



Department of Visual Studies

PROSPECTUS 2027

EARN A PROFESSIONAL DEGREE

B.F.A. - BACHELOR OF FINE ART

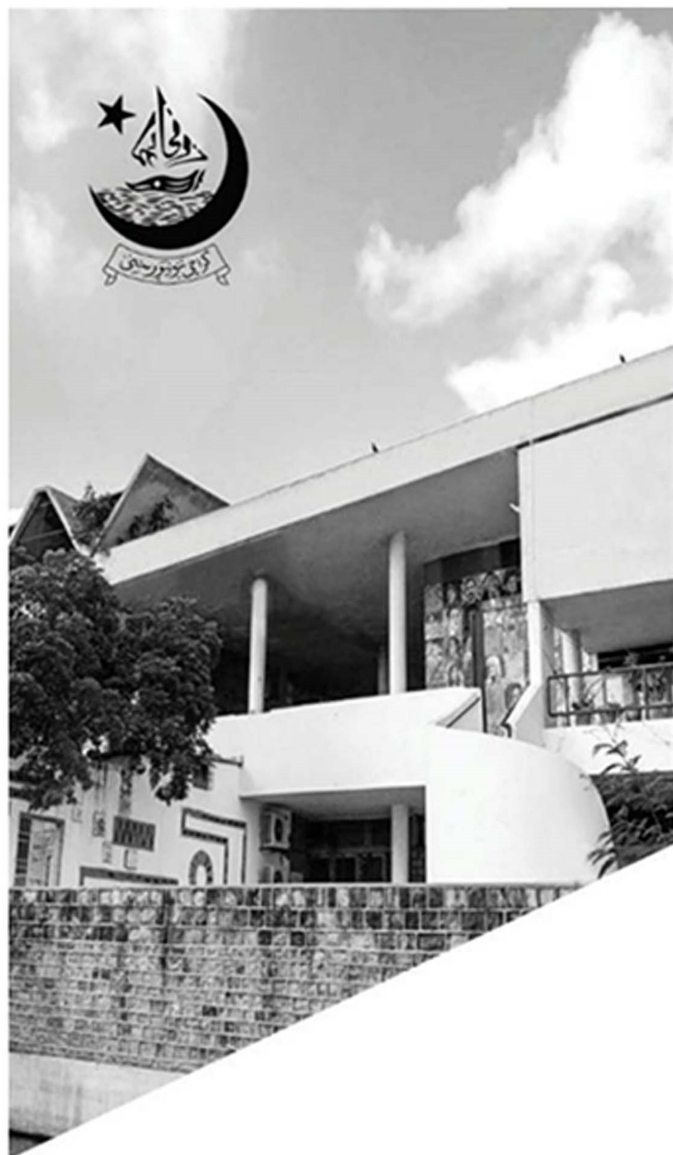
(4 YEARS / 8 SEMESTERS)

B. DESIGN - BACHELOR OF DESIGN

(4 YEARS / 8 SEMESTERS)

B. ARCH - BACHELOR OF ARCHITECTURE

(5 YEARS / 10 SEMESTERS)



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INTRODUCTION

The Department of Visual Studies graduates are innovative and award winning designers, architects and artists, who are making their mark in the professional world. The Department of Visual Studies sees itself as a bridge between tradition and innovation. Courses are interdisciplinary and contextualized. A strong theory component alongside practical and professional courses distinguishes the curricula of the Department. History of ideas, sociology and researched dissertations are some of the ways in which students develop analytical skills, and measure their designs against their social, cultural, economic and environmental impact.

A dedicated faculty supported by visiting faculty from professional fields and the university's own pool of excellent scholars, provides training that is current and professional. Students are encouraged to widen their experience and engage with the larger issues within which they will practice.

Placed within Pakistan's largest University, with 52 departments and 20 postgraduate institutes offering a wide range of studies in the sciences and humanities, the students of the Department of Visual Studies are exposed to students and faculty across all academic disciplines.

DEGREE PROGRAMS OFFERED:

- Bachelor of Architecture - B Arch (5 years/ 10 semesters)
- Bachelor of Fine Art - BFA (4 years/8 semesters), in one of the following
 - Fine Art
 - Islamic Arts
- Bachelor of Design - B Design (4 years/8 semesters), in one of the following
 - Design & Media Arts (options: Communication Design OR Film OR Animation)
 - Textile Design
 - Product Design

SPECIALIZATIONS AND COURSES TO OFFERED

FOUNDATION STUDIES

COURSE STRUCTURE: Two semesters of Foundation studies followed by six semesters of specialized studies leading to a BFA, B. Design & eight semesters B.Arch. Some courses are compulsory and common to all disciplines: English, History of Ideas, Islamic Studies.

Course and Credits - FOUNDATION

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

ARCHITECTURE – B.ARCH

The **Architecture** programme seeks to produce Architects capable of design solutions in the context of social and technical research and innovation. The course consists of Architectural Theory and History, building related Technologies, Service and Materials, Communication Skills and the application of these in Studio Practice. The Program acknowledges the digital revolution, introducing computer-aided design in the second year of the course.

Practical on-site experience and visits to relevant locations, along with their documentation and analysis, are undertaken to help the student understand the issues of the built environment.

An internship program allows the students to gain valuable practical experience leading to a graduating degree project.

Career opportunities for Architecture:

Architectural Design, Architectural Research, Urban/Rural Planning, Interior Design, Historical Site Management, Landscape Architecture

COURSE AND CREDITS (ARCHITECTURE)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-300.1	Functional English	3 (3-0)	General Education
2	VS-301	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-311	Understanding of Holy Quran – I	1 (1-0)	General Education
4	VS-321	Islamic Studies(Religious Edu / Ethics for non-Muslim students	2 (2-0)	General Education
5	VS-331 ARCH	History of Art & Architecture – I	2(2-0)	Major
6	VS-341 ARCH	Visual Communication – I	2(0-2)	Major
7	VS-351 ARCH	Foundation Studio – I	6(1-5)	Major
8	VS-391 ARCH	Elective I – Sculpture (Architecture Installation)	2(0-2)	Major
Total Credits Hours =			21	

SEMESTER - II				
1	VS-300.2	Expository Writing	3 (3-0)	General Education
2	VS-302	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-312	Understanding of Holy Quran – II	1 (1-0)	General Education
4	VS-332 ARCH	History of Art & Architecture – II	2(2,0)	Major
5	VS-342 ARCH	Visual Communication – II	2(0,2)	Major
6	VS-352 ARCH	Foundation Studio – II	6(1,5)	Major
7	VS-362 ARCH	Material and Construction – I	2(1,1)	Major
8	VS-392 ARCH	Elective II – Photography	2(0,2)	Major
Total Credits Hours =			21	

SEMESTER - III				
1	VS-400.1	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-401	Natural Science (Energy and Environment)	3 (3-0)	General Education
3	VS-431 ARCH	History of Art & Architecture – III	2(2,0)	Major
4	VS-441 ARCH	Visual Communication – III	2(0,2)	Major
5	VS-451 ARCH	Design Studio – I	6(1,5)	Major
6	VS-461 ARCH	Material and Construction – II	2(1,1)	Major
7	VS-471 ARCH	Structure for Architects – I	2(1,1)	Major
Total Credit Hours =			19	

SEMESTER - IV				
1	VS-400.2	Pakistan Studies	2 (2-0)	General Education
2	VS-402	Arts & Humanities – (Philosophy I)	2(2-0)	General Education
3	VS-412	Application of Information & Communication Technology	3 (2-1)	General Education
4	VS-432 ARCH	History of Art & Architecture – IV	2(2,0)	Major
5	VS-452 ARCH	Design Studio – II	6(1,5)	Major
6	VS-462 ARCH	Material and Construction – III	2(1,1)	Major
7	VS-472 ARCH	Structure for Architects – II	2(1,1)	Major
8	VS-482 ARCH	Building Services and System – I	2(1,1)	Major
Total Credit Hours =			21	

SEMESTER - V				
1	VS-500.1	Interdisciplinary – I (Philosophy II)	2 (2-0)	Interdisciplinary
2	VS-501	Interdisciplinary – II (Geography)	2(2-0)	Interdisciplinary
3	VS-531 ARCH	Theory of Architecture – I	2(2,0)	Major
4	VS-541 ARCH	Digital Tools for Architects – I	2(0,2)	Major
5	VS-551 ARCH	Design Studio – III	6(1,5)	Major
6	VS-561 ARCH	Material and Construction – IV	2(1,1)	Major
7	VS-581 ARCH	Building Services and System – II	2(1,1)	Major
Total Credit Hours =			18	

SEMESTER - VI				
1	VS-500.2	Civics and Community Engagement	2 (2-0)	General Education
2	VS-532 ARCH	Theory of Architecture – II	2(2,0)	Major
3	VS-542 ARCH	Digital Tools for Architects – II	2(0,2)	Major
4	VS-552 ARCH	Design Studio – IV	8(1,7)	Major
5	VS-582 ARCH	Building Services and System – III	2(1,1)	Major
6	VS-592 ARCH	Elective III – (Set Design & Theatre)	2(1,1)	Major
Total Credit Hours =			18	

SEMESTER - VII				
1	VS-600.1	Interdisciplinary – III (Urban & Rural Theory)	2 (2-0)	Interdisciplinary
2	VS-601	Interdisciplinary – IV (Anthropology)	2 (2-0)	Interdisciplinary
3	VS-611	Interdisciplinary – V (Permaculture)	2 (2-0)	Interdisciplinary
4	VS-631 ARCH	Cities & Housing	2(2-0)	Major
5	VS-651 ARCH	Design Studio – V	8(1,7)	Major
6	VS-681 ARCH	Landscape Design	2(1,1)	Major
Total Credit Hours =			18	

SEMESTER - VIII				
1	VS-600.2	Entrepreneurship	2 (2-0)	General Education
2	VS-602	Social Sciences (Environmental Psychology)	2 (2-0)	General Education
3	VS-612	Interdisciplinary – VI (Islamic Art & Architecture)	2 (2-0)	Interdisciplinary
4	VS-632 ARCH	Architectural Research Methods	2(2-0)	Major
5	VS-652 ARCH	Design Studio – VI	8(1,7)	Major
6	VS-692 ARCH	Elective IV – (Material & Innovation)	2(1,1)	Major
Total Credit Hours =			18	

SEMESTER - IX				
1	VS-731 ARCH	Professional Practice & Management	2 (2-0)	Major
2	VS-751 ARCH	Thesis Design – I	6 (2-4)	Major
3	VS-761 ARCH	Focus Studio	8 (1-7)	Major
		Total Credit Hours =	16	

SEMESTER - IX				
1	VS-752 ARCH	Thesis Design – II	8 (0-8)	Major
2	VS-762 ARCH	Internship	3 (0-3)	Major
		Total Credit Hours =	11	

Total Credit Hours: 181

IT IS MANDATORY TO CLEAR FOUNDATION STUDIO I & II, DESIGN STUDIO I, II, III, IV, V & VI, FOCUS STUDIO, THESIS DESIGN I IN EACH SEMESTER IN ORDER TO BE PROMOTED TO THE NEXT SEMESTER. FAILING TO DO SO WILL RESULT IN A YEAR BACK.

FINE ART – (B. F.A)

The **Fine Art** is an integrated programme that emphasizes concept development and encourages the student to explore creative expression within the contemporary cultural and intellectual discourse.

Students are encouraged to use a wide range of media, materials and processes. Drawing is a key discipline. Art history and art theory will supplement concept development. Traditional disciplines of painting, miniature, sculpture and printmaking are offered along with photography and AV media studies. Critical analysis and awareness of one's place within regional and international developments prepares students to engage with current art concerns.

Students are expected to present a self-directed body of work that can be interdisciplinary or in one medium of their choice.

Career opportunities for Fine Art:

Art Practice, Art Criticism, Animation, Illustration, Set Design, Video, Art Administration, Art Restoration, Gallery Management, Miniature Painting, Museum Consultancy

COURSE AND CREDITS (FINE ART)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 FA	Fine Arts Studio – I	6 (0-6)	Major
6	VS-451 FA	Craft Studies	2 (1-1)	Major
7	VS-461 FA	History of Art – II	2 (2-0)	Major

		Total Credit Hours =	19	
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SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-432 FA	Art Seminar	2 (2-0)	Major
5	VS-442 FA	Fine Arts Studio – II	6 (0-6)	Major
6	VS-452 FA	Drawing Studies	3 (1-2)	Major
		Total Credit Hours =	18	

SEMESTER - V				
1	VS-511 FA	Artificial Intelligence in Creative Arts	2 (1-1)	Major
2	VS-521	Interdisciplinary Course – I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course – II	3	Interdisciplinary
4	VS-541 FA	Specialization Elective – I	3 (0-3)	Major
5	VS-551 FA	Specialization Elective – II	3 (0-3)	Major
6	VS-561 FA	History of Art – III	2 (2-0)	Major
		Total Credit Hours =	16	

SEMESTER - VI				
1	VS-512 FA	Specialization Elective – III	3 (0-3)	Major
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-542 FA	Specialization Elective – IV	3 (0-3)	Major
7	VS-552 FA	Specialization Elective – V	3 (0-3)	Major
8	VS-562 FA	History of Art – IV	2 (2-0)	Major
		Total Credit Hours =	17	

SEMESTER - VII				
1	VS-611 FA	Specialization Elective – VI	3 (3-0)	Major
2	VS-621 FA	Specialization Elective – VII	3 (0-3)	Major
3	VS-631 FA	Specialization Elective – VIII	3 (0-3)	Major
4	VS-641 FA	Specialization Elective – IX	3 (0-3)	Major
5	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
6	VS-661 FA	Research Methods in Fine Arts	3 (3-0)	Major
7	VS-671 FA	Internship	3	Internship
		Total Credit Hours =	21	

SEMESTER - VIII				
1	VS-662 FA	Project (OR) Research Thesis (Capstone substituted)	15	Research
		Total Credit Hours =	15	

Total Credit Hrs = 138

ISLAMIC ART – (B.F.A)

The **Islamic Arts** is a practice based curriculum supported by strong theory exploring surviving Arts and Crafts practices throughout the Islamic World. The underlying philosophy of this programme acknowledges the Islamic Arts as a vibrant subject of great relevance to the Muslim world. These arts need to be revived at a practical level to supplement the theoretical studies and documentation by Muslim and Western scholars.

The work of local and world-wide masters of Muslim arts & crafts will be studied to understand the main modes of expression such as architectural detailing, textiles, carpet weaving, ceramics, silver/goldsmithing, metalwork and jewelry, and the 'Arts of the Book' including binding, illumination, gilding and miniature painting.

Career opportunities for Islamic Arts:

Museum Consultancy, Architectural Detailing, Islamic Patternmaking, Crafts Management, Miniature Painting, Book Binding, Art Research, Restoration, Calligraphy, Ceramics

COURSES AND CREDITS (ISLAMIC ARTS)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS 441 IA	Calligraphy I	3 (0-3)	Major
6	VS 451 IA	Geometric Design I	3 (0-3)	Major
7	VS 461 IA	Workshop I	5 (0-5)	Major
Total Credit Hours =			20	

SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS 442 IA	Calligraphy II	3 (0-3)	Major
5	VS 452 IA	Geometric Design II	3 (0-3)	Major
6	VS 462 IA	Workshop II	5 (0-5)	Major
Total Credit Hours =			18	

SEMESTER - V				
1	VS-521	Interdisciplinary Course – I	3	Interdisciplinary
2	VS-531	Interdisciplinary Course – II	3	Interdisciplinary
3	VS 541 IA	Calligraphy III	3 (0-3)	Major
4	VS 551 IA	Naqqashi I	3 (0-3)	Major
5	VS 561 IA	Workshop III	5 (0-5)	Major
Total Credit Hours =			17	

SEMESTER - VI				
1	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
2	VS-532(I)	Market Driven Certificate – I ⁹	1	Major
3	VS-532(II)	Market Driven Certificate – II ⁹	1	Major
4	VS-532(III)	Market Driven Certificate – III ⁹	1	Major
5	VS 542 IA	Calligraphy IV	3 (0-3)	Major
6	VS 552 IA	Naqqashi II	3 (0-3)	Major
7	VS 562 IA	Workshop IV	5 (0-5)	
8	VS 572 IA	Quran & Aesthetics	2 (2-0)	
Total Credit Hours =			19	

SEMESTER - VII				
1	VS 631 IA	Ecology & Design	2 (2-0)	Major
2	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
3	VS 661 IA	Workshop V	5 (0-5)	Major
4	VS 671 IA	Quran & Symbolism	2 (2-0)	Major
5	VS 681 IA	Computer Skills for IA	2 (0-2)	Major
6	VS 691 IA	Islamic Art & Civilization	3 (3-0)	Major
Total Credit Hours =			17	

SEMESTER - VIII				
1	VS-662	Project (OR) Research Thesis (Capstone substituted)	15	Research
Total Credit Hours =			15	

Total Credit Hrs = 138

PRODCUT DESIGN (B. DESIGN)

The **Product Design** is an inter-disciplinary profession that interfaces between art and technology to conceive design and develop products for the home, the work place and public amenities.

The Product Design programme facilitates a wide range of learning experiences including imaginative speculation on design solutions; hands-on practical fabrication, 3D models and computer representation of design ideas; and the articulation of theoretical frameworks for understanding design ideas within a historical and cultural context. Emphasis is placed on social responsibility and the environmental impact of designed products, use of materials and waste management. Evaluating and contemporizing traditional crafted products is an important part of improving standards of living. Individual guidance gives students the flexibility to produce designs for industry as well as small workshop practice.

Career opportunities for Product Design:

Product Design, Furniture Design, TV/Film Set Design, Transport Systems, Exhibition Design, Interior Design, Signage System Design

COURSES AND CREDITS (PRODUCT DESIGN)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3(3-0)	General Education
2	VS-311	Quantitative Reasoning-I	3(3-0)	General Education
3	VS-321	Understanding of Holy Quran-I	1(0-1)	General Education
4	VS-331	Social Sciences	2(2-0)	General Education
5	VS-341	2-DStudies-I	3(0-3)	Major
6	VS-351	3-DStudies-I	3(0-3)	Major
Total Credits Hours=			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-DStudies-II	3(0-3)	Major
6	VS-352	3-DStudies-II	3(0-3)	Major
7	VS-362	History of Art-I	2(2-0)	Major
Total Credits Hours=			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 PD	Visualization I	3(0+3)	
6	VS-451 PD	Material Studies I	2(2+0)	
7	VS-461 PD	Design Studies I	2(2+0)	
8	VS-471 PD	Design Studio I	3(1+2)	
9	VS-481 PD	Elective - I	2(0+2)	
Total Credit Hours=			21	

SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-442 PD	Visualization II	3(0+3)	
5	VS-452 PD	Material Studies II	2(2+0)	
6	VS-462 PD	Design Studies II	2(2+0)	
7	VS-472 PD	Design Studio II	4(1+3)	
8	VS-482 PD	Elective II	2(0+2)	
Total Credit Hours=			20	

SEMESTER - V				
1	VS-511 PD	Technology I	2(0+2)	
2	VS-521	Interdisciplinary Course-I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course-II	3	Interdisciplinary
4	VS-541 PD	Visualization III	4(0+4)	
5	VS-561 PD	Design Studies III	2(2+0)	
6	VS-571 PD	Design Studio III	6(2+4)	
Total Credit Hours=			20	

SEMESTER - VI				
1	VS-512 PD	Technology II	2(0+2)	
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-542 PD	Visualization IV	4(0+4)	
7	VS-562 PD	Design Studies IV	2(2+0)	
8	VS-572 PD	Design Studio IV	4(0+4)	
Total Credit Hours=			18	

SEMESTER - VII				
1	VS-611 PD	Final Project I	8(2+6)	
2	VS-621 PD	Internship	3	
3	VS-631 PD	Dissertation	2(2+0)	
4	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
Total Credit Hours=			16	

SEMESTER - VIII				
1	VS-612 PD	Final Project II	12(0+12)	
2	VS-622 PD	Marketing & Entrepreneurship	3(3+0)	
Total Credit Hours=			15	

Total Credit Hrs = 142

TEXTILE DESIGN (B. DESIGN)

The **Textile Design** programme aims to prepare design students for a role in the textile industry, both for clothing and furnishing textiles, accessories and for adding value to traditional crafts.

Professional, technical and design skills are developed for a range of printed, woven, knitted and embroidered textile products, and their application for clothing and furnishing. Block and screen-printing, transfer processes, dyeing, knowledge of fabric and weaving on looms are some of the skills taught.

Internships and workshops are arranged as an essential part of the curriculum. Students are required to engage in detailed research of traditional and modern textile processes, including visits to craft communities.

Career opportunities for Textile Design:

Print Design, Apparel Design, Interior Design, Craft Management, Set Design, Fashion Accessories, Stationary for Home Furnishing, Display System Design

COURSES AND CREDITS (TEXTILE DESIGN)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3(3-0)	General Education
2	VS-311	Quantitative Reasoning-I	3(3-0)	General Education
3	VS-321	Understanding of Holy Quran-I	1(0-1)	General Education
4	VS-331	Social Sciences	2(2-0)	General Education
5	VS-341	2-DStudies-I	3(0-3)	Major
6	VS-351	3-DStudies-I	3(0-3)	Major
Total Credits Hours=			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-DStudies-II	3(0-3)	Major
6	VS-352	3-DStudies-II	3(0-3)	Major
7	VS-362	History of Art-I	2(2-0)	Major
Total Credits Hours=			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 TD	Design Studio I	6 (0-6)	Major
6	VS-451 TD	Digital Skills 1	2 (0-2)	Major
7	VS-461 TD	History of Textiles	2 (2-0)	Major
Total Credit Hours=			19	

SEMESTER – IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-432 TD	Drawing 1	2(0-2)	Major
5	VS-442 TD	Design Studio – II	6 (0-6)	Major
6	VS-452 TD	Digital Skills II	2(0-2)	Major
7	VS-462 TD	History of Textiles II	2 (2-0)	Major
Total Credit Hours=			19	

SEMESTER – V				
1	VS-511 TD	Introduction to Merchandising	3 (3-0)	Major
2	VS-521	Interdisciplinary Course–I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course–II	3	Interdisciplinary
4	VS-531 TD	Specialization Elective-III	2 (0-2)	Major
5	VS-541 TD	Specialization Elective – I	3 (0-3)	Major
6	VS-551 TD	Digital Textiles III	3(0-3)	Major
7	VS-561 TD	Specialization Elective – II	3 (0-3)	Major
Total Credit Hours=			20	

SEMESTER – VI				
1	VS-512 TD	Artificial Intelligence for Creative Design	3 (1-2)	Major
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-542 TD	Specialization Elective – IV	3 (0-3)	Major
7	VS-552 TD	Internship	3	Major
8	VS-562 TD	Specialization Elective – V	3 (0-3)	Major
Total Credit Hours=			18	

SEMESTER – VII				
1	VS-631 TD	Research Methods in Textiles	3 (3-0)	Major
2	VS-641 TD	Specialization Elective – VI	3 (3-0)	Major
3	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
4	VS-661 TD	Specialization Elective – VII	6 (0-6)	Major
Total Credit Hours=			15	

SEMESTER – VIII				
1	VS-632 TD	Project (OR) Research Thesis	15	Research
Total Credit Hours=			15	

Total Credit Hrs = 138

DESIGN & MEDIA ARTS (B. DESIGN)

Design Media Arts & Animation acknowledges the growing importance of visual communication in business, industry, leisure, broadcasting and cultural exchange. Students select one of the three pathways: Communication Design, Film or Animation. Communication Design includes advertising, information graphics, typography, packaging, printmaking, printing-press technology, photography, illustration, computer graphics and editorial design. Film focuses on Film and Television production including camera, pre/post production, animation, photography, illustration and marketing. Animation includes digital animation and cel animation, modeling, character rigging and concept development. Seminars and a strong theory component ensures awareness of cultural issues and responsible practice within existing socio-economic contexts.

Career opportunities for Design & Media Arts:

Advertising, Exhibition Design, Information Graphics, Publishing, Editorial Design, Signage, Illustration, Photography, Creative Management, Animation, Motion Graphics, Film & Television Production. Creativity, which involves the ability to develop original, innovative ideas, is encouraged throughout the curriculum with an emphasis on concept oriented design solutions.

OPTIONS:

COMMUNICATION DESIGN

The vast scope of the Design & Media Arts program when applied to the professional market utilizes creativity and technology to communicate ideas or messages. The outcomes of this communication can be in the form of printed materials, architectural signage design and graphics, exhibition environments, packaging and advertising, film and electronic media. While primarily concerned with the visual communication of information, it also entails the persuasive nature of the message and problem solving. Acknowledging the interdisciplinary nature of the profession and the cultural relevance of communication, a relevant Design & Media Arts curriculum must encourage the value of a broad-based university education.

COURSES & CREDITS (DESIGN & MEDIA ARTS _ COMMUNICATION DESIGN)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education

3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 CD	Typography I	0+3	Major
6	VS-451 CD	Computer Graphics I	0+2	Major
7	VS-461 CD	Graphic Design Studio I	0+3	Major
8	VS-471 CD	Drawing for Graphic Design	0+1	Major
Total Credit Hours =			18	

SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-432 CD	Packaging Graphics	0+2	Major
5	VS-442 CD	Typography II	0+3	Major
6	VS-452 CD	Computer Graphics II	0+2	Major
7	VS-462 CD	Graphic Design Studio II	0+3	Major
8	VS-472 CD	Illustration I	0+1	Major
Total Credit Hours =			18	

SEMESTER - V				
1	VS-511 CD	Copywriting	0+3	Major
2	VS-521	Interdisciplinary Course – I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course – II	3	Interdisciplinary
4	VS-541 CD	Interaction Design I	0+2	Major
5	VS-551 CD	Computer Graphics III	0+2	Major
6	VS-561 CD	Graphic Design Studio III	0+3	Major
7	VS-571 CD	Illustration II	0+2	Major
Total Credit Hours =			18	

SEMESTER - VI				
1	VS-512 CD	Research Methodology	2+0	Major
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-542 CD	Interaction Design II	0+2	Major
7	VS-552 CD	Computer Graphics IV	0+2	Major
8	VS-562 CD	Graphic Design Studio IV	0+3	Major
9	VS-572 CD	Illustration III (Visual Storytelling)	0+3	Major
Total Credit Hours =			18	

SEMESTER - VII				
1	VS-611 CD	Marketing	2+0	Major
2	VS-621 CD	Integrated Studio	0+5	Major
3	VS-631 CD	Visual Culture	2+0	Major
4	VS-641 CD	Interaction Design Project	0+3	Major
5	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
6	VS-661 CD	Ad Film Making	0+3	Major
Total Credit Hours =			18	

SEMESTER – VIII				
1	VS-612 CD	Dissertation	3+0	Research
2	VS-622 CD	Internship	0+3	
3	VS-632 CD	Final Project ¹⁰	12	
Total Credit Hours =			18	

Total Credit Hrs = 140

ANIMATION

Animation, computer generated films and games, and digital effects are a rapidly growing field. In this programme students will have an opportunity to learn to create 3D art, animation, and visual effects for use in film, TV, games, and virtual reality. These skills are in demand in the film industry, television, game design and advertising. Public information, education, and presentations are also areas where animators are in demand. In this course students will be exposed to a variety of forms of animation. Through hands on projects, you will experience the production of different forms and techniques of animation, including traditional animation, 2 D and 3D digital animation. Claymation, and become familiar with the latest softwares. All studies will be supported by theoretical subjects including history of animation and the essentials of storytelling and character development

COURSES & CREDITS (DESIGN & MEDIA ARTS _ ANIMATION)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 Anim	Software Lab	3 (0+3)	Major
6	VS-451 Anim	3D Modeling (Basic)	3(0+3)	Major
7	VS-461 Anim	Production Techniques	3(0+3)	Major
Total Credit Hours =			18	

SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-432 Anim	Motion Graphics	2(0+2)	Major
5	VS-442 Anim	Character Rigging I	3(0+3)	Major
6	VS-452 Anim	Animation I	3(0+3)	Major
Total Credit Hours =			15	

SEMESTER - V				
1	VS-511	Basic Lighting and Texturing	2 (1-1)	Major
2	VS-521	Interdisciplinary Course – I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course – II	3	Interdisciplinary
4	VS-541 Anim	Character Rigging II	2 (0+2)	Major
5	VS-551 Anim	Animation II	3(0+3)	Major
6	VS-561 Anim	Concept Art and Game Design	2 (0+2)	Major
7	VS-571 Anim	Advanced 2D Animation	2(0+2)	Major
9	VS-581 Anim	Compositing I	2 (0+2))	Major
Total Credit Hours =			21	

SEMESTER - VI				
1	VS-512Anim	Illustration Studio	2 (2+0)	Major
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-562 Anim	Research Methodology of Animation	3(0+3)	
7	VS-572 Anim	3D Animation Advanced	3(0+3)	
8	VS-582 Anim	Compositing II	3(0+3)	
9	VS-592 Anim	Advanced Editing and Sound	3(0+3)	
Total Credit Hours =			20	

SEMESTER - VII				
1	VS-621_Anim	Sales and Marketing	3 (0+3)	Major
2	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
3	VS-661 Anim	Zbrush Advanced	3(0+3)	Major
4	VS-671 Anim	Internship	3	Internship
5	VS-681 Anim	Lighting, Rendering and Compositing	3(0+3)	
6	VS-691 Anim	Mini Thesis	3(0+3)	
Total Credit Hours =			18	

SEMESTER - VIII				
1	VS-662 Anim	Final Project (OR) Research Thesis (Capstone substituted)	15	Research
Total Credit Hours =			15	

Total Credit Hrs: 139

FILM

The Film programme offers hands on training in film making, preparing students the challenges of the film industry. Students get extensive experience writing, directing, producing, and editing their own original films while also crewing on fellow students' films in a variety of different roles, providing them with a solid foundation in how a film set works. Students learn a range of film making genres and techniques, screen writing, and all aspects of pre and post production. They are encouraged to submit films in various film festivals, and internship opportunities that connect them with the film industry.

COURSES & CREDITS (DESIGN & MEDIA ARTS _ FILM)

SEMESTER - I				
S#	Code	COURSE	CREDIT HOURS	CATEGORY
1	VS-301	Functional English	3 (3-0)	General Education
2	VS-311	Quantitative Reasoning – I	3 (3-0)	General Education
3	VS-321	Understanding of Holy Quran – I	1 (0-1)	General Education
4	VS-331	Social Sciences	2 (2-0)	General Education
5	VS-341	2-D Studies – I	3 (0-3)	Major
6	VS-351	3-D Studies – I	3 (0-3)	Major
Total Credits Hours =			15	

SEMESTER - II				
1	VS-302	Islamic Studies (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
2	VS-312	Quantitative Reasoning – II	3 (3-0)	General Education
3	VS-322	Understanding of Holy Quran – II	1 (0-1)	General Education
4	VS-332	Expository Writing	3 (3-0)	General Education
5	VS-342	2-D Studies – II	3 (0-3)	Major
6	VS-352	3-D Studies – II	3 (0-3)	Major
7	VS-362	History of Art – I	2 (2-0)	Major
Total Credits Hours =			17	

SEMESTER - III				
1	VS-401	Ideology & Constitution of Pakistan	2 (2-0)	General Education
2	VS-411	Natural Science	3 (3-0)	General Education
3	VS-421	Civics & Community Engagement	2 (2-0)	General Education
4	VS-431	Arts & Humanities	2 (2-0)	General Education
5	VS-441 MA	History of Film & TV	2 (2-0)	Major
6	VS-451 MA	Principles of Photography	3 (0-3)	Major
7	VS-461 MA	Storytelling & Character Development	3 (2-1)	Major
8	VS-471 MA	Production Design	2 (0-2)	Major
Total Credit Hours =			19	

SEMESTER - IV				
1	VS-402	Pakistan Studies	2 (2-0)	General Education
2	VS-412	Applications of Information & Communication Technologies	3 (2-1)	General Education
3	VS-422	Entrepreneurship	2 (2-0)	General Education
4	VS-432 MA	Screenwriting	3 (2-1)	Major
5	VS-442 MA	Production Strategies & Practices	2 (0-2)	Major
6	VS-452 MA	Cinematography - I	3 (0-3)	Major
7	VS-462 MA	Documentary Filmmaking	3 (3-0)	Major
Total Credit Hours =			18	

SEMESTER - V				
1	VS-511 MA	Directing - I	3 (0-3)	Major
2	VS-521	Interdisciplinary Course – I	3	Interdisciplinary
3	VS-531	Interdisciplinary Course – II	3	Interdisciplinary
4	VS-541 MA	Lighting for Film and TV	3 (1-2)	Major
5	VS-551 MA	Cinematography-II	3 (1-2)	Major
6	VS-561 MA	Reading Media	3 (1-2)	Major
Total Credit Hours =			18	

SEMESTER - VI				
1	VS-512 MA	Sound Recording and Design(Theory and Practice)	3 (3-0)	Major
2	VS-522	Interdisciplinary Course – III	3	Interdisciplinary
3	VS-532 (I)	Market Driven Certificate – I	1	Major
4	VS-532 (II)	Market Driven Certificate – II	1	Major
5	VS-532 (III)	Market Driven Certificate – III	1	Major
6	VS-542 MA	Film Dissertation	3 (0-3)	Major
7	VS-552 MA	Aesthetics of Editing	3 (0-3)	Major
8	VS-562 MA	Film Theory & Analysis	3 (0-3)	Major
Total Credit Hours =			18	

SEMESTER - VII				
1	VS-611 MA	Directing – II	3 (1-2)	Major
2	VS-621 MA	The Business of Filmmaking	3 (3-0)	Major
3	VS-631 MA	Film Project Development (Pre-Thesis)	3 (0-3)	Major
4	VS-641 MA	Visual Effects for Film & TV	3 (0-3)	Major
5	VS-651	Interdisciplinary Course – IV	3	Interdisciplinary
6	VS-661 MA	A.I in Visual Storytelling	3 (0-3)	Major
Total Credit Hours =			18	

SEMESTER - VIII				
1	VS-632 MA	Final Project (OR) Research Thesis	15	Research
2	VS-642 MA	Internship	3	Major
Total Credit Hours =			15	

Total Credit Hrs = 138

ASSESSMENT

Student assessment is based on practical assignments given throughout the term and examinations held at the end of each semester. At the end of each semester there is a portfolio assessment. Students are counselled on their overall progress. Home assignments supplement classrooms projects.

GRADING& PROMOTION

Passing percentage is 50% in each course. The grades given to the students are expressed as a Numerical Grade (NG), an equivalent Alphabetical Grade (AG) and a Grade Point (GP). Grade Point Ratio (GPR) and a Cumulative Grade Point Ratio (CGPR) will be calculated.

NG	90 – 100	85 – 89	80 – 84	75 – 79	71 – 74	68 – 70	64 – 67	61 – 63	57 – 60	53 – 56	50 – 52
AG	A +	A	A -	B +	B	B -	C +	C	C -	D +	D
GPA	4.0	4.0	3.8	3.4	3.0	2.8	2.4	2.0	1.8	1.4	1.0

Students must pass in 80% of their courses in an academic year, failing which they will have to repeat the year. If a student fails in one course, he or she will be allowed to repeat the course in the following relevant academic session. In each semester students can improve any two previous courses with grade less than 'C' when that course is next offered during their course of studies. Students making a fourth attempt are required to re-attend the relevant class. Architecture student must clear design studio in all years including foundation year in order to be promoted to the next level.

AWARD OF DEGREE

A student must obtain a CGPR of 2.45 in order to be awarded a degree.

ATTENDANCE

A student's attendance must amount to 75%. A student with low attendance will not be allowed to appear for his / her exams.

Students with 60% attendance may pay a fine and appear for the final examination.

ADMISSIONS

ELIGIBILITY FOR ADMISSION

Students who have passed H.S.C. (Intermediate) Examination or equivalent examination with 50% marks from a recognized technical board are eligible to apply. Diploma holders who have obtained a diploma from a recognized Board with at least 60% shall also be eligible to apply. Further details from main university website.

APTITUDE TEST

Students fulfilling the above mentioned requirements will be allowed to appear in the aptitude test. A sample test paper is included in the prospectus.

WEIGHTAGE

HSC: 20% ; Aptitude Test: 60% ; Interview: 20%

Applicants must pass in to be considered for admissions, including quotas/reserved seats/ self-finance etc.

FEES

Admission Form processing fee: **Rs. 5,000/-**

Semester & Tuition Fee: **Rs. 94,500/-**

RULES AND REGULATIONS

Students will be required to pay for materials and have their own set of tools for which a list will be provided. The University is not liable for loss or damage to student's property. Students are expected to follow the guidelines of the University as regards attendance, discipline and conduct. .

SEATS AVAILABLE

S.No.	Specialization	No. of seats
1.	Architecture	20
2.	Fine Art	15
3.	Islamic Art	10
4.	Product Design	15
5.	Textile Design	20
6.	Communication Design	20
7.	Animation	20
8.	Film	20
Total Seats		140

SAMPLE TEST PAPER

Duration TWO HOURS 100 Marks [passing marks 50%]

INSTRUCTIONS

1. The test consists of THREE sections.
2. You may answer in ENGLISH or URDU.

SECTION A. [30 marks]

1. Draw the object given to you in as much detail as possible in the space provided below.
Use graphite pencil only. DO NOT use colour pencils, rulers or any other drawing instruments.

SECTION B -SPECIALIZATION [50marks]

ONLY ANSWER QUESTIONS FROM THE SPECIALIZATION APPLIED FOR

1. Zardosi is the name of a
a) Fiber ☐ b) Cloth ☐ c) Style of saree ☐ d) Embroidery
2. Place in order of construction
a) ☐ Roof walls ☐ b) pillars ☐ c) foundation ☐ d) wiring ☐ e) paint
3. Which of the following is not a film award?
a) Nigar ☐ b) Oscar ☐ c) Grammy ☐ d) Bafta
4. Match the tagline to the brand
5. As compared to steel, plastic is
a) Stronger ☐ b) Lighter ☐ c) Heavier ☐ d) More expensive

SECTION C. General Knowledge and IQ [20 marks]

1. Who wrote the national anthem of Pakistan?
A) Allama Iqbal B) Hafeez Jalandhari C) Faiz Ahmed Faiz D) Ahmed Faraz
2. Which is the longest river in the world?
A) Amazon B) Yangtze C) Nile D) Mississippi
3. In which year did Pakistan win the Cricket World Cup?
A) 1987 B) 1992 C) 1996 D) 2003
4. Which planet is known as the "Red Planet"?
A) Earth B) Mars C) Venus D) Jupiter
5. Who is the founder of Microsoft?
A) Steve Jobs B) Bill Gates C) Mark Zuckerberg D) Jeff Bezo
6. Find the missing number in the series: 2, 6, 12, 20, __?
A) 26 B) 30 C) 28 D) 32
7. What is the odd one out?
A) Apple B) Banana C) Carrot D) Grape
8. Which number is divisible by 3?
A) 104 B) 117 C) 122 D) 140

Department of Visual Studies

S.T.C. Building, University of Karachi, University Road, Karachi 75270,

Pakistan. 021 99261089 (ext. 2239 - 3239)

www.uok.edu.pk/faculties/visualstudies

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