

UNDERGRADUATE
SCHEME OF STUDIES-2023
ART & DESIGN DEPARTMENT
IQRA NATIONAL UNIVERSITY

Art & Design Department

IQRA National University

Design Development subjects are fundamental in modern society and their study lead to exciting and diverse opportunities in worldwide industry, where professionals involve at every step – from first idea and conception to production and retail. That makes industry full of interesting and imaginative careers in designing, styling, promotions, journalism and publication, advertisement and interactive media.

Our Department offers a strong foundation in traditional and modern approaches to the field. The programs are developed to be an exciting and challenging experience for our students and provide original and inspired learning environment with the objective of creating dynamic and talented graduates prepared to build up a career path in fashion, textile and promotion industries.

We provide a range of facilities including professional, well-equipped studios for weaving, sewing, draping, printing etc.

Classes are taught by qualified instructors who encourage individual artistic expressions, creative thinking, sense of uniqueness and attach great importance to development communication, time and project management skills.

Students are encouraged to participate in extra curriculum activities: workshops, guided tours and visits, academic trips. The best creations of the students are shown to the public in exhibitions and presentations held annually.

Department of Art & Design offers Textile, Fashion and Interior Design Program at three academic levels:

➤ **Foundation Diploma**

One year intensive foundation program requires completion of 36 credit hours, provides the base for development essential ideas, skills and knowledge for entry to degree courses and guide students in choosing their potential field of study.

➤ **Advance Diploma**

Two years program gives student the learning and workplace experience to help start or further their career within fashion field; requires the completion of 72 credit hours.

➤ **Bachelor Degree**

Four years program requires completion of 136 credit hours, ensures that students firm knowledge in design methodology and practical skills which will assess strengths and corroborate aspiration in specialized area of interest.

Admissions

Admission announced twice a year, in January and August, before beginning of the Spring and Fall Semesters, through the leading newspapers and our website www.inu.edu.pk

Enrollment in Bachelor or Diploma Program at Art & Design Department requires 45% in HSSC or equivalent.

Semester Structure

Regular Semester load is 15-18 credit hours, duration 16 weeks. During the semester students will appear in two Examinations: Midterm (after 8 weeks of the semester) and Final Examination (after completion of 16 weeks of the semester).

Teaching Methods

- Lectures – instructor conducts lecture with complete explanation of the lesson and provides students with lesson script or refer to text book.
- Independent study and analysis of literature.
- Presentations – students present given topics individually or in groups using current technology to support the presentation (e.g., PowerPoint presentation)
- Theme research – students will analyze given theme using current articles from the popular press as well as library research including electronic resources databases.
- Discussion – students participate in discussions and debates related to the topics in the lessons which focus dilemmas related to the course content.
- Individual Discussion – the instructor will guide students individually by giving technical advice and suggested reading and research which would benefit individual student's projects.
- Demonstration – the instructor will demonstrate concepts and principles of given assignment by making a sample in front of the class.
- Practical work – during class the instructor will make the rounds, working with each student, giving constructive criticism, and doing additional group or individual demonstrations if needed. The instructor will guide students by giving technical advice and explaining required execution of the procedures.
- Assignments – during course students will complete required number of assignments.
- Self-directed studio work – (senior projects and final studio project) the students design a collection developed from a theme or source according to their thesis. The students must have the ability to meet the requirements for the composite design and production, using knowledge and skills gained during study tenure; to develop links between ideas and images, to understand and link artwork with techniques involved for the relevancy production unit.

- Market survey – survey availability of required materials, price points in order to develop original collection appropriate for target market.
- Tests
- Quizzes

Course Evaluation

Foundation Studio Courses – Junior practical courses, where students acquire professional skills by working on assignments. Instructor of the course conducts comprehensive demonstrations and guide students during lab hours.

Students’ work, including exam assignments, is assessed by concern instructor by observation of each assignment on the base upon quality of produced work relative to conducted demonstrations.

Marks Distribution:

➤ Lab work and Assignments	40%
➤ Midterm Exam	30%
➤ Final Exam	30%

Advance Studio Courses – that require exposure to a variety of assignments and projects at several levels of complexity and project goals.

Studio Courses are evaluated by observation of each assignment or project on the base upon quality of produced work, student’s ability to develop a design, composition; use of materials, level of skill; exploration of medium and understanding of technical and production aspects.

Marks Distribution:

➤ Lab work and Home Assignments	40%
➤ Midterm Exam	30%
➤ Final Exam	30%

Self-directed Studio Courses – senior projects which focused on experimentation and improvisation according to student research interest (1- 4 projects per course).

Students' projects are evaluated by jury panel that generally use embedded assessment that is tied to the goals of the course. Evaluation of two or more projects conducted during Midterm and Final Examination:

Marks Distribution:

➤ Class Performance	40%
➤ Midterm Exam	30%
➤ Final Exam	30%

Assessment of the courses which required submission of one project conducted during Final Examination:

Marks Distribution:

➤ Class Performance	20%
➤ Final Exam	80%

Conceptual Theoretical Courses – that require attaining elemental knowledge which give comprehension to the field and growth of personal development.

In addition to the theoretical part, students are also required to submit number of assignments which have value in the course assessment.

Marks Distribution:

➤ Assignments	40%
➤ Midterm Exam	30%
➤ Final Exam	30%

Educational Theoretical Courses – Student's performance in theoretical courses is assessed on the base of marks obtained in examinations and class performance which evaluated through quizzes, presentations etc.

Marks Distribution:

➤ Class Performance	20%
➤ Midterm Exam	30%
➤ Final Exam	50%

Revised SOS for Art and Design Department

UG-Policy-2023

- **SINGLE MAJOR WITH ONE MINOR**

(Minimum 132 Credit Hours-Maximum 144 Credit Hours)

1. General Education Courses: 30 credit hours
2. Major : Minimum 72 credit hours
3. Interdisciplinary /Allied courses : Minimum 12 credit hours
4. Minor: Minimum 12 credit hours
5. Field experience /Internship: 03 credit hours
6. Capstone project : 03 credit hours

GENERAL EDUCATION CLUSTER	COURSES	CREDIT HOURS
Art and Humanities	1	02
Natural Sciences	1	3(2+1)
Social Sciences	1	02
Functional English	1	03
Expository Reasoning	1	03
Quantitative Reasoning	2	06
Islamic Studies or Ethics(for non – Muslim)	1	02
Ideology and Constitution of Pakistan	1	02
ICT	1	3(2+1)
Entrepreneurship	1	02
Civics and Community Engagement	1	02
TOTAL	12	30

Fashion Design Program

The Program emphasizes the design process and encourages student to develop their creative talent, sharpen their skills using professional equipment.

We offer a comprehensive curriculum conducive to learning theoretical and practical techniques for approaching fashion design. The curriculum is determined to be an intensive set of courses including design atelier, technical workshops, theory and covers various kind of fashions (women wear, men wear, casual wear, occasional wear... etc.) developing both the design capabilities and technical ability to produce garments.

The Program concentrates on developing skills in design, fashion sketching, forecasting, presentations and provides a strong technical background in patternmaking, draping and sewing. Students gain an awareness of the aesthetics of fashion design, develop an ability to plan and execute garments at a high quality level, paying attention to the functions (movement, comfort, draping) as well as the beauty of the garment; develop a professional portfolio geared to their individual career goals. In addition today much of fashion design is been aided by the use of computers and design programs. A number of courses give the students a greater understanding of the immense power and control of computer software to create graphic design materials, digital illustrations and develop their own e-portfolio.

Our graduates are prepared for professional employment in fashion field including careers as fashion designer, fashion stylist, fashion illustrator and also to work in positions that demand creative design ability in display, computer-aided design advertising, accessories and costume design and many more...

COURSES DISTRIBUTION FOR FASHION DESIGN PROGRAM

GENERAL COURSES				
S.No	Course Code	Course Title	Category	Cr. Hrs
1	AFE-116	Functional English	General	3+0
2	APG-115	Psychology	Social Science	2+0
3	ABE-127	Business English	General	3+0
4	AAH-125	Art History	Art & Humanities	2+0
5	AIC-124	Introduction to Computer Technology	General	2+1
6	ACG-123	Civics	General	2+0
7	PST-126	Ideology and Constitution of Pakistan	General	2+0
8	IS-116	Islamic Studies/Ethics	General	2+0
9	AEY-246	Ecology	Natural Science	2+1
10		QR-1	General	3+0
11		QR-2	General	3+0
12	ENT-216	Entrepreneurship	General	2+0
Total Credit Hours				30
INTERDISCIPLINARY COURSES				
S.No	Course Code	Course Title	Category	Cr. Hrs
1	APM-245	Principles of Management	Interdisciplinary	3+0
2	ACA-243	Contemporary Advertising	Interdisciplinary	3+0
3	MKT-115	Principles of Marketing	Interdisciplinary	3+0
4	QTR-311	Research Method and Skills	Interdisciplinary	3+0
Total Credit Hours				12
MINOR COURSES				
S.No	Course Code	Course Title	Category	Cr. Hrs
1	MTD-236	Textile Design	Minor	0+3
2	MWT-355	Weaving Techniques	Minor	0+3
3	MSE-473	Surface Embellishment	Minor	0+3
4	MPY-484	Photography	Minor	0+3
Total Credit Hours				12

Scheme of Studies

Fashion Design (Total Credit Hours: 140)

First Year

Semester 1				Semester 2			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	AFE-116	Functional English (G.E)	3	1	ABE-127	Business English (Gen. Edu)	3
2	AID-111	Introductory Drawing	3	2	AID-121	Intermediate Drawing	3
3	ADF-112	Design Foundations	3	3	AAH-125	Art History (Art & Hum)	2
4	APG-115	Psychology (Social Sci.) G.E	2	4	AIC-124	Introduction to Computer (G.E)	2+1
5	ATA-113	Textile Analysis	3	5	AFC-122	Fashion Concepts	3
6	ABD-114	Basic Drafting	3	7	ACG-123	Civics (G.E)	2
Total			17	8	PST-126	Ideology and constitution of Pakistan (G.E)	2
Total			17	Total			18

Second Year

Semester 3				Semester 4			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	FST-231	Sewing Techniques 1	3	1	FST-241	Sewing Techniques 2	3
2	FPM-232	Pattern Making 1	3	2	FPM-242	Pattern Making 2	3
3	FFI-233	Fashion Illustration	3	3	FDG-244	Draping 2	3
4	FDG-234	Draping 1	3	4	AEY-246	Ecology (Natural Science)	2+1
6	IS-116	Islamic Studies/ Ethics (G.E)	2	5	APM-245	Principles of Management(Int.)	3
7	MTD-236	Textile Design (Minor)	3	7	ACA-243	Contemporary advertising (Int.)	3
8	GSQ-001	Holy Quran (Tarjuma, Tajveed and Tafseer)	0				
Total			17	Total			18

Third Year

Semester 5				Semester 6			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	FST-351	Sewing Techniques 3	3	1	FST-361	Sewing Techniques 4	3
2	FDP-352	Digital Pattern Design-1	3	2	FDP-362	Digital Pattern Design-2	3
3	FDG-353	Draping 3	3	3	Gen. Edu	QR-1	3
4	FDI-354	Digital Fashion Illustration-1	3	4	FDI-364	Digital Fashion Illustration-2	3
6	MWT-355	Weaving Techniques (Minor)	3	5	FGH-365	Garments History	3
7	MDD-356	Digital Design	3	6	MKT-115	Principal Of Marketing	3
Total			18	Total			18

Fourth Year

Semester 7				Semester 8			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	QTR-311	Research Methods & Skills	3	1	ARW-481	Report Writing (FYP)	3
2	FFA-471	Fashion Accessories	3	2	FCP-482	Capstone Project	3
3	FDS-472	Fashion Design Studio	3	3	AEP-483	E-portfolio	2
4	Gen. Edu	QR-2	3	4	MPY-484	Photography (Minor)	3
5	MSE-473	Surface Embellishment	3	5	FIN-485	Internship	3
6	FGC-474	Garment Construction	3	6	ENT-216	Entrepreneurship	2
Total			18	Total			16

Textile Design Program

The Program emphasizes the diverse aspects of the fiber materials used in fashion, furnishing and interior design; combines textile craft traditions in print and weave and encourage students build on the spirit and skills of traditional textile culture; create new forms of visual expression.

Textile Design is a complex combination of fundamental, theoretical and historical viewpoints in relation to the technological and traditional process. Our aim is to provide students a broad spectrum of education in technical, material and conceptual issues related to the field.

We offer a balanced curriculum which includes a comprehensive series of course on the history and survey of textiles; concentrates on textile printing and weaving and a number of supporting courses surface embellishment, lace, embroidery, carpet design which facilitate students with an informed prospective, building self – alliance, encouraging experimentation and promoting enthusiasm for the expending field of Textile design.

Scheme of Studies

Textile Design (Total Credit Hours: 140)

First Year

Semester 1				Semester 2			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	AFE-116	Functional English (G.E)	3	1	ABE-127	Business English (Gen.Edu)	3
2	AID-111	Introductory Drawing	3	2	AID-121	Intermediate Drawing	3
3	ADF-112	Design Foundations	3	3	AAH-125	Art History (Art & Hum) G.E	2
4	APG-115	Psychology (Social Sci.) G.E	2	4	ACG-123	Civics (G.E)	2
5	ATA-113	Textile Analysis	3	5	AFC-122	Fashion Concepts	3
6	ABD-114	Basic Drafting	3	6	AIC-124	Introduction to Computers (G.E)	2+1
Total			17	7	PST-126	Ideology and constitution of Pakistan	2
Total				Total			18

Second Year

Semester 3				Semester 4			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	TWC-232	Woven concepts 1	3	1	TWC-242	Woven Concepts 2	3
2	TMD-233	Motif development 1	3	2	TMD-243	Motifs Development 2	3
3	TPT-234	Printing technology 1	3	3	TPT-244	Printing Technology 2	3
4	TPD-235	Product design	3	4	Gen. Ed	Ecology (Natural Science)	2+1
5	IS-116	Islamic Studies/ Ethics (G.E)	2	5	ACA-243	Contemporary Advertising (Int.)	3
6	GSQ-001	Holy Quran (Tarjuma, Tajweed and Tafseer)	0	6	APM-245	Principles of Management (Int.)	3
7	MST-236	Sewing Techniques (Minor)	3				
Total			17	Total			18
Total				Total			

Third Year

Semester 5				Semester 6			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	TDP-351	Digital Textile Printing 1	3	1	TDP-361	Digital Textile Printing 2	3
2	TPT-352	Printing Technology 3	3	2	TWP-362	Weave project	3
3	TTP-353	Textile Product	3	3	MKT-115	Principles of Marketing (Int.)	3
4	TWT-354	Weave and Tapestry	3	4	TRC-363	Rug and Carpet	3
5	MCC-356	CAD/CAM	3				
6	MDD-357	Digital Design (Minor)	3	5	Gen. Ed	QR-.1	3
				6	TTH-364	Textile History	3
Total			18	Total			18

Fourth Year

Semester 7				Semester 8			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	QTR-311	Research Methods & Skills	3	1	ARW-481	Report writing (FYP)	3
2	TTD-471	Textile Design studio	3	2	TCP-482	Capstone Project	3
3	TDA-472	Décor/Accessories Design	3	3	AEP-108	E-portfolio	2
4	TLE-473	Lace and Embroidery Design	3	4	MPY-484	Photography (Minor)	3
5	MEP-474	Event Planing (Minor)	3	5	FIN-485	Internship	3
6	Ged-edu	QR-2	3	6	ENT-216	Entrepreneurship	2
Total			18	Total			16

Interior Design Program

The program aims to prepare students for an innovative career in interior planning and design by developing ability to communicate design ideas for environments that are functional, holistically developed and aesthetically pleasing.

Our curriculum balances creative problem solving with practical skills and research that provides quality education and experience. Interior Design classes enable students to master the design process and presentation skills; integrate diverse cultural needs; connect current trends with historical patterns; manage issues of taste and perception. The first two years of the program introduce fundamental courses including drafting, perspective drawing, color studies, model building etc. Senior courses focus on studio experiences, computer aided design and interior systems.

By completion of the program students will develop their own sense of styles, creativity and visual presentation skills and become accountable for accessible, sustainable and elegant decisions that are essential for a career in interior design.

Scheme of Studies

Interior Design (Total Credit Hours: 140)

First Year							
Semester 1				Semester 2			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	AFE-116	Functional English (G.E)	3	1	ABE-127	Business English (G.E)	3
2	AID-111	Introductory Drawing	3	2	AID-121	Intermediate Drawing	3
3	ADF-112	Design Foundations	3	3	AAH-125	Art History (Art & Hum) G.E	2
4	Gen. Ed	Psychology (Social Science)	2	4	AIC-124	Introduction to Computers (G.E)	3
5	ATA-113	Textile Analysis	3	5	AFC-112	Fashion Concepts	3
6	ABD-114	Basic Drafting	3	7	ACG-123	Civics (G.E)	2
Total			17	8	PST-126	Ideology and Constitution of Pakistan	2
Total			17	Total			18

Second Year							
Semester 3				Semester 4			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	IHI-231	History of interior	3	1	IID-242	Interior drawing 2	3
2	IID-232	Interior Drawing 1	3	2	IMM-241	Model making	3
3	IPD-233	Interior Product Design	3	3	ACA-243	Contemporary Advertising (Int.)	3
4	ISP-234	3D space planning	3	4	IFD-243	Furniture Design 1	3
5	MTD-236	Textile Design (Minor)	3	5	AEY-246	Ecology (Natural Sci.)	3
6	IS-116	Islamic Studies/ Ethics	2	6	APM-245	Principles of Management (Int.)	3
7	GSQ-001	Holy Quran (Tarjuma, Tajveed and Tafseer)	0				
Total			17	Total			18

Third Year

Semester 5				Semester 6			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	IIG-351	Interior Graphics 1	3	1	IIG-361	Interior Graphics 2	3
2	IFD-352	Furniture design 2	3	2	Gen. Edu	QR-1	3
3	IRD-353	Residential Design	3	3	ICD-363	Commercial Design	3
4	ILD-354	Lighting Design	3	4	IDS-364	Interior Design Studio 1	3
6	ILD-355	Landscape Design	3	5	MKT-115	Principal Of Marketing (Int.)	3
7	MDD-357	Digital Design (Minor)	3	6	IBM-365	Building Material Studies	3
Total			18	Total			18

Fourth Year

Semester 7				Semester 8			
No	Course code	Course Title	Credit Hours	No	Course code	Course Title	Credit Hours
1	QTR-311	Research Methods & Skills	3	1	ARW-481	Report Writing (FYP)	3
2	IDS-475	Interior Design Studio 2	3	2	FCP-482	Capstone Project	3
3	IDA-471	Décor Accessories	3	3	AEP-483	E-Portfolio	2
4	IKB-472	Kitchen & Bath design	3	4	MPY-484	Photography (Minor)	3
5	MEP-474	Event Planning (Minor)	3	5	FIN-485	Internship	3
6	Gen. Edu	QR-2	3	6	ENT-216	Entrepreneurship (G.E)	2
Total			18	Total			16

Total Credit Hours: 140

Gen-Ed = 30 credit hours
Minor = 12 credit hours
Major = 86 credit hours
Interdisciplinary = 12 credit hours