- Scope of digital communication
- Basics of Microsoft word 2007
- Introduction to typography
- History and evolution of typography
- Modern typography and its possibilities
- Communication through typeface
- Visual communication through signs and symbols
- Visual communication through signs and symbols with text
- Introduction to divisions and layouts
- Introduction to logo design
- Iconic logo design
- Typographic logo design

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport)
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson)
3. Global Graphics: Color by L.K. Perterson (Rockport)
4. Design Basics by Joyce Rutter Kaye (Rockport)
5. The best of letterhead and logo design No.1 (Rockport)
6. What is Graphic Design? By Quentin Newark (Rotovision)
7. Los Logos bu Ronald Muller
8. World Graphic Design by Geoffrey Caban (Merrell)
9. Editorial design by Yolanda Zappaterra (Portfolio)
10. Design for Interaction by Lisa Baggerman (Rockport)

HAC-106 History of Art & Culture-I 1(1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.
- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.

SHP-108 Shaping-I + Project Management 4(2+2)

Course Objectives:

Knowledge /Learning goals:

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Through these outlines students shall:

- Attain an appropriate level of skill with the use of basic design elements.
- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students shall:

- Work in a team
- Organize a project with time management
- Justify their work
- Evaluate their performance and of their peers.
- Present their work Develop work ethics with tolerant attitude towards peers

Course Content:

1. (a) Introduction to Line
(b) Introduction to Line as one of the primary shaping element (c) To create an effect through line its features and qualities
2. (a) Line Communicate meaning
3. (a) Division
(b) Different types of division
(c) Division of the given formats
4. (a) Points of Emphasis through division
(b) Focal point and division
5. (a) Proportion
(b) Concept of scale and dimension.
- 6 & 7. (a) *Introduction to signs*
- 8 & 9. (a) Types of Signs and their Effects
10. (a) Exercise on Signs (Index, Symbols and Icons)
- 11 & 12. (a) How to Use Shaping elements to develop street Sheets
- 14-16 (a) Exam week

Recommended Books/Helping Material:

- The Elements of Design by Noel Riley
- Design for Interaction by Lisa Baggerman
- Design Basics by David A. Laver and Stephen Pentak
- Global Graphic Color by L. K . Peterson
- Design for the Real world by Victor Papanek
- Internet
- Library visits

SEMESTER - II

ENG-151 English-II (Compulsory) 2 (2+0)
ANNEXURE - A

ISL-152 Islamiat (Compulsory) 2 (2+0)
ANNEXURE – ‘C’

DRW-153 Basic Drawing-II 3 (1+2)

Course Objectives:

- To give solutions to the shaping problems.
- Students visualize objects, which are only in their mind, to inform about future appearances and purpose.
- Quick drawing of simple objects and then read objects for example, furniture, rooms, dices, mobiles, pencils, etc.
- Organize a project with in time line.

Course Content:

- Organize forms (study).
- Study of different surfaces, textures, for shading.
- Simplified images of tools, toys etc (line, quick drawing).
- Shading with (Pencil).
- One point and two point perspective.
- Assembling of two objects.
- Invented objects with recognizable.
- Usability and Purpose. (Exam Project).

Recommended Books/Helping Material:

1. Hand outs
2. Student's notes
3. Demonstrations
4. Library Research
5. Visit of relevant Places

DHT-154 Design History & Theory-II: 2 (2+0)

Course Objectives:

To prepare students for their upcoming departments and how would they cater various target group(s)/market according to their characteristics while providing them an over view of design tendencies in 20th century, Europe and America. Students develop a critical eye to look at any work of design solution and analyze it using their knowledge of design theory and development throughout the history.

Course Content:

First half: 8 weeks:

Design theory continued from the first semester, introduction to design systems, product analyses, product ranking while implementing their learning about Design Theory into class exercises.

Second half: 8 weeks:

Design history continued from Art Nouveau/Art deco towards Modernism and design tendencies in the 20th century. Students learn development of design in different tendencies and learn to criticize the development thru their thoughts and opinions. Students also learn to see the development in the world of design and how design takes part in their everyday life.

Recommended Books/Helping Material:

- What is Graphic Design by Quentin Newark
- Design History and The History of Design By John Walker
- Design for The Real World by Victor Papanek
- Design in Context by Penny Sparke

ICS-155 Digital Communication-II

2 (0+2)

Course Objectives:

Skill\ experience goals:

In this course students shall:

- Acquire appropriate skills to use graphic tools as a medium to communicate, express, interpret and present an abstract thought on paper.
- Get hold on graphic design systems to produce object- or form-oriented drawings and renderings.
- Know basic methods and techniques used for investigation, analysis, development, documentation and idea generation to propose variety of solutions to their given problem.

Information\ knowledge goals:

Students shall:

- Work innovatively through a research and design project, in response to their given handouts with and without teacher's guidance.
- Identify their strengths, weaknesses and evaluate their learning ability.
- Work in groups and develop work ethics.

Course Contents:

Software/ Graphic Design Systems:

Students will learn to use the following software/ graphic design systems proficiently:

Adobe Illustrator CS5

Adobe Photoshop CS5

Contents:

The following contents will be covered through lectures, multimedia presentations, software demonstrations, practice exercises and weekly exercises/ assignments.

1. Group Project One

Activity Design: The students will be required to develop a solution for a given problem by identifying the problem, defining its context and presenting a solution.

Aims and objectives of Group Project One: To incorporate shaping elements such as division, position, situation, contrast, focal point and direction.

- Identifying, defining and reflecting on the problem
- Research
- Concept Development
- Scenario Development
- Sketches
- Realizing/ Implementation
- Documentation

2. Poster Design

3. Magazine Ad

Recommended Books/Helping Material:

1. Design Secrets: Advertising by Lisa Hickey (Rockport).
2. Advertising by Uwe Stoklossa, edited by Thomas Rampen (Thames and Hudson).
3. Global Graphics: Color by L. K. Perterson (Rockport).
4. Design Basics by Joyce Rutter Kaye (Rockport).
5. The best of letterhead and logo design No. 1(Rockport).
6. What is Graphic Design? By Quentin Newark (Rotovision).
7. Los Logos bu Ronald Muller.
8. World Graphic Design by Geoffrey Caban (Merrell).
9. Editorial design by Yolanda Zappaterra (Portfolio).
10. Design for Interaction by Lisa Baggerman (Rockport).

HAC-156 History of Art & Culture-II

1 (1+0)

Course Objectives:

Students shall:

- Identify major art movements and art works (including architecture, murals, mosaics, ceramics, stained glass, painting, sculpture, book illumination, and decorative art) from the prehistoric period till the 20th century.
- Develop an understanding and working knowledge of the common terminology/vocabulary of art history.
- Develop an understanding and appreciation of works of art.

- Develop the ability to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to identify and discuss the works of major artists.
- Develop the ability to identify and discuss specific art forms, techniques, styles, periods, or movements as they are expressed in individual works of art.
- Learn to look and analyze works of art within their historical context, and to articulate what they see or experience in a meaningful way.
- Develop the ability to perform higher order thinking skills and articulate visual and art historical concepts in verbal and written forms.
- Work innovatively through research projects, in response to their given topics with and without teacher's guidance

Course Content:

1. Renaissance period
 - (a) High renaissance
2. Art of the late 18th to the mid 19th century
 - (m) Baroque
 - (n) Rococo
 - (o) Neo-Classicism
 - (p) Romanticism
3. The rise of Modernism: art of the later 19th century
 - (j) Realism
 - (k) Impressionism
 - (l) Post Impressionism
4. Modern art: art of the early 20th century
 - (m) Expressionism
 - (n) Fauvism
 - (o) Cubism
 - (p) Surrealism
5. Post-Modern art
 - (g) Abstract Expressionism
 - (h) Pop Art
6. Pakistan Architecture and Art from 1947- Present

Recommended Books/Helping Material:

1. Gardner's Art Through the Ages.
2. Phaidon: The Story of Art.
3. Janson's History of Art.
4. Art History by Marilyn Stokstad
5. History of Art by H.W. Janson and Anthony F. Janson.
6. Art by Ross King.
7. Islamic Art and Architecture by Richard Ettighausen, Oleg Grabar and Maralyn Jenkins.

MNM-157 Mathematic-I (Geometry & Drafting)

3 (1+2)

Aims:

To give the basic knowledge of mathematics, calculations and measurements.

Course Objectives:

- Familiarization/Recognition of Student with drafting and Geometry (Measuring Systems).
- To train students in acquiring all the drafting skills by using tools (Matrices).
- To understand different methodologies of constructing various basic polygons Including reducing /enlargement of figures. One point perspective, two point perspective and different views.

Course Content:

- Introduction to basic calculations and measurements.
- Introduction of Geometry(what is geometry ,use of geometry tools in precise manners
- Construction of square (by using compass)
- Division of Line (division line without measurements.)
- Angles and ellipse (construction of angles with compass/construction of ellipse).
- Construction of polygons.
- Introduction of drafting (scale and proportions).
- One point perspectives (drawing of interior on scale).
- Two points perspectives (Drawing of Exterior on Scale)
- Exam Projects.

Recommended Books/Helping Material:

Books:

- Geometrical Drawing for art students by I. H.MORRIS
- The Alhambra by Antonio Fernandez-Puertas
- Geometrics by Wolfgang H. Hageney

Material: T-square, set-square, compass, clutch pencils, drafting board etc.

SHP-158 Shaping-II

2 (1+1)

Course Objectives:

Knowledge /Learning goals:

Student shall:

- Realize design as means of visual communication
- Develop understanding of design from the perspective of producer and consumer.

Skills goals/Experience goals:

Students shall:

- Attain an appropriate level of skill in the use of basic design elements.

- Use and apply different hand tools and graphics.
- Know how to research and document.
- Have the ability to explore ideas in given constraints.
- Define problems, analyze and devise solutions.

Behavior goals:

Students:

- Work in a team
- Organize a project with time management
- Present and justify their work.
- Evaluate their performance and of their peers.
- Develop work ethics with tolerant attitude towards peers.

Course Content:

Week	Topics
1	Introductions to Colors
2	Essences of Colors (Light Colors and Pigment Colors)
3-5	Appearance of Pigment Colors
6-8	Color Organization
9-10	Color Effects (Single and Compiled Colors)
11-15	Arrangements by Shaping elements and their Effects (Contrast, arrangements)
16	Submission of the Exam Project

Recommended Books/Helping Material:

- The Elements of Design by: Neol Riley
- Design for Interaction by: Lisa Baggerman
- Color Harmony Layout by: Rockport Publishers.
- Color Art and Science by: Trevor Lamb
- Color by: David Hornung
- Design for the Real World
- Internet
- Library visits

Semester-III

ENG-201 English (Compulsory)-III 2(2+0)
Annexure - A

HAF-202 History of Leather Accessories & Footwear-I 1(1+0)

Course Objectives:

- Introduction of the subject and its importance.
- General overview of the historical background of footwear and leather accessories.
- An introduction to the shoes and accessories in different cultures over the time period.
- Identify the higher cultures of the world.
- Introduction to the shoes and accessories of different culture and their importance in the cultural aspects.

Recommended Books/Links:

1. www.sneakerhead.com/shoe-history.html.
2. www.univie.ac.at/cga/art/footwear.html.
3. Height of fashion: A history of elevated shoe.
4. A century of style shoes.
5. The art of the shoe. Marie Joshephe Bossan.

DES-203 Design Studio-I 2(0+2)

Course Objectives:

- To acquire basic skill to render the product and illustrate the concept.
- To know the design process.
- To attain an appropriate level of skill to research and develop product.
- To discuss and criticize on the work.

Recommended Books/Links:

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL

HAT-204 Human Anatomy-I 1(1+0)

Course Objectives:

- To understand human anatomy structure while developing and manufacturing products.

Recommended Books/Links:

1. McMinn's Color Atlas of Foot & Ankle Anatomy by B. M. Logan (Hardcover - June 21, 2004)
2. Anatomy and Injuries of the Foot and Ankle Chart Laminated by Anatomical Chart Company
3. The Foot & Ankle Chart by Physician Supplies
4. Chart, Anatomy of Wrist/Hand by AliMed
5. Anatomy and Injuries of the Foot and Ankle Plastic Styrene Chart by Lake Forest Anatomicals Bone Joint Models.
6. www.podiatrychannel.com/anatomy/index.shtml
7. www.drfoot.co.uk/anatomy.htm
8. www.sportspodiatry.co.uk/foot_footanatomy.htm
9. Foot problems and foot anatomy - Orthotics Online
10. www.human-anatomy.net/anatomy-foot-pictures.html

ARW-205 Anatomy Drawing-I

2(0+2)

Course Objectives:

- To experience the details of relative Product (footwear, bags, and accessories).
- To develop skills to draw a relative product.

Recommended Books/Helping Material:

1. Design Sketching Author: Erik and Klara.
2. <http://www.designsketching.com/>.
3. Drawing for Designers (Paperback) by Alan Pipes.
4. <http://www.amazon.com/Drawing-Designers-Alan-Pipes/dp/1856695336>.
5. <http://www.wwd.com/footwear-news/drawing-room-1908488>.
6. Ehow is the best Video Resource for Footwear and Accessories Design and drawing.
7. Digital and hand drawing for footwear and accessories. very good resource.
8. http://www.ehow.com/video_4408264_fashion.
9. croquis_.html?wa_vrid=923873d6-ff9e-4283-8aea-110fa89964a9&cp=1&pid=1.

DVP-206 Digital Visualization & Presentation - I

2(0+2)

Course Objectives:

- Ability to transform ideas and concepts into visual form
- Customization of objects in quick time
- Presentation of work in professional manner

Recommended Books/Helping Materials:

1. www.insidegraphics.com.
2. www.deviantart.com.
3. www.leoburnett.com.

LTC-207 Leather Technology-I**1(1+0)****Course Objectives:**

- To understand leather and skin structure.
- To understand leather pre tanning preparation process.
- To understand different process of tanning.
- To understand to make leather hide uniform.
- To understand finishing process of leather hides.

Recommended Books/Helping Materials:

1. Practical Leather Technology by Thomas C. Thorstensen (Hardcover - Feb. 1993).
2. Making Leather Handbags and Other Stylish Accessories by Ellen Goldstein-Lynch, Sarah Mullins, and Nicole Malone (Paperback - Oct. 1, 2004).
3. The Leather Factory Nature Tand Stamp Kit - 7/Pkg by The Leather Factory.
4. The Leatherworking Handbook: A Practical Illustrated Sourcebook of Techniques and Projects by Valerie Michael (Paperback - Mar. 28, 2006).

MNM-208**MATHEMATIC – II (Drafting)****3(1+2)****Course Objectives:**

- To arrange on a surface as a development
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- Discuss their work with fellow students and present their work.
- They explain appropriate use of tools, methods and mediums.

Recommended Books/Links:

1. Practical pattern making
2. Pattern cutting – step by step pattern for footwear
3. Manual of shoe making
4. Pattern cutter's handbook.

PTC-209 Production Techniques-I**3(1+2)**

(Leather Shoes Upper and Bottom Clicking/Cutting)

Course Objectives:

- To carry out hand and mechanized shoes upper and bottom cutting production processes.
- Explain processes of shoes upper and bottom cutting production.
- Analyze and develop products cut components.
- Understand steps of cutting production.
- They are familiar with health and safety measures along with environment friendliness.

- Organize projects to produce shoe cut components in a certain time.

Recommended Books:

1. Introduction to Modern Footwear Technology (Shoe traders publications).
2. Acceptable Quality Standards in the Leather and Footwear Industry (Shoe traders publications).
3. Footwear Materials and Process Technology (Shoe traders publications).
4. Information Systems for Footwear Manufacturing (Shoe traders publications).
5. Manual of Shoemaking (D. W FormmerII-Boot Maker).
6. Production Planning for Footwear Manufacturing - Demonstration of Concept (D. W FormmerII-Boot Maker).
7. Hand buch fur die shuh industrie by Alexander Besching.
8. www.shoeinfont.com.

Semester-IV

ENG-251 English (Compulsory)-IV **2(2+0)**
Annexure - A

HAF-252 History of Leather Accessories & Footwear-II
1(1+0)

Course Objectives:

- Students will study the 21st century footwear and accessories.
- The advancement of technology in footwear.
- The 20th century (1914-2000) shaping the future (1980-1998) innovations of 1939-1979, 30's glamour, First World War.
- Industrial revolution (1837-1914)
- Learn the modern technology that has taken in 21st century in the industry of footwear and accessories.
- Know the 20th century the advancement in footwear and accessories that took over the century with the start of First World War and Second World War.
- The glamour of 30's, depression of 40's, the hippies of 60's and 70's, and the innovation of 80's and 90's.
- The great changes in lifestyles and production of footwear and accessories due to the advent of Industrial revolution.

Recommended Books/Links:

1. The Shoe best foot forward by Tamsin Blanchard.
2. Shoes fashion and fantasy by Colin Mc Dowell.
3. A century of style shoes by Angela Pattison / Nigel Cawthorne.

CMT-253 Design Studio-II (Collection Management)

2(0+2)

Course Objectives:

- Students will acquire the skills to develop their product through research and data collection.
- The research will be done through visual and text. They will also attain the ability to organize a project following a theme with color and fabric boards and do product development through sketching and rendering.

Recommended Books/Links:

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL.

OAT-254 Human Anatomy-II (Orthopedic)

1(1+0)

Course Objectives:

- To understand human anatomy structure while developing and manufacturing products.

Recommended Books/Helping Materials

1. McMinn's Color Atlas of Foot & Ankle Anatomy by B. M. Logan (Hardcover - June 21, 2004)
2. Anatomy and Injuries of the Foot and Ankle Chart Laminated by Anatomical Chart Company
3. The Foot & Ankle Chart by Physician Supplies
4. Chart, Anatomy of Wrist/Hand by AliMed
5. Anatomy and Injuries of the Foot and Ankle Plastic Styrene Chart by Lake Forest Anatomical Bone Joint Models
6. www.podiatrychannel.com/anatomy/index.shtml
7. www.drfoot.co.uk/anatomy.htm
8. www.sportspodiatry.co.uk/foot_footanatomy.htm
9. www.human-anatomy.net/anatomy-foot-pictures.html

ARW-255 Anatomy Drawing-II

2(0+2)

Course Objectives:

- Students are able to understand the human anatomy and structure and form of human body parts especially feet and hands
- Students are able to know and relate different functions of different bones while drawing the human skeleton and body.
- Students construct free hand anatomy of human body (observational) and build form and render skin in detail with different drawing mediums (black and white, monochromatic and color)

- Students are able to draw and render different products in relevance of human body for example
- Shoes, head gears, bangles, belts gloves etc.
- Students are able to apply all the knowledge of human form and products in their illustration and design class

Recommended Books/Helping Material:

1. Design Sketching Author: Erik and Klara.
2. <http://www.designsketching.com/>
3. Drawing for Designers (Paperback) by Alan Pipes
4. <http://www.amazon.com/Drawing-Designers-Alan-Pipes/dp/1856695336>
5. <http://www.wwd.com/footwear-news/drawing-room-1908488>
6. How is the best Video Resource for Footwear and Accessories Design and drawing?
7. Digital and hand drawing for footwear and accessories. very good resource
8. [http://www.ehow.com/video_4408264_fashion-croquis_.html?wa_vrid=923873d6-ff9e-4283-8aea-110fa89964a9&cp=1&pid=1.](http://www.ehow.com/video_4408264_fashion-croquis_.html?wa_vrid=923873d6-ff9e-4283-8aea-110fa89964a9&cp=1&pid=1)

DVP-256 Digital Visualization & Presentation-II 2(0+2)

Course Objectives:

- Ability to transform ideas and concepts into visual form
- Customization of objects in quick time
- Presentation of work in professional manner

Recommended Books/Helping Materials:

1. www.insidegraphics.com
2. www.deviantart.com
3. www.leoburnett.com

LTC-257 Leather Technology-II 1(1+0)

Course Objectives:

- Understand to make leather hide uniform.
- Understand leather pre tanning preparation process.
- Understand leather and skin structure.
- Understand finishing process of leather hide.
- Understand different process of tanning.

Recommended Books/Helping Materials:

1. The Leatherworking Handbook: A Practical Illustrated Sourcebook of Techniques and Projects by Valerie Michael (Paperback - Mar. 28, 2006).

2. The Leather Factory Nature Tand Stamp Kit - 7/Pkg by The Leather Factory.
3. Practical Leather Technology by Thomas C. Thorstensen (Hardcover - Feb. 1993).
4. Making Leather Handbags and Other Stylish Accessories by Ellen Goldstein-Lynch, Sarah Mullins, and Nicole Malone (Paperback - Oct. 1, 2004).

FAD-258 Footwear and Accessories Details 2(1+1)

Course Objectives:

- Students will acquire the skill to develop their product through research and data collection of different components of the footwear and handbags.
- The research will be done through visuals and texts.
- They will also attain the ability to organize their research work on boards and compile them in a booklet form.
- Further they will do product development through sketching of the components.

Recommended Books/Helping Materials:

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL.

PDV-259 Drafting-II 3(1+2)

Course Objectives:

- Developing the pattern cutting of a product and their organization systems.
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- Discuss their work with fellow students and present their work.
- Justify and criticize theirs' as well as others work.
- They show making types and techniques.

Recommended Books/Links:

1. Introduction to modern Footwear technology.
2. Professional Shoe Making Manual.
3. The shoe last.
4. Manual of shoe making.

PTC-260 Production Techniques-II**3(1+2)**

(Shoes Upper Stitching/Closing)

Course Objectives:

- Carry out hand and mechanized shoe upper closing production processes.
- Explain processes of upper closing production.
- Analyze and develop a product's closed upper.
- Understand steps of upper closing production.
- They are familiar with health and safety measures along with environment friendliness.
- Organize projects to produce closed upper in a certain time.

Recommended Books:

1. Introduction to Modern Footwear Technology(Shoe traders publications)
2. Acceptable Quality Standards in the Leather and Footwear Industry(Shoe traders publications)
3. Footwear Materials and Process Technology(Shoe traders publications)
4. Information Systems for Footwear Manufacturing(Shoe traders publications)
5. Manual of Shoemaking (D. W FormmerII-Boot Maker)
6. Production Planning for Footwear Manufacturing - Demonstration of Concept (D. W FormmerII-Boot Maker)
7. Hand buch fur die shuh industrie by Alexander Besching
8. www.shoeinfont.com

Semester-V**ENG-301 English (Compulsory)-V****1(1+0)****Course Objectives:**

- To train the students in creating a series of written documents which demonstrate critical reading, a clear thesis supported by evidence, sound and varied sentence structure, the logical progression and completeness of the paragraph, the composition of the multiple-paragraph essays, and abidance of the conventions of grammar.
- Developing objective thinking and writing.
- Document and format documents according to APA.
- Applying knowledge of conventions: use editing and proofreading, and knowledge of language conventions, to correct errors, refine expression, and present work effectively.

Recommended Books/Helping Materials:

1. APA Manual, 6th Edition.
2. Dixon, Wheeler W., and Gwedolyn Audrey Foster. (2008). A Short History of Film. Rutgers University Press.
3. Pramaggiare, Maria, and Tom walk. (2005). Film: A Critical Introduction. Allyn & Bacon.
4. <http://owl.english.purdue.edu/>
5. Relevant hangouts given by the teacher, which will constitute a reading package.

CMT-302 Design Studio-III (Collection Management)

2(0+2)

Course Objectives:

- Organize a project within time under the given theme.
- Discuss and criticize on the work.
- Attain knowledge about different kinds of shoes & bags.

Recommended Books/Links:

1. Shoes: The complete Source Book
2. Heights of Fashion: a history of elevated shoe
3. The seductive shoe
4. Shoe: the lexicon of Style
5. ARPEL

GRW-303 Garments Drawing

2(0+2)

Course Objectives:

- To develop and identify fashion detail regards to leather garments.
- To learn how to draw a certain fashion feature while designing a garments.
- To apply the knowledge of technical drawing in design development process.

Recommended Books/Helping Material:

1. Encyclopedia of Fashion Details by Patrick John Ireland.

LGM-304 Leather Garments

3(1+2)

Course Objectives:

- To make student learn and understand human body measurements to develop leather garments.
- To construct blocks for further usage in construction of design pattern
- To execute technical drawing into 3D garments by using pattern blocks
- To develop skill of leather garments pattern making and stitching.

Recommended Books/Helping Materials:

1. Encyclopedia of fashion details Patrick John Ireland.
2. Metric Pattern Cutting Aidrich Winified.
3. Designing and Sewing for Special Needs.
4. The Leatherworking Handbook: A Practical Illustrated Sourcebook of Techniques and Projects by Valerie Michael (Paperback - Mar. 28, 2006)
5. The Leather Factory Nature Tand Stamp Kit - 7/Pkg by The Leather Factory
6. Practical Leather Technology by Thomas C. Thorstensen (Hardcover - Feb. 1993)
7. Making Leather Handbags and Other Stylish Accessories by Ellen Goldstein-Lynch, Sarah Mullins, and Nicole Malone (Paperback - Oct. 1, 2004)

CAD-305 2D CAD/CAM-I

2(0+2)

Course Objectives:

- To give student an appreciation of how 2D are used in Design, manufacture and communication.
- To develop student understanding of how 2D systems are used within their specialization.
- To give student practical experience of a range of communication hardware and software.
- To give student practical experience of several advanced computer systems dependent on their specialization.

Recommended Web Research on 2D & 3D CAD/CAM Systems:

- PROCAM
- I.D.E.A.S. SA
- OBJET GEOMETRIES
- TEKOM Ltd.
- CLASSICAD
- FOOTWEARCAD
- PRONEXT A.S.
- 3SHAPE ApS
- LECTRA SYSTEMES
- RCT
- GmbH
- SENSABLE TECHNOLOGIES
- DNT
- ELITRON - IPM Srl
- MICROSYSTEM Srl.
- OVIC LINCE
- STRING, YOUR NESTING PARTNER
- TAGLIO Srl.
- GEASOFT di Ciucci Tonino

- TESEO SRL
- CAD CONCEPTS INTERNATIONAL S.A.
- ADISA SYSTEMS BV.
- JOS AMERICA CAD CAM SYSTEMS
- PROHELP
- 3DSOLE - SISTEMAS DE ATOMAÇÃO CAD
- CENTRO DE CIM DO PORTO
- INOCAM Lda.
- MIND S.A.
- REPCAD
- SOMACAL
- TECMACAL Lda.
- ZIPOR
- KAGAN & PARTNERS
- WinG
- DITACOR-INESCOP
- IBERTEC SISTEMAS S.A.
- ZÜND SYSTEMTECHNIK AG
- 3D SCANNERS
- ADVENT TECHNOLOGIES Ltd.
- DELCAM Plc, DELCAM CRISPIN
- SHOEMASTER CSM3D INTERNATIONAL Ltd.

QTM-306 Quality Management

1(1+0)

Course Objectives:

- Quality management can be considered to have four main components:
- Quality Planning
- Quality control
- Quality assurance
- Quality Improvement
- Quality management is focused not only on product service quality, but also the means to achieve it.
- Quality management therefore uses quality assurance and control of processes as well as products to achieve more consistent quality.

Recommended Books/Links:

1. International Journal of Productivity and Quality Management
2. International Journal of Quality & Reliability Management
3. Godfrey, A.B., Juran's Quality Handbook, 1999.
4. Process Assessment and Improvement
5. Pyzdes, T, Quality Engineering Handbook, 2003.

Course Objectives:

- To draw certain types of drafting for certain end use.
- To discuss their work with fellow students.
- Present their work.
- Justify and criticize theirs' as well as others work.
- Organize and complete their work within a given time line.
- Explain the right type of drafting for certain target groups for footwear and accessories.
- They explain appropriate use of tools, methods and mediums.
- They explain several types of making techniques for certain leather or fabrics/products.
- They show making types and techniques.

Recommended Books/Links:

1. The shoe last
2. Manual of shoe making
3. Pattern cutter's handbook
4. ARS
5. World Footwear
6. World Leather
7. www.shoeinfont.com
8. www.wgsn.com

PTC-308 Production Techniques-III**3(1+2)**

(Leather Shoes Upper Lasting)

Course Objectives:

- Carry out hand and mechanized shoes upper lasting production processes.
- Explain processes of shoes upper lasting production.
- Analyze and develop a product, lasted shoe.
- Understand steps of shoes lasting production.
- They are familiar with health and safety measures along with environment friendliness.
- Organize projects to produce lasted shoes in a certain time.

Recommended Books:

1. Introduction to Modern Footwear Technology(Shoe traders publications)
2. Acceptable Quality Standards in the Leather and Footwear Industry(Shoe traders publications)
3. Footwear Materials and Process Technology(Shoe traders publications)
4. Information Systems for Footwear Manufacturing(Shoe traders publications)
5. Manual of Shoemaking (D. W FormmerII-Boot Maker)

6. Production Planning for Footwear Manufacturing - Demonstration of Concept (D. W FormmerII-Boot Maker)
7. Hand buch fur die shuh industrie by Alexander Besching
8. www.shoeinfonet.com

SEMESTER - VI

MKT-351 Marketing

2(1+1)

Course Objectives:

- **MARKETING** includes identifying unmet needs; producing products and services to meet those needs: and pricing, distributing, and promoting those products and services to produce a profit. Marketing is the process of performing market research, selling products or services to customers and promoting them via advertising to further enhance sales.
- It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.
- The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.
- It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Recommended Books:

1. Marketing Secrets of a Mail Order Maverick : Stories & Lessons on the Power of Direct Marketing to Start a Successful Business, Create a Brand by Joseph Sugarman
2. Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs by Joseph Sugarman
3. 2,239 Tested Secrets For Direct Marketing Success : The Pros Tell You Their Time-Proven Secrets by Denison Hatch
4. www.cdiggins.com/marketing-books-online.html
5. www.realmarketingbooks.com/
6. www.cunninglyclevermarketingbook.com/

CMT-352 Design Studio-IV (Collection Management)

2(0+2)

Course Objectives:

- Discuss and criticize on the work
- Developing skill to work under brands according to their philosophy
- Ability to illustrate their design using different material

Recommended Books/Links:

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL.

RTM-353**Retail Management****2(2+0)****Course Objectives:**

- Retail consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser.
- Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a “retailer” buys good or products in large quantities from manufactures or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-use.
- Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process or retailing as a necessary part of their overall distribution strategy.
- The term “retailer” is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Recommended Books/Helping Materials:

1. Retail Management: A Strategic Approach by Barry Berman and Joel R Evans (Paperback – 1 August 2009).
2. Retail Management by Peter Fleming (Paperback – 28 Feb 2007).
3. Principles of Retail Management by Rosemary Varley and Dr. Mohammad Rafiq (Paperback – 27 Nov 2003).
4. Visual Merchandising: Window and In-Store Displays for Retail by Tony Morgan (Paperback – 31 March 2008).
5. Retail Product Management: Buying and Merchandising by Rosemary Varley (Paperback – 19 Dec 2005).

CAD-354**3D CAD/CAM-II****2(0+2)****Course Objectives:**

- To give student an appreciation of how 3D are used in Design, manufacture and communication.
- To develop a student understanding of how 3D systems are used within a specialization.
- To give student practical experience of a range of communication hardware and software.

- To give student practical experience of several advanced computer systems dependent on their specialization.

Recommended Web Research on 2D & 3D CAD/CAM Systems

- PROCAM
- I.D.E.A.S. SA
- OBJET GEOMETRIES
- TEKOM Ltd.
- CLASSICAD
- FOOTWEARCAD
- PRONEXT A.S.
- 3SHAPE ApS
- LECTRA SYSTEMES
- RCT
- GmbH
- SENSABLE TECHNOLOGIES
- DNT
- ELITRON - IPM Srl
- MICROSYSTEM Srl.
- OVIC LINCE
- STRING, YOUR NESTING PARTNER
- TAGLIO Srl.
- GEASOFT di Ciucci Tonino
- TESEO SRL
- CAD CONCEPTS INTERNATIONAL S.A.
- ADISA SYSTEMS BV.
- JOS AMERICA CAD CAM SYSTEMS
- PROHELP
- 3DSOLE - SISTEMAS DE ATOMAÇÃO CAD
- CENTRO DE CIM DO PORTO
- INOCAM Lda.
- MIND S.A.
- REPCAD
- SOMACAL
- TECMACAL Lda.
- ZIPOR
- KAGAN & PARTNERS
- WinG
- DITACOR-INESCOF
- IBERTEC SISTEMAS S.A.
- ZÜND SYSTEMTECHNIK AG
- 3D SCANNERS
- ADVENT TECHNOLOGIES Ltd.
- DELCAM Plc, DELCAM CRISPIN
- SHOEMASTER CSM3D INTERNATIONAL Ltd.

Course Objectives:

- To understand daily production planning and control
- To understand daily and monthly material planning and control
- To understand material cost, labor cost and manufacturing cost
- To understand break even concept
- To understand preparation of product cost sheet

Recommended Books/Helping Materials:

1. Product Cost Controlling with SAP by John Jordan (Hardcover - Dec. 1, 2008).
2. Product Costing: Concepts and Applications by Ralph S. Polimeni (Paperback - Aug. 27, 1999).
3. Essentials of Cost Management - Kindle Edition - Kindle Book (Oct. 25, 2002) by Catherine Stenzel and Joe Stenzel.

Course Objectives:

- Developing the pattern cutting of a product and their organization systems.
- Students arrange development for certain target groups and applications/ end use.
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- Develop drafting according to the cultural and climate needs of the society.
- Explain the right type of drafting for certain target groups for footwear and accessories.
- They explain appropriate use of tools, methods and mediums.
- Students explain how certain types of drafting and their organizations are suitable for certain end use.
- They explain several types of making techniques for certain leather or fabrics/products.
- plan the requirements of several target groups and the selection of right type of drafting according to their requirement

Recommended Books/Links

1. ARS
2. World Footwear
3. World Leather
4. www.shoeinfont.com
5. www.wgsn.com

(especially accounting and finance), technology and advertising fields.

- Internships in non-profit organizations such as charities and think tanks are often unpaid, volunteer positions. Internships may be part-time or full-time; typically, they are part-time during the university year and full-time in the summer.

Recommended Companies (Corporate Members PFMA):

1. Bata Pakistan Ltd.
2. Service industries Ltd
3. Brogan shoes
4. Falk shoes international
5. Epct (pvt) Ltd
6. Elegant (pvt) Ltd
7. K shoes (pvt) Ltd
8. Footlib Ltd
9. [Firhaj](#) footwear (pvt) Ltd
10. Gomila intersole
11. Askari shoes
12. Brothers associates
13. Shafi (pvt) Ltd
14. Starlet innovations (pvt) Ltd.

Semester-VII

MCD-401 Merchandising

2(1+1)

Course Objectives:

- Merchandising is the methods, practices, and operations used to promote and sustain certain categories of commercial activity.
- In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer.
- At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase.

Recommended Books:

1. Profit in retail shoe merchandising: A chart and tabloid treatise of the profit making factors in retailing footwear - Unknown Binding (1928) by Ernest A Burrill.
2. Visual Merchandising: Windows and In-Store Displays for Retail by Tony Morgan.
3. Apparel Product Design and Merchandising Strategies by Cynthia L. Regan.
4. Profitable Footwear Retailing - Hardcover (Mar. 1988) by William A. Rossi.
5. www.openlibrary.org/books/OL6631326M/Footwear_merchandising.

6. www.talk.brooksrunning.com/2010/02/03/andre-kriwet-director.
7. www.gulftalent.com/home/jobs-5003.html.

CMT-402 Design Studio-V (Collection Management) 2(0+2)

Course Objectives:

- Know the design process.
- Attain an appropriate level of skill to research and develop product.
- Organize a project within time under the given theme.
- Discuss and critic on the work.
- Develop skill to organize a customized collection

Recommended Books/Links

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL.

CAD-403 2D & 3D CAD/CAM-III 2(0+2)

Course Objectives:

- To give student an appreciation of how 3D are used in Design, manufacture and communication.
- To develop a student understanding of how 3D systems are used within a specialization.
- To give student practical experience of a range of communication hardware and software.
- To give student practical experience of several advanced computer systems dependent on their specialization.

Recommended Web Research on 2D & 3D CAD/CAM Systems

- PROCAM
- I.D.E.A.S. SA
- OBJET GEOMETRIES
- TEKOM Ltd.
- CLASSICAD
- FOOTWEARCAD
- PRONEXT A.S.
- 3SHAPE ApS
- LECTRA SYSTEMES
- RCT
- GmbH
- SENSABLE TECHNOLOGIES
- DNT

- ELITRON - IPM Srl
- MICROSYSTEM Srl.
- OVIC LINCE
- STRING, YOUR NESTING PARTNER
- TAGLIO Srl.
- GEASOFT di Ciucci Tonino
- TESEO SRL
- CAD CONCEPTS INTERNATIONAL S.A.
- ADISA SYSTEMS BV.
- JOS AMERICA CAD CAM SYSTEMS
- PROHELP
- 3DSOLE - SISTEMAS DE ATOMAÇÃO CAD
- CENTRO DE CIM DO PORTO
- INOCAM Lda.
- MIND S.A.
- REPCAD
- SOMACAL
- TECMACAL Lda.
- ZIPOR
- KAGAN & PARTNERS
- WinG
- DITACOR-INESCOP
- IBERTEC SISTEMAS S.A.
- ZÜND SYSTEMTECHNIK AG
- 3D SCANNERS
- ADVENT TECHNOLOGIES Ltd.
- DELCAM Plc, DELCAM CRISPIN
- SHOEMASTER CSM3D INTERNATIONAL Ltd.

PDV-404 Drafting-V

3(1+2)

Course Objectives:

- Developing the pattern cutting of a product and their organization systems.
- Students arrange development for certain target groups and applications/ end use.
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- Organize and complete their work within a given time line.
- Develop drafting according to the cultural and climate needs of the society.
- Explain the right type of drafting for certain target groups for footwear and accessories.
- They explain appropriate use of tools, methods and mediums.
- They explain several types of making techniques for certain leather or fabrics/products.
- They show making types and techniques.

- They describe several types and organizations of drafting.

Recommended Books/Links:

1. Introduction to modern Footwear technology.
2. Practical pattern making.
3. Professional Shoe Making Manual.
4. Pattern cutting –step by step pattern for footwear.
5. The shoe last.
6. Manual of shoe making.
7. Pattern cutter's handbook.
8. ARS.
9. World Footwear.
10. World Leather.
11. www.shoeinfont.com.
12. www.wgsn.com.

PTC-405 Production Techniques-V (Shoes/Accessories Finishing and Packing)

3(1+2)

Course Objectives:

- Carry out hand and mechanized shoe/accessories finishing production processes.
- Explain processes of shoes/accessories finishing production.
- Analyze and develop a product/shoes and accessories finishing.
- Understand steps of shoe/accessories finishing packing production.
- They are familiar with health and safety measures along with environment friendliness.
- Organize projects to produce a finished shoe/ accessories in a certain time.

Recommended Books:

1. Introduction to Modern Footwear Technology(Shoe traders publications)
2. Acceptable Quality Standards in the Leather and Footwear Industry(Shoe traders publications)
3. Footwear Materials and Process Technology(Shoe traders publications)
4. Information Systems for Footwear Manufacturing(Shoe traders publications)
5. Manual of Shoemaking (D. W FormmerII-Boot Maker)
6. Production Planning for Footwear Manufacturing - Demonstration of Concept (D. W FormmerII-Boot Maker)
7. Hand buch fur die shuh industrie by Alexander Besching
8. www.shoeinfont.com

Course Objectives:

- Students familiarize with the international communication languages.
- Students to understand foreign language
- Enable the students to read foreign language
- Enable the students to write the foreign language
- Enable the students to speak the foreign language.

Recommended Books:

1. Foreign language Dictionary.
2. Foreign language grammar book.
3. Foreign language guide.

Course Objectives:

- The objective of the Foot Care Studies for is to promote an advancement of knowledge on all aspects of foot care through active co-operation and collaboration between dialectologists, podiatrists, specialist nurses, orthopedic and vascular surgeons and all other specialists with an interest in caring for diabetic patients with foot problems.
- People depend on their feet more than they may realize. Over a lifetime, people will walk, on average, about 115,000 miles. Although it is easy to take healthy feet for granted, foot problems are actually among the most common health problems. Three quarters of people in the Pakistan have foot problems at some time in their lives.
- As people get older, the likelihood of foot problems increases. Some of this is due to years of wear and tear on their feet. Other problems occur because as they get older diseases that can affect the feet. For example, diseases that affect blood circulation to their feet may cause increased foot problems.
- Feet take a beating every day. Remember that the feet are the foundation of entire body. If there was a crack on the basement of a building, the crack may eventually propagate to weaken the entire building. In the same way, feet are the foundation of the body.
- If something happens to feet, this may affect the way people walk, thus affecting knee joints, hip joints, and even back. This may result in improper gait and back pain.

Recommended Books/Web-Sites:

1. The Salon Professional's Guide to Foot Care by Godfrey F. Mix.
2. 101 Foot Care Tips for People with Diabetes by Jessie Ahroni.
3. The Foot & Ankle Sourcebook by M. David Tremaine.

4. Common Foot Problems in Primary Care by Richard B. Birrer MD.
5. <http://www.pedicuresandfootcare.com/diabetes-foot-care.html>.
6. <http://www.orthaheel.us>
7. <http://www.foothealthfacts.org/footankleinfo/cavus-foot.htm>
8. <http://www.myfootshop.com>

ETS-408 Entrepreneurship

1(1+0)

Course Objectives:

- Entrepreneurship is the act of being an entrepreneur, which can be defined as “one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”.
- This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity.
- The most obvious form of entrepreneurship is that of starting new businesses (referred as Startup Company); however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity.
- When entrepreneurship is describing activities within a firm or large organization it is referred to as intra-preneurship and may include corporate venturing, when large entities spin-off organizations.

Recommended Books:

1. Innovation and Entrepreneurship by Peter F. Drucker.
2. Disclosing New Worlds: Entrepreneurship, Democratic Action, and the Cultivation of Solidarity by Hubert L. Dreyfus.

Semester-VIII

CMT-451 Design Studio-VI (Collection Management)

2(1+1)

Course Objectives:

- Organize a project within time under the given theme.
- Discuss and critic on the work.
- Attain knowledge about different kinds of shoes & bags.

Recommended Books/Links:

1. Shoes: The complete Source Book.
2. Heights of Fashion: a history of elevated shoe.
3. The seductive shoe.
4. Shoe: the lexicon of Style.
5. ARPEL

Course Objectives:

- Arrange on a surface as a development.
- Developing the pattern cutting of a product and their organization systems.
- Students arrange development for certain target groups and applications/ end use.
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- Draw certain types of drafting for certain end use.
- Discuss their work with fellow students.
- Present their work.
- Justify and criticize theirs' as well as others work.
- Organize and complete their work within a given time line.
- Develop drafting according to the cultural and climate needs of the society.
- Explain the right type of drafting for certain target groups for footwear and accessories.
- They explain appropriate use of tools, methods and mediums.
- Students explain how certain types of drafting and their organizations are suitable for certain end use.
- They explain several types of making techniques for certain leather or fabrics/products.
- Plan the requirements of several target groups and the selection of right type of drafting according to their requirement
- They show making types and techniques.
- They describe several types and organizations of drafting.
- Students develop accessories and shoe as collection.

Recommended Books/Links:

1. Introduction to modern Footwear technology.
2. Practical pattern making.
3. Professional Shoe Making Manual.
4. Pattern cutting –step by step pattern for footwear.
5. The shoe last.
6. Manual of shoe making.
7. Pattern cutter's handbook.
8. ARS.
9. World Footwear.
10. World Leather.
11. www.shoeinfonet.com.
12. www.wgsn.com.

PTC-453 Production Techniques-VI
(Accessories/Footwear Projects)

2(0+2)

Course Objectives:

- Carry out hand and mechanized complete shoe/accessories production processes.
- Explain processes of complete shoe/accessories production.
- Analyze and develop a complete shoe/accessories product.
- Understand steps of shoe/accessories production.
- They are familiar with health and safety measures along with environment friendliness.
- Organize projects to produce complete shoe/accessories in a certain time.

Recommended Books:

1. Introduction to Modern Footwear Technology (Shoe traders publications).
2. Acceptable Quality Standards in the Leather and Footwear Industry (Shoe traders publications).
3. Footwear Materials and Process Technology (Shoe traders publications)
4. Information Systems for Footwear Manufacturing (Shoe traders publications).
5. Manual of Shoemaking (D. W FormmerII-Boot Maker).
6. Production Planning for Footwear Manufacturing - Demonstration of Concept (D. W FormmerII-Boot Maker).
7. Hand buch fur die shuh industrie by Alexander Besching.
8. www.shoeinfont.com

TDP-454 Written Thesis

2(1+1)

Course Objectives

- Understanding of importance of Leather Accessories and Footwear as per market requirement
- Understand how to visualize a design and develop patterns accordingly.
- Understanding of technical development appropriate to the satisfactory completion of the prototypes.
- To develop a student understanding of how 2D & 3D systems are used within their specializations.
- Understand to organize planning and costing of the product.
- Understanding of use of different materials and their effects.
- Understand manufacturing process machines and operational management.
- Understand Marketing and Merchandising of products.

VRP-455 Verbal Presentation

1(0+1)

- Enable the student to give summarize presentation of their final project and products.

Course Objectives:

- Developing grammatical competence of the learners to become proficient writers and speakers of English.
- To learn the skills of giving oral presentations that is well-structured for the audience.
- To develop proficiency in linguistic skills so that students can efficiently meet with the demands of other subjects written in English.

Course Contents:

- **Language and Communication**
Ways of effective communication and language skills
- **General Study Skills**
Understanding assignments: Distinguishing between common task words, such as, Analyses, criticize, evaluate, etc. Distinguishing between genres of writing, for e.g, Critical analysis, critical review, write-up, report, and project.
- **Introduction to ethics of research (plagiarism)**
- **Grammar Skills**
Correct spellings and punctuation appropriate register and style
Sentence construction
Reinforcement of tenses
Active voice and passive voice
Word choice, tone and mood
- **Reading Skills**
Skimming, Scanning, Predicting and questioning, Interpretation and evaluation
- **Listening Skills**
Effective listening
Listening practices
- **Writing Skills**
Note-taking
Brainstorming and Concept mapping
Paragraph writing
Essay writing
Introduction to referencing
Application/Letter Writing
- **Oral Skills**
Presentation skills
Participation in discussions
- **Assignments**
Writing critiques
Descriptive and narrative account
Informal report writing for the Media – Advertisements

Response writing
Application/Letter Writing.

Recommended Books/Helping Material:

1. Howard, J.C., & Traca. (1976). *Writing Effective Paragraphs*. Collins.
2. Rosa, Alfred, and Paul Eschholz, eds. (1989). *Models for Writers*. St. Martin's Press.
3. Wiener, Harvey S., and Charles Bazerman. (1991). *Reading Skills Handbook*. USA: Houghton Mifflin Company.
4. Relevant handouts given by the teacher, which will constitute a reading pack.

ENG-151 English-II (Compulsory)

2 (2+0)

Course Objectives:

- Developing the students' essay writing skills.
- Developing critical thinking.
- Developing the student's control of logic, organization, rhetoric, usage, and audience accommodation.
- Reinforcing grammar skills.

Course Contents:

- **General Study Skills**
Vocabulary development
Dictionary and Thesaurus Skills
Critical thinking
Preparing for an Exam
- **Grammar Skills**
Reinforcement of grammar
Subject-verb agreement
Run-ons
Fragments
Comma splices
- **Writing Skills**
Writing Process and Planning
Narrative Writing
Basics for Effective Writing
Expository Writing
Unity
Supporting evidence
Critical Essays
Sentence Skills
Paragraphing
Attempting Exam Papers
Introduction to thesis statements, writing a summary
Introductions and Conclusions
- **Specific Oral Skills**
Discussion in Tutorials

Effective Classroom Interaction
Giving a Presentation
Participation in Seminars

Recommended Books/Helping Material:

1. Rosa, Alfred, and Paul Eschholz, eds. (1989). *Models for Writers*. St. Martin's Press.
2. Wallace. (1980). *Study Skills in English*. CUP.
3. <http://owl.english.purdue.edu/>
4. Relevant handouts given by the teacher, which will constitute a reading pack.

ENG-201 English III (Academic Writing) 1 (1+0)

Course Objectives:

- To train students in creating a series of written documents which demonstrate critical reading, sound and varied sentence structure, the logical progression and completeness of the paragraph, the composition of multiple-paragraph essays, and abundance of the conventions of grammar
- Developing objective thinking and writing
- Document and format documents according to APA
- Applying knowledge of conventions: use editing and proof reading, knowledge of language conventions, to correct errors, refine expression, and present work effectively

Course Content:

1. Persuasive writing and apt vocabulary
 - 1.1 Development of effective vocabulary
 - 1.2 Thesis generation
 - 1.3 Mini-grammar lessons
2. Assignments:
 - 2.1 Academic conventions according to APA
3. Research papers:
 - 3.1 Oral presentations
 - 3.2 Reflective writing
 - 3.3 Portfolio formation
 - 3.4 Visual analysis of a painting
 - 3.5 Critical analysis of a film
 - 3.6 Literary analysis of a piece of fiction
 - 3.7 Critical analysis of a poem
 - 3.8 Critical analysis of a newspaper article
 - 3.9 In-class writing exercises

Recommended Books/ Resources:

1. APA Manual, 6th Edition.
2. Dixon, Wheeler W., and Gwendolyn Audrey Foster. (2008). *A Short History of Film*. Rutgers University Press.

3. Pramaggiare, Maria, and Tom Walks. (2005). Film: A Critical Introduction. Allyn & Bacon.
4. Rosa, Alfred, and Paul Eschholz, eds. (1989). Models for Writers. St. Martin's Press.
5. <http://owl.english.purdue.edu/>
6. Relevant handouts given by the teacher, which will constitute a reading package.

ENG-251 English- III (English Presentation Skills)

2 (2+0)

Course objective:

The course intends to present an opportunity to students so that they prepare themselves for life in the working world. Good speaking skills are an important prerequisite to become successful, and the background to this is to focus on the different elements such as ability to construct and present an argument, researching skills, organization, logical thinking, knowledge, originality, presence of mind (attentiveness), coping under pressure, etcetera. Speaking can take different forms, for instance, presenting to colleagues, interviews, presenting to students, presenting to a specific or to a general audience. The objective of this course is to equip the students with an apt skill set to be able to orally present to a given audience so that it adds value to the experience of the audience. The important pillars for effective presentation skills are “substance, structure and style”, and these are the goals to be achieved.

Substance: is the gravity of knowledge of the speaker.

Structure: is the logical means by which this knowledge is presented.

- Is the content of the presentation comprehensive?
- Have I got an overview?
- Is the presentation equipped with detailed examples where appropriate?
- Is the content presented logically so that the audience can follow?
- Have I balanced content with critical analysis?
- Does the presentation require considering audience participation?

Style: represents the arrangement and choice of words, vocal quality, facial expression, gestures and other non-verbal communication.

At the end of the course, students should be able to:

- Speak continuously for about 3-5 minutes.
- Prepare and deliver presentations.
- Instantly develop and apply an appropriate strategy to a given situation during a presentation.
- Critical thinking skills
- To lead a group discussion.
- Prepare relevant and thought provoking questions during a presentation / discussion.

Components and Outlines

- Listening Skills
 - Interview Skills
 - Songs/movies
 - English News
 - Entertainment TV channels / informative
 - IELTS Listening test
- Speaking Skills
 - Tongue twisters
 - Rhymes
 - Songs / movies
 - Role play / presentations
 - Body language
- Discussion seminars (Developing the analytical mind.)
- Writing Skills
 - How to write an effective CV and application letter

Listening Skills

Of the total communication time, listening consumes or should consume half of that. However, people only listen with 1/4th of their attention. The impact of ineffective listening is such that appointments have to be rescheduled, letters retyped, shipments re-routed and overall efficiency gets compromised.

Thus, the students would be exposed to a wide array of listening sessions. These activities range from interviews to entertainment TV channels to rhymes to IELTS listening test method of learning. The focus is that students learn to be patient listeners and are able to comprehend information effectively.

Speaking

One of the most important skill one can acquire is speaking—the ability to converse with others fluently. People who acquire fluency in spoken communication, their probability is likely to be higher of being successful in the different facets of life.

A person in a social gathering could be successful in a speaking task but fail at a more formal one. Or a person could both fail the informal and formal speaking tasks. In either of the situations, the tasks claim to assess speaking proficiency. In order to achieve significant speaking fluency, the course will focus to develop the pillars of effective presentation which are *substance*, *structure* and *style* (mentioned on page1)

Discussion Sessions

In the discussion sessions students are required to engage in a meaningful conversation based on the reading material provided by the instructor. The aim is to develop the student's ability to examine

scientific investigations from a critical and scientific point of view. During a literature seminar, it is important to consider the following:

- What are the major concepts involved / discussed in the articles and how they relate to each other.
- What are the major characteristics or functions put forward.
- What are the underlying arguments discussed in the articles, and are they coherent with each other.
- What kinds of result are presented?
- How do the articles integrate our understanding of the different aspects of a given subject?
- While reading new literature, make note of questions, mental linkages with the literature previously covered. Look for the interesting points outlined in the literature preparing yourself mentally to actively participate in the discussion seminar.
- The literature is the point of departure for the discussion. Only when you are fully aware of what the literature says and does not say, can you begin to discuss what the relevant concepts are. Thus it is important to understand that we are not summarizing the literature but rather discussing it.

Writing Skills

The students will be introduced to extensively learn on how to create and customize their application letters and curriculum vitae (CV). A cover letter or application letter is a letter that is written to a prospective employer expressing your interest in the job. A CV is the summary of a person's professional history. It should include a comprehensive listing of academic background, publications /research and teaching experience, awards and honors, affiliations and other significant achievements.

Suggested Reading and Study Sources

Handouts will be provided by the resource person. These include articles from peer reviewed journals, reports, books / novels and websites. The resource person has been trained in accent reduction and has designed his own material that he would use in the practice sessions.

ENG- 301 English-IV (Technical Writing)**1 (1+0)****Course Objectives:**

- Honing the technical writing skills
- Training in creating technical presentations
- Documenting research in the form of technical reports
- Recording the methodology, results and conclusions of an investigation through report writing
- Understanding report writing as an important communication tool, serving a different purpose as compared to other forms of writing

Course Content:

- Understanding various types and purpose of technical communication
- Report writing (Structure and content of reports)
- Layout of reports according to the APA style of writing
- Ways of improving technical writing style
- Resume writing
- Interview skills

Recommended Books/Resources:

1. *APA Manual*, 6th Edition.
2. Johnson-Sheehanl, Richard. (2004). *Technical Communication Today*. Longman.
3. Markel, Mike. (1996). *Technical Communication Essentials*. Martin's Press, Inc.
4. <<http://owl.english.purdue.edu/>>

Relevant handouts given by the teacher, which will constitute a reading pack.

ENG-351 English IV (Academic Writing)**3 (3+0)****Course Objective:**

The course in academic writing is designed in a way that it develops in students to be able to write grammatically accurate and well-organized academic and scientific English. In addition, students will develop critical reading skills, grammar skills, and will expand vocabulary. The students will develop awareness of the theory and conventions of academic writing. The students are guided through practice and tutor feedback to develop their writing skills.

Components and Outlines:

- Introduction
- Sentence structure and punctuation
- Academic Style—grammar and word choice
- Designing oral presentations

- Information structuring and Cohesion
- Referencing
- Critical reading
- Creating a career and designing resumes
- Interviewing to get the job

Suggested Reading and Study Sources:

1. Courtland Bovee and John V. Thill, *Business Communications Today* (Pearson Education)
2. Pamela Angell, *Business Communication Design; Creativity, Strategy and Solution* (Mcgraw-hill)
3. Shirley Taylor, *Communication for Business*(Pearson Education)

ENG-201 English (Compulsory)-III

2 (2+0)

Course Objectives:

- To train the students in creating a series of written documents which demonstrate critical reading, a clear thesis supported by evidence, sound and varied sentence structure, the logical progression and completeness of the paragraph, the composition of the multiple-paragraph essays, and abidance of the conventions of grammar.
- Developing objective thinking and writing.
- Document and format documents according to APA.
- Applying knowledge of conventions: use editing and proofreading, and knowledge of language conventions, to correct errors, refine expression, and present work effectively.

Recommended Books/Helping Materials:

1. APA Manual, 6th Edition.
2. Dixon, Wheeler W., and Gwedolyn Audrey Foster. (2008). *A Short History of Film*. Rutgers University Press.
3. Pramaggiare, Maria, and Tom walk. (2005). *Film: A Critical Introduction*. Allyn & Bacon.
4. <http://owl.english.purdue.edu/>
5. Relevant handouts given by the teacher, which will constitute a reading package.

ENG-351 English-V (Research & Communication Skills)

1 (1+0)

Course Objectives:

- Improve writing skills
- Expanding the vocabulary of students for effective communication
- Training the students in delivering oral presentations
- Applying APA / academic conventions

Course Contents:

- Introduction to Research
- Types and sources of research
- Ethics of research / plagiarism
- Research Processes
APA
- Documentation
- Types of citation
- Referencing
The Writing Process
- Pre-writing
- Drafting
- Editing
- Proofreading
Report writing
- Research Report
- Analytical Report
Writing Literature Surveys / Reviews
- Writing Summaries (Preparation for Abstract Writing)
- Writing Academic Papers
- Vocabulary Development
Oral Presentations (with an emphasis on Business Communication Skills)
- Writing Business Letters
- Enhance interview skills

Recommended Books/Resources:

1. *APA Manual*, 6th Edition.
2. <<http://owl.english.purdue.edu/>>
3. Relevant handouts given by the teacher, which will constitute a reading pack.

ENG-401 English VI (Dissertation Writing & Research)

2(2+0)

Course Objectives

- To guide the students to undertake individual research work and thoroughly examine an aspect of the subject that they should study closely
- To enable the students to develop a set of valuable research and writing skills
- To train students to think analytically, synthesize complicated information, write well, & organize time
- To document research in the form of a dissertation by following academic conventions

Course Contents

- Research and Dissertation Writing APA Style of Writing
 - Types and sources of research
 - Presentation/layout of dissertation
 - Ethics of research / plagiarism
 - Documentation
 - Process of research
 - Types of citation
 - Reference list
 - Page format
 - Mechanics of Style / Text rules
- Dissertation Writing
 - Types of dissertations
 - Format/structure of dissertation
 - Abstract
 - Introduction
 - Literature review
 - Research Methodology
 - Results and Findings
 - Conclusions
 - References / Bibliography
 - Appendixes
 - Process / stages of writing

Recommended Books/Helping Materials

1. *APA Manual*, 6th Edition.
2. <<http://owl.english.purdue.edu/>>
3. Relevant handouts given by the teacher, which will constitute a reading pack.

PKST-102 Pak Studies-I (Compulsory)**2 (2+0)****Course Objectives:**

The course framework is issued –oriented. It has many dimensions, the historical and ideology background of Pakistan, the process governance and national development as well as the issue arising in the modern, age and posing challenges to Pakistan. The course has been designed with a vision that Pakistan Studies should open a window to future.

Course Contents:**1. Historical Perspective**

- Ideological rational with special reference to Sir Syed Ahmad Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah.
- Factors leading to Muslim separatism.
- Location and Geo-Physical features.

2. Government and Politics in Pakistan

Politics and constitutional phases

- 1947 -58
- 1958 -71
- 1971 -77
- 1977 -88
- 1988 -99
- 1999 -2008
- 2008 -Onward

3. Contemporary Pakistan

- Economy institution and issues
- Society and social structure.
- Foreign policy of Pakistan and challenges

Recommended Books/Helping Material:

1. Pakistan Past, Present and Future By Dr. Sultan Khan
2. Handouts provided by the Teacher Concerned.

Note: *The course has been designed as a compulsory subject for the students studying for Bachelor's degree, general or professional. The course is of 2 credit hours carrying 100 marks (recommended). The teaching work is comprised of three dimensions. Historical perspective (20%): Government and Political (40%): and contemporary Pakistan (40%).*

ISL-152 Islamiat (Compulsory)**2 (2+0)****Course Objectives:**

This course provides an introduction to the sources and content of Islam and the life of Holy Prophet (PBUH). It will also cover the contemporary divisions in Islam and on completion students are expected to have basic knowledge of Islam and the Prophet of Islam (PBUH)

Course Contents:

- Defining Religion/Need of Religion/Creation and Purpose of Man/Defining Islam/Divisions in Islam
- Division of the Directives of Islam/Sources of Islam
- Belief in God/Belief in Prophets
- Belief in Hereafter/Angels/Books
- Morality in Islam
- Directives of Islam Regarding Politics and Jihad
- Directives of Islam Regarding Prayers and Punishments
- Social Directives of Islam
- Economic Directives of Islam
- Life of the Holy Prophet (PBUH)

Recommended Books/Helping Material:

Notes prepared by the instructor.

MATHEMATICS 1 (Material & Model-I)

MNM-107 Material & Model-I

3(1+2)

Course Objectives:

- Familiarization of students with dimensions in 3D models and objects.
- To know material, with physical, chemical and aesthetical properties in context of organic .inorganic and manmade with suitable usage in first year and upcoming major departments.

Course Contents:

Introduction of subject and Behaviours of materials. (class rules, discipline, moral values etc).

Introduction of different group of tools. (Experience different tools, their names and uses).

Dimension and Proportion with measurement and scale Documentation.

Division. (to realize the division in its different aspects)

Characters of Surface (Texture and Structure)

Exam- (Textures).

Recommended Books/Helping Material:

1. Tools: Introductions of different tools their names and uses.
2. Pliers, paper cutter, wire cutter etc.

MTP-252 Pattern–II (Mathematics of Pattern) 2(1+1)

Course Objectives:

- To understand drafting of basic bodice block on given measurements with different calculations
- To understand different pattern manipulation of blocks essential for making simple patterns of skirt, bodice and collars through different design variations such as sty lines, volume through pleats and gathers with proper finishes

Course Content:

- Explanation of shifting darts
- Dart manipulation
- Construction of Ease bodice blocks
- Introduction to Panel cut lines using Basic Bodice Block
- Construction of Suspended panel and princess panel
- Explanation and construction of simple panel
- Variation of Collars with calculations

Recommended Books/Resources:

1. Joseph, Helen, Armstrong. *Pattern Making for Fashion Design*. (3rd edition) Prentice Hall 1999.

MTP-302 Mathematics of Pattern (Pattern–III) 3 (1+2)

Course Objectives:

- An understanding of how to construct various designs of dresses with different elements and finishes.
- Learn how to execute a design in flat pattern
- Learn to make garment patterns for toddlers, children and teens in woven and knit fabrics.

Course Contents:

- Parallel dart manipulation.
- Construction of a design with yoke and gathers, button closure, waist band and facings
- Asymmetrical dart manipulation exercises
- Explanation of different types of set-in sleeves.
- Construction of various sleeves
- Explaining Asymmetric design features in a dress, its proportions and construction
- Complete design with asymmetrical closure for bodice
- Explanation of different types of pants and construction
- Construction of Ladies Jeans block
- Explanation of different variations of more technical collars
- Introduction to children wear pattern
- Drafting of first individual design of children wear with finishes

Recommended Books/Resources:

1. Aldrich, Unified. *Metric Pattern Cutting for Children's Wear and Baby Wear*.2009. John Wiley and Sons.
2. Campbell, Hilary. *Designing patterns: A Fresh Approach to Pattern Cutting*.1980.Nelson Thornes.