

SCHEME OF STUDIES

BS Textile Design



Institute of Art & Design
UNIVERSITY OF SARGODHA

Session 2023 onwards

1. Overview:

The BS. Textile design 04-Year program grew in leaps and bounds, customizing the teaching space, providing facilities to students and encouraging the young professionals within the limited teaching faculty. The BS Textile Design program is offered on regular basis to cater the majority of students. The objective of this program is to provide a customized quality education and professional practices regarding textile design. This 4 years' professional program is designed for young budding professionals. Graduates will be able to build a strong image of Pakistani textiles using and re-employing the vast range of motifs and styles based on our rich textile heritage, using latest technology keeping in with the fast-changing world trends in textiles. It is basically a broad-spectrum course, outlining a wide range of topics, aspects and technique employed for fabric and enable the students to make effective communication in field of art education and social life.

This program is catering to surface design, multifaceted weaving, knitting, knotting and matting, used in textile products for apparel as well as for interior use. To understand the effect of computer in different areas of art and design that they will be able to select an appropriate computer soft wear for particular assignment & to improving the analytical skills by using Advance IT skills for video conferencing, for different sessions and online clientage. Focus on the Modern Learning Initiative for problem-based experiential learning and curriculum that combines doctrine, skills, and professional identity development. Develop and expand spheres of academic and scholarly distinction. Continue to build an individualized educational experience that integrates theory and practice.

2. Program Structure:

Duration	Minimum 4-Years (8-Semesters), Maximum 6-Years (12-Semesters)
Admission Requirements:	At least 45% marks in Intermediate (FA, FSc, I.Com, D.Com, ICS, A-Level, or equivalent
Degree Completion Requirements:	137 Credit Hours

Summary:

Sr. No.	Category	No. of Courses	Credit hours
1.	General Courses	13	31
2.	Subject Major Courses	28	79
3.	Allied/ Interdisciplinary Courses	04	12
4.	Internship	01	03
5.	Capstone Project	02	12
	Total	48	137

3. General Education (Gen Ed) Requirements: (Mandatory/Core Courses, minimum 30 credit hours):

Sr. No.	Semester	Course Code	Course Title	Credit Hours	Prerequisite
1.	2	URCG-5112	Fables, Wisdom Literature and Epic	2(2-0)	Nil
2.	4	URCG-5114	Basic Science	3(2-1)	Nil
3.	2	URCG-5116	Science of Society-I	2(2-0)	Nil
4.	1	URCG-5118	Functional English	3(3-0)	Nil
5.	3	URCG-5119	Expository Writing	3(3-0)	Nil
6.	2	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
7.	3	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
8.	1	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)	Nil
9.	3	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
10.	1	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)	Nil
11.	4	URCG-5124	Entrepreneurship	2(2-0)	Nil
12.	4	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
13.	1-8	URCG-5111	Translation of Holy Quran I, II, III & IV	NC	Nil
14.	2	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)	Nil
GE Courses Credit Hours Total				31	

4. Single Major Courses

Sr. No	Course Code	Course Title	Cr. Hours
1	TEXD-5101	Drawing-I	3(0+3)
2	TEXD-5102	Introduction to Visual Art	3(1+2)
3	TEXD-5103	History of Civilizations	2(2+0)
4	TEXD-5104	Drawing-II	2(0+2)
5	TEXD-5105	Textile Materials and Process	3(2+1)
6	TEXD-5106	History of Western Art	2(0-2)
7	TEXD-5107	Textile Design Studio-I	3(0+3)
8	TEXD-5108	Drawing-III	2(0+2)
9	TEXD-5109	Fundamentals of Weaving	3(2-1)
10	TEXD 5110	Textile Design Studio-II	3(0-3)
11	TEXD-5111	Drawing-IV	2(0+2)
12	TEXD-5112	Textile Finishing	3(1+2)
13	TEXD 5113	Weave Design Studio-I	3(0-3)
14	TEXD 5114	Textile Design Essentials	3(0-3)
15	TEXD 6116	Drawing-V (Fashion Illustration)	3(0-3)
16	TEXD 6117	History of Textiles	3(3-0)
17	TEXD 6118	Weave Design Studio-II	3(0-3)
18	TEXD 6119	Textile Dyeing Techniques	3(1-2)
19	TEXD 6120	Textile CAD-I	3(1-2)
20	TEXD 6121	Textile Printing	3(1-2)
21	TEXD 6122	Textile CAD-II	3(1-2)
22	TEXD 6123	Photography	3(1-2)
23	TEXD 6124	Research Methodology	3(3-0)
24	TEXD 6125	Textile Digital Printing	3(1-2)
25	TEXD 6126	Textiles Merchandising	3(3-0)
26	TEXD 6127	Textile CAD-III (Costumes & Pattern Making)	3(0-3)
27	TEXD 6129	Art Appreciation	3(0-3)
28	TEXD 6130	Project Research Report	3(0-3)
Major Courses Credit Hours Total			79

5. Interdisciplinary/Allied courses: minimum 12 credit hours:

Course Code	Course Title	Cr. Hours
SOC-.....	Pakistani Society and Culture	3(3-0)
BUSB 6144	Advertising Management	3(3-0)
BUSB-6145	Brand Management	3(3-0)
BUSB-6148	Digital Marketing	3(3-0)
Interdisciplinary Courses Credit Hours Total		12

6. Field experience/internship: Minimum 03 credit hours:

Lasting 6-8 weeks and ideally scheduled during summer breaks after 4th semester for Associate Degree, otherwise scheduled during summer breaks after 6th semester

TEXD-6115	Internship*	3(0-3)
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7. Capstone project: Minimum 03 credit hours:

This project, after the sixth semester, requires faculty supervision and evaluation following department guidelines

TEXD 6128	Capstone Project –I	6(0-6)
TEXD 6131	Capstone Project –II	6(0-6)

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-I

Category	Course Code	Course Title	Credit Hours
GE-1	URCG-5118	Functional English	3(3-0)
GE-2	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)
GE-3	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)
Major-1	TEXD-5101	Drawing-I	3(0+3)
Major-2	TEXD-5102	Introduction to Visual Art	3(1+2)
Major-3	TEXD-5103	History of Civilizations	2(2+0)
GE-4	URCG-5111	Translation of the Holy Quran-I	0(0-0)

Semester Total Credit Hours: 16

Semester-II

Category	Course Code	Course Title	Credit Hours
GE-5	URCG-5112	Fables, Wisdom Literature and Epic	2(2-0)
GE-6	URCG-5116	Science of Society-I	2(2-0)
GE-7	URCG-5120	Exploring Quantitative Skills	3(3-0)
GE-8	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)
Major-4	TEXD-5104	Drawing-II	2(0+2)
Major-5	TEXD-5105	Textile Materials and Process	3(2+1)
Major-6	TEXD-5106	History of Western Art	2(2+0)
Major-7	TEXD-5107	Textile Design Studio-I	3(0-3)

Semester Total Credit Hours: 18

Semester-III

Category	Course Code	Course Title	Credit Hours
GE-9	URCG-5119	Expository Writing	3(3-0)
GE-10	URCG-5121	Tools for Quantitative Reasoning	3(3-0)
GE-11	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)
Major-8	TEXD-5108	Drawing-III	2(0+2)
Major-9	TEXD-5109	Fundamentals of Weaving	3(1-2)
Major-10	TEXD-5110	Textile Design Studio-II	3(0-3)
GE-12	URCG-5111	Translation of the Holy Quran-II	0(0-0)

Semester Total Credit Hours: 16

Semester-IV

Category	Course Code	Course Title	Credit Hours
GE-12	URCG-5114	Basic Science	3(2-1)
GE-13	URCG-5124	Entrepreneurship	2(2-0)
GE-14	URCG-5125	Civics and Community Engagement	2(2-0)
Major-11	TEXD-5111	Drawing-IV	2(0+2)
Major-12	TEXD-5112	Textile Finishing	3(1+2)
Major-13	TEXD 5113	Weave Design Studio-I	3(0-3)
Major-14	TEXD-5114	Textile Design Essentials	3(0-3)

Semester Total Credit Hours: 18

Summer Semester (For student existing program to have Associate Degree)

Category	Course Code	Course Title	Credit Hours	Description
Compulsory	TEXD-6115	Internship	3(3-0)	Completion of minimum 45 days/6 hours per day

Semester-V

Category	Course Code	Course Title	Credit Hours
ID-1	SOC-.....	Pakistani Society and Culture	3(3-0)
Major-15	TEXD 6116	Drawing-V (Fashion Illustration)	3(0-3)
Major-16	TEXD 6117	History of Textiles	3(3-0)
Major-17	TEXD 6118	Weave Design Studio-II	3(0-3)
Major-18	TEXD 6119	Textile Dyeing Techniques	3(1-2)
Major-19	TEXD 6120	Textile CAD-I	3(1-2)
GE-15	URCG-5111	Translation of the Holy Quran-III	0(0-0)

Semester Total Credit Hours: 18

Semester-VI

Category	Course Code	Course Title	Credit Hours
ID-3	BUSB 6144	Advertising Management	3(3-0)
ID-3	BUSB-6145	Brand Management	3(3-0)
Major-20	TEXD 6121	Textile Printing	3(1-2)
Major-21	TEXD 6122	Textile CAD-II	3(1-2)
Major-22	TEXD 6123	Photography	3(1-2)
Major-23	TEXD 6124	Research Methodology	3(3-0)

Semester Total Credit Hours: 18

Summer Semester (For student completion of BS Degree program)

Category	Course Code	Course Title	Credit Hours	Description
Compulsory	TEXD-6115	Internship	3(3-0)	Completion of minimum 45 days/6 hours per day

Semester-VII

Category	Course Code	Course Title	Credit Hours
Major-24	TEXD 6125	Textile Digital Printing	3(1-2)
Major-25	TEXD 6126	Textiles Merchandising	3(3-0)
Major-26	TEXD 6127	Textile CAD-III (Costumes & Pattern Making)	3(0-3)
GE-16	URCG-5111	Translation of the Holy Quran-IV	0(0-0)
	TEXD 6128	Capstone Project –I (Weaving/Dyeing & Printing/Surface Manipulation/Clothing)	6(0-6)

Semester Total Credit Hours: 15

Semester-VIII

Category	Course Code	Course Title	Credit Hours
ID-4	BUSB-6148	Digital Marketing	3(3-0)
Major-27	TEXD 6129	Art Appreciation	3(0-3)
Major-28	TEXD 6130	Project Research Report	3(0-3)
	TEXD 6131	Capstone Project –II (Weaving/Dyeing & Printing/Surface Manipulation/Clothing)	6(0-6)

Semester Total Credit Hours: 15

Total Credits of program: 137

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-I

Category	Course Code	Course Title	Credit Hours
GE-1	URCG-5118	Functional English	3(3-0)
GE-2	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)
GE-3	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)
Major-1	TEXD-5101	Drawing-I	3(0+3)
Major-2	TEXD-5102	Introduction to Visual Art	3(1+2)
Major-3	TEXD-5103	History of Civilizations	2(2+0)
GE-4	URCG-5111	Translation of the Holy Quran-I	0(0-0)

Semester Total Credit Hours: 16

URCG-5118

Functional English

3(3-0)

The course aims at providing understanding of a writer's goal of writing (i.e. clear, organized and effective content and to use that understanding and awareness for academic reading and writing. The objectives of the course are to make the students acquire and master the grammatical academic writing skills. The course would enable the students to develop argumentative writing techniques. The students would be able to logically add specific details on the topics such as facts, examples and statistical or numerical values. The course will also provide insight to convey the knowledge and ideas in an objective and persuasive manner. Furthermore, the course will also enhance the students' understanding of ethical considerations in writing academic assignments and topics including citation, plagiarism, formatting and referencing the sources as well as the technical aspects involved in referencing.

Contents

1. Developing Analytical Skills
2. Transitional devices (word, phrase and expressions)
3. Development of ideas in writing
4. Reading Comprehension
5. Precis Writing
6. Developing argument
7. Sentence structure: Accuracy, variation, appropriateness, and conciseness
8. Appropriate use of active and passive voice
9. Organization and Structure of a Paragraph
10. Organization and structure of Essay
11. Types of Essays

Recommended Texts

1. Bailey, S. (2011). Academic writing: A handbook for international students (3rd ed.). New York: Routledge.
2. Eastwood, J. (2011). A Basic English grammar. Oxford: Oxford University Press.

3. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.
4. Swan, M. (2018). *Practical English usage* (8th ed.). Oxford: Oxford University Press.

Suggested Readings

1. Biber, D., Johansson, S., Leech, G., Conrad, S., Finnegan, E., & Quirk, R. (1999). *Longman grammar of spoken and written English*. Harlow Essex: MIT Press.
2. Cresswell, G. (2004). *Writing for academic success*. London: SAGE.
3. Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
4. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association
5. Thomson, A. J., & Martinet, A. V. (1986). *A Practical English Grammar*. Oxford: Oxford University Press

URCG-5105

Islamic Studies (Compulsory)

2(2-0)

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'an and Hadith, history and particular cultural contexts. The area seeks to provide an introduction to and a specialization in Islam through a large variety of expressions (literary, poetic, social, and political) and through a variety of methods (literary criticism, hermeneutics, history, sociology, and anthropology). It offers opportunities to get fully introductory foundational bases of Islam in fields that include Qur'anic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'an and Sunnah.

- To make students understand the relevance and pragmatic significance of Islam in their lives.
- To make learners comprehend the true spirit of Islam with reference to modern world.
- To generate a sense of Islamic principles as a code of living that guarantee the effective solutions to the current challenges of being.
- To provide Basic information about Islamic Studies
- To enhance understanding of the students regarding Islamic Civilization
- To improve Students skill to perform prayers and other worships
- To enhance the skill of the students for understanding of issues related to faith and religious life.

Contents

Introduction to Qur'anic Studies

- 1) Basic Concepts of Qur'an
- 2) History of Quran
- 3) Uloom-ul-Quran

مطالعة قرآن (تعارف قرآن ، منتخب آيات كما ترجمه و تفسير: سورة البقره آيات 1-5، 482-482؛ سورة الحجرات آيات 1-18؛ سورة الفرقان آيات 26-77؛ سورة المومنون آيات 1-11؛ سورة الاحزاب آيات 2، 41، 64-66؛ 24، 52-55؛ سورة الانعام آيات 151-156؛ سورة الصف آيات 1-12؛ الحشر آيات 18-44؛ آل عمران آيات 154-154؛ النحل آيات 12-14؛ لقمن آيت 44، حم السجده آيت 56)

Introduction to Sunnah

- 1) Introduction of Hadith
- 2) Legal Status of Hadith
- 3) History of the compilation of Hadith 4) Kinds of Hadith

حدیث کا تعارف، حدیث کی دینی حیثیت، حفاظت و تدوین حدیث، حدیث کی اقسام متن، حدیث: 1 درج ذیل موضوعات پر احادیث کا مطالعہ

- 1- اعمال کا اجر نیت پر منحصر ہے۔ 4- بہترین انسان قرآن کا طالب علم اور اس کا معلم ہے۔ 6- کتاب و سنت گمراہی سے بچنے کا ذریعہ ہیں۔ 2- ارکان اسلام 5- اسلام، ایمان، احسان اور قیامت کی نشانیاں، 2- بچوں کی نماز کی تلقین 7- دین کا گہرا فہم اللہ کی خاص عنایت ہے 8- حصول علم، تلاوت قرآن اور عمل کی اہمیت و فضیلت، 5- بروز محشر کا محاسبہ، 14- حقوق اللہ کے ساتھ ساتھ حقوق العباد کا لحاظ رکھنا بھی لازم ہے 11- حسن خلق کی عظمت اور فحش و بدگوئی کی مذمت 14- دنیا و آخرت کی بھلائی کی ضامن چار چیزیں، 16- ہلاک کر دینے والی سات چیزیں، 12- بے عمل مبلغ کا عبرت ناک انجام 15- ہر شخص نگران ہے اور ہر شخص مسئول 1 Sirah of the Prohet

- 2) Importance of the Study of Sirah
- 3) Character building method of the Prophet

(سیرت النبی ﷺ) مطالعہ سیرت کی ضرورت و اہمیت، تعمیر، سیرت و شخصیت کا نبوی منہاج اور عملی نمونے، اقامت دین کا نبوی طریق کار، اقامت دین بعدِ خلافت راشدہ، میثاق مدینہ، خطبہ حجۃ الوداع، اخلاقی تعلیمات، تشکیل اجتماعیت اور

اسوہ حسنہ، قرآن مجید میں سیرت سرور عالم کا بیان، غزوات نبوی ﷺ کے مقاصد و حکمتیں)

Islamic Culture & Civilization

- 1) Basic Concepts of Islamic Culture & Civilization
- 2) Historical Development of Islamic Culture & Civilization
- 3) Characteristics of Islamic Culture & Civilization
- 4) Islamic Culture & Civilization and Contemporary Issues

2. اسلامی تہذیب و تمدن (اسلامی تہذیب کا مفہوم، اسلامی کے عوامل و عناصر، اسلامی تہذیب کی خصوصیات، اسلامی تہذیب، علمی، معاشرتی اور سماجی اثرات، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و

نتائج، طبعی، حیاتیاتی اور معاشرتی علوم میں مسلمانوں کا کردار، نام ور مسلمان سائنسدان) Pre-

Requisite: Nil

Recommended Books

- 1) Hameed ullah Muhammad, —Emergence of Islam, IRI, Islamabad
- 2) Hameed ullah Muhammad, —Muslim Conduct of State
- 3) Hameed ullah Muhammad, —Introduction to Islam
- 4) Ahmad Hasan, —Principles of Islamic Jurisprudence, Islamic Research, Institute, International Islamic University, Islamabad (1993)
- 5) Dr. Muhammad Zia-ul-Haq, —Introduction to Al Sharia Al Islamia, Allama Iqbal Open University, Islamabad (2001)
- 6) Dr. Muhammad Shahbaz Manj, Teleemat-e- Islam

URCG-5126

ETHICS

2(2-0)

1. Meaning and Scope of Ethics.
2. Relation of Ethics with:
 - (a) Religion
 - (b) Science
 - (c) Law
3. Historical Development of Morality:
 - (a) Instinctive Moral Life.
 - (b). Customary Morality.

- (c). Reflective
Morality.
- 4. Moral Theories:
 - (a). Hedonism (Mill)
 - (b). Intuitionism
(Butler)
 - (c). Kant's Moral
Theory.
- 5. Moral Ethics and Society.
 - (a). Freedom and Responsibility.
 - (b). Tolerance
 - (c). Justice
 - (d). Punishment (Theories of Punishment)
- 6. Moral Teachings of Major Religions:
 - a). Judaism
 - b). Christianity
 - c). Islam
- 7. Professional Ethics:
 - a). Medical Ethics
 - b). Ethics of Students
 - c). Ethics of Teachers
 - d). Business Ethics

REFERENCE BOOKS:

1. William Lille. An Introduction to Ethics., London Methuen & Co. latest edition.
2. Titus, H.H. Ethics for Today. New York: American Book, latest edition.
3. Hill, Thomas. Ethics in Theory and Practice. N.Y. Thomas Y. Crowel, latest edition
4. Ameer Ali, S. The Ethics of Islam. Culcutta: Noor Library Publishers, latest edition
5. Donaldson, D.M. Studies in Muslim Ethics. London: latest edition. 6. Sayeed, S.M.A.(Tr.) Ta'aruf-e-Akhlaqiat. Karachi: BCC&T, Karachi University of

URCG-5123 Applications of Information Communication Technologies 3(2-1)

The course introduces students to information and communication technologies and their current applications in their respective areas. Objectives include basic understanding of computer software, hardware, and associated technologies. They can make use of technology to get maximum benefit related to their study domain. Students can learn how the Information and Communications systems can improve their work ability and productivity. How Internet technologies, E-Commerce applications and Mobile Computing can influence the businesses and workplace. At the end of semester students will get basic understanding of Computer Systems, Storage Devices, Operating systems, E-commerce, Data Networks, Databases, and associated technologies. They will also learn Microsoft Office tools that include Word, Power Point, and Excel. They will also learn Open office being used on other operating systems and platforms. Specific software related to specialization areas are also part of course. Course will also cover computer ethics and related Social media norms and cyber laws.

Contents

1. Introduction, Overview and its types
2. Hardware: Computer Systems & Components, Storage Devices and Cloud Computing
3. Software: Operating Systems, Programming and Application Software
4. Introduction to Programming Language

5. Databases and Information Systems Networks
6. The Hierarchy of Data and Maintaining Data
7. File Processing Versus Database Management Systems
8. Data Communication and Networks
9. Physical Transmission Media & Wireless Transmission Media
10. Applications of smart phone and usage
11. The Internet, Browsers and Search Engines
12. Websites Concepts, Mobile Computing and their applications
13. Collaborative Computing and Social Networking
14. E-Commerce & Applications
15. IT Security and other issues
16. Cyber Laws and Ethics of using Social media
17. Use of Microsoft Office tools (Word, Power Point, Excel), mobile apps or other similar tools depending on the operating system
18. Other IT tools/software specific to field of study of the students if any

Recommended Texts

1. Vermaat, M. E. (2018). *Discovering computers: Digital technology, data and devices*. Boston: Cengage Learning.
2. O'Leary, T. J., & O'Leary, L. I. (2017). *Computing essentials* (26th ed.). San Francisco: McGraw Hill Higher Education.
3. Schneider, G. M., & Gersting, J. (2018). *Invitation to computer science*. Boston: Cengage Learning.

TEXD-5101

Foundation Drawing – I

3(0-3)

This course is an introductory course of drawing and it is designed to acquaint the student with the fundamentals of drawing. Class goals include learning to allow the creative part of our minds to create and draw more freely, while learning basic techniques of drawing.

Learning Outcomes:

Students who successfully complete this class will be able to

- demonstrate an ability to draw observationally, appropriately applying an understanding of line, value, volume, proportion, and perspective in a unified composition
- develop and understand good composition principles
- develop and understand technical skills such as simple drawing needed to render well composed 2-dimensional designs
- develop creative and visual abilities in their practice

Content:

- Introduction to Drawing Media
 - Graphite
 - Charcoal
 - Conte
 - Pen/ink
 - Ball-pen
- Basic Drawing Practices
 - Study of Line, shape and volume.

- Depiction of basic three-dimensional geometric forms.
- Introduction to perspective and foreshortening.
- Light, shadow, tone, and texture.

- Quick Sketching
 - To draw 3-Dimensional geometric and biomorphic forms from 360 angle (from different sitting plans)

- Portfolio development
 - Sketch Books
 - Maintenance of initial drawing portfolio.

Recommended Books:

1. Civardi, Giovanni, The Art of Drawing. Search Press; 2010
2. Thomas, Paul and Taylor, Anita. Drawing Foundation Course. Cassell Illustrated; 2003
3. Civardi, Giovanni, Drawing Techniques. Search Press; 2006
4. Ilatovskaya, Tatiana, Master Drawing. Harry N. Abrams; 1st edition, 1996

TEXD-5102

Introduction to Visual Arts

3 (1-2)

This course introduces the basics of design and the skills required for the development of diverse practical disciplines. This course provides a brief introduction about the elements and principles of art and design and will also help the students to develop a dialogue with the objects. It is designed to serve as a bridge to all studio courses as well as to understand and manipulate the formal elements of the visual language. It is designed to serve as a bridge to all studio courses as well as to understand and manipulate the formal elements of the visual language.

Learning Outcomes:

After the successful completion of this course students will be able to

- Talk about works of art and learn basic skills and knowledge necessary to communicate in each art form.
- Develop an understanding with the elements of art like dot line, color, texture in colour.
- Appreciate the basic principles of design like harmony, rhythm, balance etc. in colour
- Design on different assigned topics.
- Understand the value and language of design in colour
- Develop and apply design skills through the use of colour, materials and techniques for generation of original artwork.

Content:

- Elements of Art
 - Line; Types of Lines, characters and Expressive qualities
 - Shape; Types of Shape, Expressive Qualities of Shapes
 - Form; Types of Form, Expressive Qualities of Forms
 - Value
 - Space
 - Texture; Types of Texture, Texture exploration
- Principles of Art
- Balance
- Proportion

- Emphasis
- Variety
- Movement
- Rhythm
- Harmony
- Colour wheel
- Tints and shades
- Analogues colors
- Warm and Cool Colors
- Colors with respect to seasons
- Principles of Art with respect to colour
- Balance
- Proportion
- Monotone rendering practice
- Image rendering based on Primary, secondary and tertiary colors
- Variety
- Design practice based on different colour mediums
- Movement
- Design based on color movement
- Rhythm
- Harmony
- Colour Mood boards
- Practical assignment with colour media will be exercised throughout the semester.

Recommended Books

1. Edwards, Clive. How to Read Pattern: A Crash Course in Textile Design. Herbert Press Ltd. 2009.
2. Civardi, Giovanni. Drawing Techniques. Search Press; 2006
3. Clark Baxter. Understanding Art. Tenth Edition. Lois Fichner- Rathus. Wardsworth

TEXD – 5103

History of Civilizations

2(2-0)

This course will discuss the meaning that our society has given to some 12,000 years of human history: beginning from the rise of ‘civilisation’ to the modern times. Through history we convince ourselves what is good, what should be celebrated, remembered and protected. This course will encourage students to apply critical standards to the way civilisations communicated with each other and how one differed from the other. This course will also encourage students to understand meaning of art in context to communication.

Learning Outcomes

Art definitions, Artistic Roles and Visual Thinking

- Define art within a cultural perspective.
- Explain the difference between objective and subjective.
- Explain the different roles art plays within different cultures.
- Define the term subject matter.
- Define the categories realistic, abstract, and non-objective.
- Recognize, evaluate, and describe artistic styles.
- Discuss the meaning of aesthetics and its relationship to cultural conventions.
- Identify and discuss issues of visual awareness.
- Art of Ancient Greece,
- Roman Art and Architecture
- Art of Ancient China

Recommended Books:

- 1) Janson, H.W.(1995), History of Art (Vol-I) Prentice Hall, Inc and Harry N. Abrams, Inc Publishers.
- 2) Pointon, Marcia, 1997, History of Art Rout ledge.
- 3) Murray, Chris, 2002, Key Writers on Art: From Antiquity to 19th Century, Rout ledge.
- 4) Kleiner, Fred S. Gardner's Art through the Ages. US: Clark Baxter, 2009.

URCG-5111**Translation of the Holy Quran – I****Non-Credit**

Topic	Details
Semester/Level	In some discipline 1 st semester and in some discipline 2 nd Semester/ ADP Program 1 st Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran – I
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none">• To familiarize the students to keys and fundamentals of recitation of the holy Quran.• To develop the skill of the students of recitation the last revelation.• Students will learn the basic Arabic grammar in a practical way.• To develop an eagerness among the students to explore the last divine Book.
Course Contents:	<ul style="list-style-type: none">• تیسواں پارہ - ناظرہ مع تجوید• بنیادی عربی گرامراسم اور اسکے متعلقات : اسم فاعل ، مفعولتفضیل ، مبالغہ فعل اور اسکی اقسام :ماضی ، مضارع ، امر ، نہیحرف اور اسکی اقسام : حروف علت ، حروف جارہ ، مشبہ بالفعل
Memorization:	تیسویں پارے کی آخری بیس سورتیں (حفظ مع ترجمہ)

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-II

Category	Course Code	Course Title	Credit Hours
GE-5	URCG-5112	Fables, Wisdom Literature and Epic	2(2-0)
GE-6	URCG-5116	Science of Society-I	2(2-0)
GE-7	URCG-5120	Exploring Quantitative Skills	3(3-0)
GE-8	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)
Major-4	TEXD-5104	Drawing-II	2(0+2)
Major-5	TEXD-5105	Textile Materials and Process	3(2+1)
Major-6	TEXD-5106	History of Western Art	2(2+0)
Major-7	TEXD-5107	Textile Design Studio-I	3(0-3)

Semester Total Credit Hours: 18

URCG-5112

Fables, Wisdom Literature, and Epic

2(2-0)

The course will enable students to explore human experiences, cultivate an appreciation of the past, enrich their capacity to participate in the life of their times, and enable an engagement with other cultures and civilizations, both ancient and modern. But independently of any specific application, the study of these subjects teaches understanding and delight in the highest achievements of humanity. The three components of the course, including fables, wisdom literature and epic, will enable the learners to explore and understand the classic tradition in literature. Development of personal virtue, a deep Sufi ethic and an unwavering concern for the permanent over the fleeting and the ephemeral are some of the key themes explored in the contents that will develop an intimate connection between literature and life.

Contents

1. Fables
 - The Fables of Bidpai
 - The Lion and the Bull
 - The Ring-dove
 - The Owls and the Crows
 - Selected poem from Bang-i-Dara
2. Gulistan-e- Sa'di
 - Ten hikāyāt from John T. Platts, *The Gulistan*
3. Epic
 - The Shahnama of Firdausi

Recommended Texts

1. Chishti, Y.S. (1991). *Sharah-i bāng-i darā*. Lāhaur: Maktaba-i ta'mīr-i insāniyat
2. John T. P. (1876). *The Gulistan; or, Rose Garden of Shaikh Muslihu'd- Dīn Sa'dī of Shīrāz*. London: Wm. II. Allen.

Suggested Readings

1. Thackston, W. (2000). *A Millennium of Classical Persian Poetry*. Maryland: Ibex Publishers.
2. Wood, R. (2013). *Kalila and Dimna: Fables of conflict and intrigue*. United Kingdom: Medina Publishing, Limited.

URCG-5116

Science of Society-I

2(2-0)

This course will introduce students with the subject matter of social science, its scope, nature and ways of looking at social phenomenon. It will make the participants acquaintance with the foundations of modern society, state, law, knowledge and selfhood. While retaining a focus on Pakistani state and society, students will encounter theoretical concepts and methods from numerous social science disciplines, including sociology, politics, economics anthropology and psychology and make them learn to think theoretically by drawing on examples and case studies from our own social context. Students will be introduced to the works of prominent social theorists from both western and non-western contexts. Instruction will include the use of written texts, audio-visual aids and field visits.

Learning Outcomes:

The course has following outcomes:

It will

- Introduce student with the nature of human social behavior and foundations of human group life
- Analyze the reciprocal relationship between individuals and society.
- Make student aware with the nature of societies existing in modern world
- Make students familiar with the philosophy of knowledge of social sciences
- Introduce students with the works of prominent theories explain human group behavior
- Help students to understand the foundations of society including culture, socialization, politics and economy
- Introduce students with various dimensions of social inequalities with reference to gender, race, ethnicity and religion
- Make them aware about the understanding of various themes pertains to social science in local context
- Help them recognize the difference between objective identification of empirical facts, and subjective formulation of opinionated arguments

Course Outlines:

1. Introduction to Social Sciences

- Social world, Human Social behavior, Foundations of society
- Evolution of Social sciences
- Philosophy of Science
- Scope and nature of social sciences
- Modernity and social sciences
- Branches of social science: Sociology, Anthropology, Political Science, Economics

Society and Community, Historical evolution of Society

- Types of Societies
- Foraging society, Horticultural society, Pastoralist society
- Agrarian societies, Industrial society, Postindustrial society

2. Philosophy of Knowledge in social Science and social inquiry

- Understanding social phenomenon

- Alternative ways of knowing
- Science as a source to explore social reality
- Objectivity, Value-Free research
- Positivism vs Interpretivism
- Qualitative vs Quantitative

3. Culture and Society

- Idea of Culture, Assumptions of Culture
- Types, Components, Civilization and culture
- Individual and culture. Cultural Ethnocentrism, Cultural Relativism
- Outlook of Pakistani culture
- Global Flows of culture, Homogeneity, Heterogeneity

4. Social Stratification and Social inequality

- Dimensions of inequality, Social class
- Gender, Race, Religion, Ethnicity, Caste
- Patterns of social stratification in Pakistan
- Class, caste system in agrarian society
- Ascription vs Achievement, Meritocracy
- Global stratification in modern world, Global patterns of inequality

5. Personality, Self and Socialization

- Concept of self, Personality
- Nature vs Nurture, Biological vs Social
- Development of Personality
- Socialization as a process, Agents of socialization
- Socialization and self/group identity

6. Gender and Power

- Understanding Gender
- Social construction of Patriarchy
- Feminism in Historical context, Gender Debates
- Gender and Development
- Gender issues in Pakistani society, Women Participation in politics, economy and education
- Toward a gender sensitive society, Gender mainstreaming

Pakistan: State, Society, Economy and Polity

- Colonialism, colonial legacy, National identity
- Transformation in Pakistani society: Traditionalism vs Modernism
- Economy, Informality of Economy, Modern economy and Pakistan
- Political Economy, Sociology of Economy

Recommended Textbooks and Reading Materials:

1. Giddens, A. (2018). Sociology (11th ed.). UK: Polity Press.
2. Henslin, J. M. (2018). Essentials of Sociology: A Down-to-Earth Approach.(18th Edition) Pearson Publisher.
3. Macionis, J. J. (2016). Sociology (16th ed.). New Jersey: Prentice-Hall.
4. Qadeer, M. (2006) Pakistan - Social and Cultural Transformation in a Muslim Nation.
5. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.
6. Systems of Stratification | Boundless Sociology (no date). Available at:<https://courses.lumenlearning.com/boundless-sociology/chapter/systems-of-stratification/>

7. Jalal, A. (ed.) (1995) 'The colonial legacy in India and Pakistan', in *Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective*. Cambridge: Cambridge University Press (Contemporary South Asia)
8. Zaidi, S. A. (2015) *Issues in Pakistan's Economy: A Political Economy Perspective*. Oxford University Press. Chapter 26
9. Akhtar, A. S. (2017) *The Politics of Common Sense: State, Society and Culture in Pakistan*. Cambridge: Cambridge University Press.
10. Smelser, N.J. and Swedburg, R., *The Handbook of Economic Sociology*, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.

URCG-5120

Exploring Quantitative Skills

3(3-0)

Since ancient times, numbers, quantification, statistics and mathematics has played a central role in scientific and technological development. In the 21st century, Quantitative Reasoning (QR) skills are essential for life as they help to better understand socio-economic, political, health, education, and many other issues, an individual now faces in daily life. The skills acquired by taking this course will help the students to apply QR methods in their daily life and professional activities. This course will also change student's attitude about statistics and mathematics. It will not only polish their QR skills, but also enhance their abilities to apply these skills.

Contents

1. Introduction to quantitative reasoning
2. Overview of contributions of Mathematicians and Statisticians especially Muslim scholars.
3. Types of standard numbers
4. Proportions, rates, ratio and percentages
5. Odds and odds ratio
6. Scale of measurements
7. Number sequence and series
8. Unit analysis as a problem-solving tool
9. Data handling (small and large)
10. Data errors, absolute and relative and their applications
11. Descriptive statistics
12. Rules of counting: multiplication rule, factorial, permutation and combination
13. Probability and its application in real life
14. A graphical perspective through Venn Diagram
15. Financial indicator analysis, and money management (profit, loss, simple and compound interest)
16. Practical scenarios involving algebraic expressions: linear and quadratic

Recommended Texts

1. Akar, G. K., Zambat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis*. 5th Ed., Brooks Cole, USA.
3. Devlin, K. J. (2012). *Introduction to mathematical thinking*. Palo Alto, CA: Keith Devlin.

Suggested Readings

1. Triola, M. F., Goodman, W. M., Law, R., & Labute, G. (2006). *Elementary statistics*. Reading, MA: Pearson/Addison-Wesley.
2. Blitzler, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

URCG-5127

Seerat of the Holy Prophet (SAW)

1(1-0)

مطالعہ سیرت النبی صلی اللہ علیہ وسلم Seerat of the Holy Prophet

Course Code

URCG-5127

Title	Description
Semester	
Nature of Course	
No. of C.Hrs.	1(1-0)
Total Teaching weeks	18
Objectives of the Course	<p>۱۔ طلبہ کو مطالعہ سیرت طیبہ کی ضرورت و اہمیت سے آگاہ کرنا</p> <p>۲۔ تعمیر شخصیت میں مطالعہ سیرت طیبہ کے کردار کو واضح کرنا</p> <p>۳۔ بھٹ نبوی کے موقع پر اقوام عالم کی عمومی صورت حال سے آگاہ کرنا</p> <p>۴۔ رسول اکرم صلی اللہ علیہ وسلم کی کئی اور مدنی زندگی کا اس طرح مطالعہ کروانا کہ طلبہ ان واقعات سے نتائج کا استنباط کر سکیں</p> <p>۵۔ طلبہ کو محمد نبوی کی معاشرت، سیاست، معیشت سے آگاہ کرنا</p>

Course Description

S.No.	Title	Description
1	حضور صلی اللہ علیہ وسلم کے ابتدائی حالات زندگی	۱۔ حضور صلی اللہ علیہ وسلم کا خانہ تالی حسب و نسب ۲۔ پیدائش اور ابتدائی تربیت ۳۔ لڑکپن اور جوانی کے حالات زندگی
2	بھٹ نبوی کے وقت دنیا کے حالات (۱)	۱۔ بھٹ نبوی کے وقت اہم تہذیبیں ۲۔ عرب، مصر، حبشہ، ہندوستانی، ساسانی
3	بھٹ نبوی	۱۔ کئی عہد میں دعوت اسلام
4	بھٹ نبوی	۱۔ مدنی عہد میں دعوت اسلام
5	مخصائص النبی	آپ بطور پیغمبر امن
6	مخصائص النبی	بھیت استاد و معلم
7	مخصائص النبی	بھیت تاجر
8	مخصائص النبی	بھیت سربراہ ریاست
9	مخصائص النبی	ذاتی محاسن اور عائلی اثرات

10	مختصائص النبی	ناموس رسالت
11	اسوہ حسنہ اور عصر حاضر	غیر مسلموں سے تعلقات
12	اسوہ حسنہ اور عصر حاضر	اسوہ حسنہ کی روشنی میں گھریلو زندگی
13	اسوہ حسنہ اور عصر حاضر	مستشرقین اور مطالعہ سیرت
15	اسوہ حسنہ اور عصر حاضر	وطن سے محبت اور سیرت
16	اسوہ حسنہ اور عصر حاضر	مستشرقین کے اعتراضات اور ان کے جوابات

نصابی کتب

نمبر شمار	نام مؤلف	نام کتاب
1	ابن ہشام	السیرۃ النبویہ
2	مولانا شبلی نعمانی، سید سلمان ندوی	سیرۃ النبی صلی اللہ علیہ وسلم
3	قاضی محمد سلیمان، سلمان منصور پوری	رحمۃ للعالمین
4	مولانا سید ابوالحسن علی ندوی	نبی رحمت صلی اللہ علیہ وسلم
5	ڈاکٹر یحییٰ عظیم صدیقی	عہد نبوی کا نظام حکومت
6	ڈاکٹر خالد علوی	انسان کامل

حوالہ جاتی کتب

نمبر شمار	نام مؤلف	نام کتاب
1	سید ابوالاعلیٰ مودودی	سیرت سرور عالم صلی اللہ علیہ وسلم
2	مولانا مفتی الرحمن مبارک پوری	الرحیق المختوم
3	عبد محمد کرم شاہ انازہری	شیاد النبی صلی اللہ علیہ وسلم
4	ڈاکٹر اکرم الضیاء، الحری	السیرۃ النبویۃ الصحیحۃ
5	مولانا عبد الرؤف دانا پوری	اصح السیر



TEXD -5104**Drawing – II****2(0-2)**

This course will develop the students' drawing skills. Students will use a variety of media in a sequence of exercises to develop insight into the form, structure and gesture of the subject. This course develops drawing skills and attitudes appropriate to future applications in painting, illustration and interpretive drawing.

Learning Outcomes

Students who successfully complete this class will be able to

- A student will demonstrate an ability to draw the objects observationally, appropriately applying an understanding of basic drawing skills, gesture, and proportion.
- develop and understand good composition principles
- develop and understand technical skills such as simple drawing needed to render well composed 2-dimensional designs
- develop your creative and visual abilities in their practice

Course Contents:**Still Life**

Still life in Graphite

Drapery in Graphite

Drapery in Charcoal

Still life in pen and ink

Still life in Dry Pastels

Still life in Ball-pen

Drapery in Ball-pen

Nature Study in Graphite

Nature Study on tinted base

Still life with drapery in Oil Paints

Recommended Books:

- 1) Civardi, Giovanni. The Art of Drawing, Search Press; 2010
- 2) Thomas, Paul and Taylor, Anita. Drawing Foundation Course, Cassell Illustrated; 2003
- 3) Civardi, Giovanni. Drawing Techniques, Search Press; 2006
- 4) Ilatovskaya, Tatiana. Master Drawing, Harry N. Abrams; 1st edition, 1996

TEXD- 5105**Textile Materials and Process****3(2-1)**

This course aims to give a basic introduction to textile materials and their physical texture, composition and structure. The nature of the subject will help to develop understanding and use of fabric, subject to appropriate purpose and specifications. Familiarization of students with textile natural regenerated and man-made materials with dimensions of their production and morphology, physical, chemical, aesthetical properties and their identification

Contents:**1. Introduction to Textile Materials and Manufacturing process**

- Origin of textiles materials and their classification
- Yarn/thread Manufacturing
- Fabric Manufacturing
- Textile dyeing/printing and finishing (Textile finishing/processing)
- Garment, clothing and made-up

2. Natural Plant/Cellulose base fibrous materials

Cotton

Flax

Jute

3. Animal/Protein base fibrous materials

Wool

Silk

Hair

4. Man-Made (Regenerated and Synthetic) Textile materials

Viscose Rayon

Lyocell /Tencel

Polyester

Nylon

Acrylic

Elastomeric

Glass and Ceramics

Carbon

Asbestos

Recommended Books:

1) Hand book of Natural Textile Fibres by J Gordon Cook

Woodhead Publishing Series in Textiles, Elsevier, 1984, ISBN#1845693167,
9781845693169

2) Handbook of Textile Fibres Volume 2 Man-Made Fibres by J. Gordon Cook (Auth.)
Woodhead Publishing Series in Textiles, Elsevier, 1984,

3) Hand book of Fibre Chemistry by Menachem Lewin, CRC Press Taylor & Francis
Group ken Sound Parkway NW, Suite 300 Boca Raton, FL 33487-2742

4) Physical testing of Textile by B.P.Saville, The Textile Institute, CRC Press Boca Raton
Boston New York Washington, DC WOODHEAD PUBLISHING LIMITED Cambridge,
UK

TEXD-5106

History of Western Art

2(2-0)

This Subject is designed to introduce the student to the artistic tradition of Western culture. It will provide an introduction to works of art as the embodiment of cultural, social, and political values from ancient civilizations of the West to the present. The course will address various historical periods, artists, creative practices, and themes through the study of Western art objects that exhibit unique and significant means of expression in visual form. It will focus on pieces that exemplify each period, practicing detailed visual readings in order to better understand their function within the original culture's context as well as the impact, which they have had on modern Western European and American artistic ideals.

Course Contents:

1. Medieval Period

Early Christian Art

Byzantine Art

Romanesque Art

Gothic Art

2. Renaissance Period

Early Renaissance Art:

The Art of Giotto, Uccello, Brunelleschi, Ghiberti, Donatello, Masaccio, Botticelli and Verrocchio

High Renaissance Art:

The Art of Leonardo da Vinci, Michelangelo, Raphael, Titian and Jan Van Eyck

3. Mannerism

Origin and Development

Main Artists: Michelangelo, Tintoretto and Elgreco

4. Baroque Art

The causes and impacts of the Reformation and Counter Reformation on Art

Art: Origin and Characteristics

Artists: Velázquez, Caravaggio, Rembrandt, Rubens, Poussin, and Vermeer

5. Central Europe and Rococo

6. Neo-Classicism

History

Art of Jacques Louis David and Ingres

7. Romanticism

Defining Romanticism and its basic Characteristics

Artists: Francisco Goya, Eugene Delacroix, Theodore Gericault, Turner and John Constable

Reference Books:

- 1) Richard Tansev, Fred S. Kleiner, Horst De LA Croix, Gardner's Art Through The Ages. Harcourt College Pub; 10th Reiss edition, 1995
- 2) Murray, Chris, From Antiquity to 19th Century, Rout ledge. 2002
- 3) Adams, Lausie Schneider, A History of Western Art. Brown & Bench mark Publishers, 1994

TEXD - 5107

Textile Design Studio-I (Studio Practice)

3(0-3)

This course offers a design quality that is based on creative as well as professional skills. It is developed to produce two dimensional designs that are not only balanced but are also appealing. It will help not only in making the student expert in the field of creation and design composition but its essence is to make them expert in different techniques as well. In this part both the design and the rendering work as a corporate whole to project not only an appealing but also a suitable design for the market.

Learning Outcomes:

After the successful completion of this course students will be able to

- Understanding of 2D spaces
- Design Composition
- Illusion of Depth on flat surface
- Understanding of repeatable industrial scale designing
- Motif rendering and development is the basis of all textiles
- Students will learn to use different art mediums in design development to achieve their final goal
- It will be helpful in enhancing their learning skills regarding print-design media.

Content:

- Importance of Reference Material
- Design and its different types
- Design Layouts
- Repeats in textile Design
- Types of repeats and how to put a Design in Repeat
- Rendering of a textile print of contemporary designers

Books Recommended

- 1) Edwards, Clive. How to Read Pattern: a Crash Course in Textile Design. Herbert Press, 2009.
- 2) Meller, Susan, and Joost Elffers. Textile Designs: 200 Years of Patterns for Printed Fabrics Arranged by Motif, Color, Period and Design. Thames & Hudson, 2010.
- 3) Khandual, Asimananda. Applied Colour Science for Textiles: Computational Techniques Using Matlab. Springer Verlag, Singapor, 2018.

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-III

Category	Course Code	Course Title	Credit Hours
GE-9	URCG-5119	Expository Writing	3(3-0)
GE-10	URCG-5121	Tools for Quantitative Reasoning	3(3-0)
GE-11	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)
Major-8	TEXD-5108	Drawing-III	2(0+2)
Major-9	TEXD-5109	Fundamentals of Weaving	3(1-2)
Major-10	TEXD-5110	Textile Design Studio-II	3(0-3)
GE-12	URCG-5111	Translation of the Holy Quran-II	0(0-0)

Semester Total Credit Hours: 16

URCG-5119

Expository Writing

3(3-0)

This course prepares undergraduates to become successful writers and readers of English. The course helps students develop their fundamental language skills with a focus on writing so that they can gain the confidence to communicate in oral and written English outside the classroom. The course is divided into five units and takes a Project-based Learning approach. Unit themes target the development of 21st century skills and focus on self-reflection and active community engagement. The course completion will enable the students to develop communication skills as reflective and self-directed learners. They will be able to intellectually engage with different stages of writing process, and develop analytical and problem-solving skills to address various community-specific challenges.

Contents

1. Self-Reflection
 - Introduction to the basics of the writing process
 - Introduction to the steps of essay writing
 - Prewriting activities: Brainstorming, listing, clustering and freewriting
 - Practicing Outlining of the essay
2. Personalized Learning
 - Learning Process, Learning Styles, Goal Setting and Learning Plan
3. Oral Presentation
 - Structure and Significance, Content Selection and Slide Presentation, Peer Review
4. Critical Reading Skills
 - Introducing Authentic Reading (Dawn and non-specialist academic books/texts)
 - Reading Strategies and Practice: Skimming, scanning, SQW3R, Annotating, Detailed reading and note-taking, Standard Test Practice: TOEFL and IELTS, Model Review Reports and Annotated Bibliographies
5. Community Engagement
 - Student-led brainstorming on local versus global issues, Identifying research problems
 - Drafting research questions, Drafting interview/survey questions for community research (in English or L1)
 - Engaging students in Critical reading, Presenting interview/ survey information, Field work

- Writing Community Engagement Project
6. Letter to the Editor
- Types of letters, Format and purpose of letter to the editor, Steps in writing letter-to-editor

Recommended Texts

1. Bailey, S. (2011). *Academic writing: A handbook for international students* (3rd ed.). New York: Routledge.
2. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.

Suggested Readings

1. Creswell, G. (2004). *Writing for academic success*. London: SAGE.
2. Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
3. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association.

URCG-5121

Tools for Quantitative Reasoning

3(3-0)

This course is based on quantitative reasoning 1 course. It will enhance the quantitative reasoning skills learned in quantitative reasoning 1 course. Students will be introduced to more tools necessary for quantitative reasoning skills to live in the fast paced 21st century. Students will be introduced to importance of statistical and mathematical skills in different professional settings, social and natural sciences. These quantitative reasoning skills will help students to better participate in national and international issues like political and health issues. This course will prepare the students to apply quantitative reasoning tools more efficiently in their professional and daily life activities. This course will help them to better understand the information in form of numeric, graphs, tables, and functions.

Contents

1. Types of data and its graphical representation (Histogram, Stem and Leaf display, Box Plot, Scatter diagram, Histogram, Bar chart, etc)
2. Solving practical problems using linear and exponential models
3. Population growth models
4. Analytical approach to solve simultaneous equations
5. Inequalities and their application
6. Comparing quantities using analytical tools
7. Logical reasoning and their application in modern age
8. Logical reasoning and decision making
9. Data tendencies via measure of location
10. Variability and Measure of dispersion
11. Measuring relationships via Regression analysis and correlation
12. Statistical inference: sampling techniques, estimation techniques and hypothesis testing for decision and policy making

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.

2. Sharma, A. K. (2005). *Text book of elementary statistics*. Discovery Publishing House.
3. Blitzer, R. (2014). *Precalculus*, 5th Ed.. Pearson Education, Limited. New York

Suggested Readings

1. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. 12th Ed, Sultan Chand & Sons.
2. Aufmann, R. N., Lockwood, J., Nation, R. D., & Clegg, D. K. (2007). *Mathematical thinking and quantitative reasoning*. Cengage Learning
3. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

URCG-5122

Ideology and Constitution of Pakistan

2(2-0)

This course focuses on ideological background of Pakistan. The course is designed to give a comprehensive insight about the constitutional developments of Pakistan. Starting from the Government of India Act, 1935 till to date, all important events leading to constitutional developments in Pakistan will be the focus of course. Failure of the constitutional machinery and leading constitutional cases on the subject. Moreover, students will study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan. It will also cover the entire Constitution of Pakistan 1973. However, emphasis would be on the fundamental rights, the nature of federalism under the constitution, distribution of powers, the rights and various remedies, the supremacy of parliament and the independence of judiciary

Outline:

□ Ideology of Pakistan

Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah.
Two Nation Theory and Factors leading to Muslim separatism.

□ Constitutional Developments

Salient Feature of the Government of India Act 1935
Salient Feature of Indian Independence Act 1947
Objectives Resolution
Salient Feature of the 1956 Constitution
Developments leading to the abrogation of Constitution of 1956
Salient features of the 1962 Constitution
Causes of failure of the Constitution of 1962
Comparative study of significant features of the Constitution of 1956, 1962 and 1973

□ Fundamental rights □ Principles of policy □ Federation of Pakistan

President
Parliament
The Federal Government

□ Provinces

Governors
Provincial Assemblies
The Provincial Government

□ The Judiciary Supreme

Court, High Courts
Federal Shariat Courts
Supreme Judicial Council

Administrative Courts and tribunals

□ Islamic Provisions in Constitution √ Significant Amendments of Constitution of Pakistan 1973

Recommended Books:

1. Constitutional and Political History of Pakistan by Hamid Khan
2. Mahmood, Shaukat and Shaukat, Nadeem. Constitution of the Islamic Republic of Pakistan, 3rd re edn. Lahore: Legal Research Centre, 1996.
3. Munir, Muhammad. Constitution of the Islamic Republic of Pakistan: Being a Commentary on the Constitution of Pakistan, 1973. Lahore, Law Pub., 1975.
4. Rizvi, Syed Shabbar Raza. Constitutional Law of Pakistan: Text, Case Law and Analytical Commentary. 2nd re edn. Lahore: Vanguard, 2005.
5. The Text of the Constitution of the Islamic Republic of Pakistan, 1973 (as amended).
6. Fundamental Laws of Pakistan by A.K. Brohi

TEXD-5108

Drawing -III

2(0-2)

This course will develop the students' drawing skills and awareness using a structured approach to drawing through the study of the human figure. Students will use a variety of media in a sequence of exercises to develop insight into the form, structure and gesture of the subject.

Learning Outcomes

Students will be able to:

- Demonstrate knowledge of the figure drawing, bone structure of human skeleton and the body's muscle structure by drawing. Students will be able to draw the human figure accurately displaying normative proportional relationship of body's parts to the whole.
- Depict the figure in a variety of poses using foreshortening.
- Convey gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time.

Contents:

Life Drawing Practice in Pencil and charcoal

Basic Measurements/Proportions

Quick Sketching in Pencil

1. Hands and Feet Practice

Hands and feet Practice in Pencil (Practice throughout the semester)

Hands and feet with still life and other experiments

Quick sketching of different gestures

2. Life Drawing

Life Drawing Practice in Pencil (Sitting posture)

Life Drawing Practice in Pencil (with drapery)

Life Drawing Practice in dry pastels (twice in a mo Life Drawing Practice in Pencil (Standing posture) till mid-term exam)

Life Drawing with experimental Backgrounds (once in a month mid-term exam)

Figurative Compositions (Overlapping) (once in a week after mid-term exam)

Recommended Books:

- 1) Civardi, Giovanni. The Art of Drawing, Search Press; 2010
- 2) Thomas, Paul and Taylor, Anita. Drawing Foundation Course, Cassell Illustrated; 2003
- 3) Civardi, Giovanni. Drawing Techniques, Search Press; 2006
- 4) Ilatovskaya, Tatiana. Master Drawing, Harry N. Abrams; 1st edition, 1996

TEXD -5109

Fundamentals of Weaving

3 (1-2)

This is theory as well as practical based course which covers the basics of weaving. It will help not only in creating a great level of understanding with the technical terminologies related with the field of weaving and weave designs. It will also be helpful in applying that knowledge in various assigned projects. This subject provides both knowledge and skill of the above-mentioned subject.

Content:

- Introduction to weaving
- Weave flow chart
- Principles of weaving/Primary motions of loom
- Secondary and Auxiliaries motions of Loom
- Weave structures on Point paper
- Fabric Construction, PPI and EPI and costing of yarn
- Fabric Structure/Types of basic weaves and their characteristics
- Plain, Twill, Satin or Sateen
- Single warp Design
- Single weft Design
- Double and parallel threads Designs
- Basket, Double warp Rib, Double weft Rib
- Constructional designs of weave & woven fabric
- Stripes/Checks
- Color and weave effect

Practical

- Off loom basic weave designs

Recommended Books

- 1) Tallarovic, Joanne. Rep weave and beyond. Loveland, Cob. Interweave Press, 2004
- 2) Meller, Susan, and Joost Elffers. Textile Designs: 200 Years of Patterns for Printed Fabrics Arranged by Motif, Color, Period and Design. Thames & Hudson, 2010.
- 3) Spencer, David J. Knitting technology: a comprehensive handbook and practical guide, Lancaster. Technomic Publishing, 2001

TEXD-5110

Textile Design Studio-II (Studio Practice)

3(0-3)

This course shall cover the design development on industrial level. Students will have a command not only on paper coordinate designs. The technique and medium will involve printing, painting, weaving felting and crochet etc. rendering but will also involve surface experimentation.

Learning Outcomes:

After the successful completion of this course students will be able to

- Develop designs that fulfill the market demands.
- Combine both medium and technique to create an innovative design.
- Render a design with various techniques.

Content

- Exploration of experimental surfaces
- Experimental material
- Use colour interactions which element move forward or fade back in a design layout
- Define an approach to creating a color palette, applying it to design and evaluating the colour effectiveness in their design compositions.
- Knowledge and understanding of Pantone colors.
- Colour Forecast and yearly Trends. Professional awareness according to the local and international Market and use them in design creation
- Use of texture layer (whites on whites)
- The sampling of design from paper development onto fabric
- Replication of chain stitch and Stem stitch
- Print design on traditional embellishment of beads and jewelry
- Design replicate in a form of zardooszi work
- Design replicate in a form of Banndhani work
- Replication of an image through photo transfer.
- Replication through Wood Block
- Replication through modern and pos- modern art works

URCG-5111	Translation of the Holy Quran- II	Non-Credit
Topic	Details	
Semester/Level	In some discipline 3 rd semester and in some discipline 4 th Semester/ ADP Program 2 nd Year	
Course Code	URCG-5111	
Course Title	Translation of the Holy Quran – II	
Credit Hours	Non-Credit	

Objectives	<ul style="list-style-type: none"> ▪ Students will come to know about the real nature, significance and relevance of the Islamic beliefs in light of the text of the Holy Quran. ▪ Students will seek knowledge of translation and transliteration of the Holy Book Quran. ▪ To familiarize the students with the concept of Ibādah (Its significance, scope and relevance) and its types in Islam. ▪ Students will learn literal and idiomatic way of translation of the Holy Book. ▪ Students will learn about the polytheism and its incompatibility in Islam highlighted by the Holy Quran. ▪ To highlight the significance of learning through using all human faculties provided by the almighty Allah and familiarize the students about condemnation of ignorance mentioned in the Quranic text. ▪ To develop Awareness among the students about rights and duties of different circles of society in the light of Holy Quran. ▪ To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p style="text-align: center;">○ ایمانیات اور عبادات</p> <p>اللہ پر ایمان، فرشتوں پر ایمان، رسولوں پر ایمان، آسمانی کتابوں پر ایمان، یوم آخرت پر ایمان، تقدیر پر ایمان، نماز، روزہ، زکوٰۃ، حج، جہاد ○ معاشرے کے حقوق</p> <ul style="list-style-type: none"> • خاندان کی تکوین • حق مہر • رضاعت و حمل • اولاد کو قتل کرنے کے ممانعت • شوہر کی نافرمانی • طلاق • بیوہ کی عدت کے احکام • نکاح کا پیغام بھیجنا • عورت کی وراثت (اس کے شوہر کی طرف سے) • والدین کے حقوق • بیویوں اور اولاد کے بیچ عداوت ○ خاندان کے حقوق • مہمان کی عزت • اجازت طلب کرنے کے اصول • مجلس کے آداب • تعاون اور بھائی چارہ • گروہ بندی • محبت • لوگوں کے درمیان صلح • عفو و درگزر، غصہ پر قابو اور معاف کرنا • شعوب و قبائل • لوگوں کے بیچ اختلافات • حمایت و نگہبانی
Grammar:	□ قرآنی عربی گرامر کے اصول اور انکے اطلاقات (متن قرآنی پر اطلاق سے
	توضیحات)

<p>Details of Chapters and verse Numbers:</p>	<ul style="list-style-type: none"> ▪ منتخب آيات مع ترجمه وتجويد ▪ اليقره ((٧١١، ٨٣٢، ٥٤، ٨١١، ٨٧٢، ٧٧١، ٥٤، ٧٤٣، ٨٥١، ٨١٧، ٨٢٤، ٣٥، ٨٢٤، ٨٢٤، ٧٢٣، ٧٢٥، ٨١١، ٧٢٢، ٧٣٢، ٧١١، ٨٢٤، ٧٨٢، ٢٨، ٢٢، ٨٤٣، ٧٤، ٧٨٢، ٧٤٢، ٧٢٢، ٨٥٧، ٨٨١، ٨٨٢، ٨٣١، ٨٨٢، ٨٨٢، ٨٣٧، ٨٣١، ٨٣٤، ٨٣١، ٨٧٢، ٢٣، ٧٢١، ٧٢٨، ٨٣٣) ▪ النساء ((٢٤، ٢٨، ٤٢، ٧٣٢، ٢٢، ٢١، ٧٣، ٢٢، ٢٢، ٢١، ٢٢، ٣٢، ٧١٢، ٧٨٢، ٣٤، ٧٨، ٣٤، ٧٨٢، ٧٤، ٧١٢، ٨٥، ٨٤، ٧٧، ٧٧، ٧٨٢، ٧٢٧، ٣٤، ٨١، ٣٤، ٧٢٧، ٢، ٧، ٨١، ٧، ٣٥، ٧٧، ٢٧، ٧٨٢، ٤٥، ٧٥٢، ٧٢) ▪ الانعام ((٨٨، ٧٣١، ٧٥، ٢٨، ٧٤٧، ٥٢، ٤٥) ▪ آل عمران ((٢١، ٣٢، ٢٤، ٧٨٤، ٢٥، ٧٥٥، ٧٢٢) ▪ المائده ((٤٥، ٨، ٢٨، ٣٢، ٧٢، ٢٨، ٨) ▪ الاعراف ((٣٤، ٧٢٢، ٧٢٢) ▪ التوبه ((٨١، ١٧، ٧٢) ▪ بود ((٧٨) ▪ الزمر ((٢) ▪ النور ((٤٥، ٨٢، ٤٨، ٨١، ٢١، ٨٢) ▪ محمد ((٣٣) ▪ انفال ((٢٨، ٨١) ▪ الرعد ((٣) ▪ الطلاق ((٥) ▪ الحج ((٤) ▪ ابراهيم ((٨٣، ٥٥) ▪ الاسراء ((٨٣، ٨٥) ▪ الاحقاف ((٧٤) ▪ المومنون ((٨١) ▪ العنكبوت ((٨٤، ٥٢، ٢) ▪ النحل ((٨٨) ▪ لقمان ((٧٤، ٥) ▪ الاحزاب ((٣٤، ٤١، ٣٢، ٥٢) ▪ الشعراء ((١) ▪ الروم ((٨٧) ▪ مريم ((٧٥، ٨٢) ▪ المجادله ((٧٨، ٧٧)
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BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-IV

Category	Course Code	Course Title	Credit Hours
GE-12	URCG-5114	Basic Science	3(2-1)
GE-13	URCG-5124	Entrepreneurship	2(2-0)
GE-14	URCG-5125	Civics and Community Engagement	2(2-0)
Major-11	TEXD-5111	Drawing-IV	2(0+2)
Major-12	TEXD-5112	Textile Finishing	3(1+2)
Major-13	TEXD 5113	Weave Design Studio-I	3(0-3)
Major-14	TEXD-5114	Textile Design Essentials	3(0-3)

Semester Total Credit Hours: 18

URCG-5114

Basic Science

3(2-1)

Life, its characteristics, natural science, biology and its branches; Importance of Flora & Fauna in biodiversity; Importance of Natural Compounds in daily life, medicine and human health; Latest developments in natural sciences (Biotechnology); Ecosystem and its components; Environment and its components; Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc); Introduction to micro-organism and its types (bacteria, fungi, viruses)

Practical:

- 1: Field Survey of Flora & Fauna and their identification
- 2: Study of herbarium
- 3: Study of Museum

Recommended Texts.

1. Keddy, P.A. (2017). *Plant ecology origins, processes, consequences*. Cambridge, University Press.
2. Canadell, J.G., Diaz, S., Heldmaier, G., Jackson, R.B., Levia, D.F., Schulze, E.D. & Sommer, U. (2019). *Ecological studies*. Springer.
3. Bhat, S.V., Nagasampagi, B.A. & Sirakumar, M. (2006). *Chemistry of Natural Products*. Springer Science
4. De, A.K. (2019). *Environmental Chemistry*. New Age International Press

Suggested Books

1. Fath, B. (2018). *Encyclopedia of ecology*. Elsevier.
2. Ajith, H. . Urmas. P., Pastur, G. M & Iversion L. R. (2018). *Ecosystem services from forest landscapes: broadscale consideration*. 1stEdition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). *Introduction to Natural Product Chemistry*. CRC Press
4. Tayler, D.J., Green, N.P.O. & Stout, G.W. (1997). *Biological Science 1&2*. Cambridge University Press
5. Tayler, M.R., Simon, E.J., Dickey, D.J. & Hogan, K.A. (2020). *Campbell Biology: Concepts & Connections* (10th Edition). Pearson

This course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business idea. The goal is to provide a solid background with practical application of important concepts applicable to the entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a new venture.

Course Learning Objectives

1. To enhance the ‘entrepreneurial intentions’ of the students by improving their natural willingness to start a business.
2. To understand the process of entrepreneurship and learn the ways to manage it by working individually in the class and in the form of groups outside the class to conduct field assignments.
3. To educate the students about the practical underpinnings of the entrepreneurship with the aid of practical assignments and idea pitching.

Contents

1. **Background:** What is an Organization, Organizational Resources, Management Functions, Kinds of Managers, Mintzberg’s Managerial Roles.
2. **Forms of Business Ownership:** The Sole proprietorship, Partnership, Joint Stock Company
3. **Entrepreneurship:** The World of the Entrepreneur, what is an entrepreneur? The Benefits of Entrepreneurship, The Potential Drawbacks of Entrepreneurship, Behind the Boom: Feeding the Entrepreneurial Fire.
4. **The Challenges of Entrepreneurship:** The Cultural Diversity in Entrepreneurship, The Power of “Small” Business, Putting Failure into Perspective, The Ten Deadly Mistakes of Entrepreneurship, How to Avoid the Pitfalls, Idea Discussions & Selection of student Projects, Islamic Ethics of Entrepreneurship.
5. **Inside the Entrepreneurial Mind:** From Ideas to Reality: Creativity, Innovation, and Entrepreneurship, Creativity – Essential to Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Protecting Your Ideas, Idea Discussions & Selection of student Projects.
6. **Products and technology, identification opportunities**
 7. **Designing a Competitive Business Model and Building a Solid Strategic Plan:** Building a strategic plan, Building a Competitive Advantage, The Strategic Management Process, Formulate strategic options and select the appropriate strategies, Discussion about execution of Students’ Project.
 8. **Conducting a Feasibility Analysis and Crafting a Winning Business Plan:** Conducting a Feasibility Analysis, Industry and market feasibility, Porter’s five forces model, Financial feasibility analysis. Why Develop a Business Plan, The Elements of a Business Plan, What Lenders and Investors Look for in a Business Plan, Making the Business Plan Presentation.
 9. **Building a Powerful Marketing Plan:** Building a Guerrilla Marketing Plan, Pinpointing the Target Market, Determining Customer Needs and Wants Through Market Research. Plotting a Guerrilla Marketing Strategy: How to Build a Competitive Edge, Feed Back & Suggestions on Student Project, Islamic Ethics for Entrepreneurial Marketing

10. **E-Commerce and the Entrepreneur:** Factors to Consider before Launching into ECommerce, Ten Myths of E-Commerce, Strategies for E-Success, Designing a Killer Web Site, Tracking Web Results, Ensuring Web Privacy and Security, Feed Back & Suggestions on Student Project.
11. **Pricing Strategies:** Three Potent Forces: Image, Competition, and Value, Pricing Strategies and Tactics, Pricing Strategies and Methods for Retailers, The Impact of Credit on Pricing
12. **Attracting Venture Capitalist:** Projected Financial Statements, Basic Financial Statements, Ratio Analysis, Interpreting Business Ratios, Breakeven Analysis, Feed Back & Suggestions on Student Project,
13. **Idea Pitching:** Formal presentation, 5-minutes pitch, funding negotiation and launching.

Recommended Texts:

1. Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management*. Publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458..

Suggested Readings:

1. Burstiner, I. (1989). *Small business handbook*. Prentice Hall Press.

URCG-5125

Civics and Community Engagement

(2-0)

Course Description:

The Civics and Community Engagement course is designed to provide students with an understanding of the importance of civic participation, culture and cultural diversity, basic foundations of citizenship, group identities and the role of individuals in creating positive change within their communities. The course aims at developing students' knowledge, skills and attitudes necessary for active and responsible citizenship.

Learning outcomes

After completing this course, students will be able to

- Understand the concepts of civic engagement, community development, and social responsibility.
- Understand rights and responsibilities of citizenship
- Understand cultural diversity in local and global context
- Analyze the significance of civic participation in promoting social justice, equity, and • democracy.
- Examine the historical and contemporary examples of successful civic and community engagement initiatives.
- Identify and assess community needs, assets, and challenges to develop effective strategies for community improvement.
- Explore the ethical implications and dilemmas associated with civic and community engagement.
- Develop practical skills for effective community organizing, advocacy, and leadership.
- Foster intercultural competence and respect for diversity in community engagement efforts.
- Collaborate with community organizations, stakeholders, and fellow students to design and implement community-based projects.

- Reflect on personal growth and learning through self-assessment and critical analysis of community engagement experiences.

Course Content:

Introduction to Civics & Community Engagement

- Overview of the course: Civics & Community Engagement
- Definition and importance of civics
- Key concepts in civics: citizenship, democracy, governance, and the rule of law □ Rights and responsibilities of citizens

Citizenship and Community Engagement

- Introduction to Active Citizenship: Overview of the Ideas, Concepts, Philosophy and Skills
- Approaches and Methodology for Active Citizenship

Identity, Culture, and Social Harmony

- Concept and Development of Identity, Group identities
- Components of Culture, Cultural pluralism, Multiculturalism, Cultural Ethnocentrism, Cultural relativism, Understanding cultural diversity, Globalization and Culture, Social Harmony,
- Religious Diversity (Understanding and affirmation of similarities & differences)
- Understanding Socio-Political Polarization
- Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

- Inter-cultural dialogue (bridging the differences, promoting harmony)
- Promoting intergroup contact/ Dialogue
- Significance of diversity and its impact
- Importance and domains of Inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

- Importance of active citizenship at national and global level
- Understanding community
- Identification of resources (human, natural and others)
- Utilization of resources for development (community participation)
- Strategic planning, for development (community linkages and mobilization)

Human rights, constitutionalism and citizens' responsibilities

- Introduction to Human Rights
- Human rights in constitution of Pakistan
- Public duties and responsibilities
- Constitutionalism and democratic process

Social Institutions, Social Groups, Formal Organizations and Bureaucracy

- Types of Groups, Group identities, Organizations
- Bureaucracy, Weber's model of Bureaucracy
- Role of political parties, interest groups, and non-governmental organizations

Civic Engagement Strategies

- Grassroots organizing and community mobilization
- Advocacy and lobbying for policy change
- Volunteerism and service-learning opportunities

Social issues/Problems of Pakistan

- Overview of major social issues of Pakistani society

Social Action Project

Recommended Books:

1. Kennedy, J. K., & Brunold, A. (2016). Regional context and Citizenship education in Asia and Europe. New Yourk: Routledge, Falmer.
2. Henslin, James M. (2018). Essentials of Sociology: A Down to Earth Approach (13th ed.). New York: Pearson Education
3. Macionis, J. J., & Gerber, M.L. (2020). Sociology. New York: Pearson Education

Reference Books:

1. Glencoe McGraw-Hill. (n.d.). Civics Today: Citizenship, Economics, and Youth.
2. Magleby, D. B., Light, P. C., & Nemacheck, C. L. (2020). Government by the People (16th ed.). Pearson.
3. Sirianni, C., & Friedland, L. (2005). The Civic Renewal Movement: Community-Building and Democracy in the United States. Kettering Foundation Press.
4. Bloemraad, I. (2006). Becoming a Citizen: Incorporating Immigrants and Refugees in the United States and Canada. University of California Press.
5. Kuyek, J. (2007). Community Organizing: Theory and Practice. Fernwood Publishing.
6. DeKieffer, D. E. (2010). The Citizen's Guide to Lobbying Congress. TheCapitol.Net.
7. Rybacki, K. C., & Rybacki, D. J. (2021). Advocacy and Opposition: An Introduction to Argumentation (8th ed.). Routledge.
8. Kretzmann, J. P., & McKnight, J. L. (1993). Building Communities from the Inside Out: A Path Towards Finding and Mobilizing a Community's Assets. ACTA Publications.
9. Patterson, T. E. (2005). Engaging the Public: How Government and the Media Can Reininvigorate American Democracy. Oxford University Press.
10. Love, N. S., & Mattern, M. (2005). Doing Democracy: Activist Art and Cultural Politics. SUNY Press.

TEXD-5111

Drawing –IV

2(0-2)

This course will develop the students' drawing skills and awareness using a structured approach to drawing through the study of the human figure. Students will use a variety of media in a sequence of exercises to develop insight into the form, structure and gesture of the subject. This course develops drawing skills and attitudes appropriate to future applications in painting, printmaking, illustration and interpretive drawing.

Learning Outcomes

After the successful completion of this course the students will be able to

- Depict the figure in a variety of poses using foreshortening.
- Draw architectural drawings so that illusion of volume is achieved through a variety of shading techniques, such as, graduated continuous tones, lines, and cross hatching.
- Convey gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time.
- Alternate gesture drawings with long methodical studies.

Contents:

- **Foreshortening**
 - Study of figure in Linear Perspective (Quick Sketching)
 - Experimental foreshortening drawings
- **Overlapping**
 - Quick sketching to learn the overlapping
 - Figure with furniture
 - Three figures on plane sheet
 - Three or more than three figures on experimental sheet
- **Figures and Landscapes**
 - Quick Sketching
 - Compositions
- **Life Drawing in Pastels**
 - Quick Sketching
 - Life drawing practice
- **Life Drawing in Charcoal**
 - Quick Sketching
 - Life drawing practice
- **Exploration of new Mediums and Sketching**
 - Mix Media
 - Collage

Recommended Books

- 1) Civardi, Giovanni. Giovanni Civardis Complete Guide to Drawing. Search Press, 2006.
- 2) Thomas, Paul, and Anita Taylor. Drawing. Cassell Illustrated, 2003.
- 3) Rowlands, Ian. Foundation Course Life Drawing. Cassell Illustrated, 2005.

TEXD -5112

Textiles Finishing

3(1-2)

This contributes towards 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 and reaction of chemicals towards different sources of fiber. This course will also help to understand the application of textile finishes applied to different fibers and fabrics for specific uses.

Content:

1. Pretreatment of textile materials
 - De-sizing
 - Scouring
 - Bleaching
 - Mercerization
2. Dyes and Dyeing Process
 - Dyestuff and Theory of dyeing
 - Dyeing method and process
 - Dyeing techniques and machine for various material (Dope, Hank, Rope and Piece dyeing)
3. Textile Printing
 - Printing techniques and styles
 - Pigment Paste dispersion and their application

- Reactive printing paste (One bath and two bath method)

4. Textile finishes

- a) Aesthetic Finishes
- b) Functional finishes
- c) Physical finishes
- d) Chemical finishes
- e) Coating and laminations finishing

Recommended Books

- 1) Schindler, Wolfgang D., and Peter J. Hauser. Chemical Finishing of Textiles. CRC Press, 2010.
- 2) Matthews, J. Merritt. Laboratory Manual of Dyeing and Textile Chemistry. J. Wiley & Sons, 2009.
- 3) Paul, Roshan. Functional Finishes for Textiles. Woodhead, 2017.
- 4) Prof. Dr. rer. nat. Hans-Karl Rouette Encyclopedia of Textile Finishing

TEXD-5113

Weave Design Studio - I

3(0-3)

This course covers the advanced projects in woven textiles on hand looms using 2, 4 and 6 peddles. The students are also exposed to industrial weaving through visits to textile mills dealing particularly in tapestry and upholstery. Tour of carpet and rug making units are also an essential part of this course.

Contents

- Fabric formation process
- Weave flow chart
- Fabric formation on loom, Basic / Secondary motions.
- Fabric Production through of loom weave on khadi
- Warping of Frame
- Transfer of warping chain to Loom
- Experimental weave with different textile materials.
- Experimental weave.
- Twill weave
- Basket weave
- Experimental weave
- Single warp Design
- Single weft Design
- Color and weave effect in production process
- Weave Combination
- Structural Fabric Design Development - Basic weaves and their derivatives

Recommended Books

- 1) Edwards, Clive. How to Read Pattern: a Crash Course in Textile Design. Herbert Press, 2009.

- 2) Meller, Susan, and Joost Elffers. *Textile Designs: 200 Years of Patterns for Printed Fabrics Arranged by Motif, Color, Period and Design*. Thames & Hudson, 2010.
- 3) Khandual, Asimananda. *Applied Colour Science for Textiles: Computational Techniques Using Matlab*. Springer Verlag, Singapor, 2018.

TEXD-5114

Textile Design Essentials

3(0-3)

This course is based on design development technique through story and mood boards. It's about the creation of complex thematic textile designs for apparel and interior in 3D surface and techniques of textile design. These visual will then be transferred onto fabric through manual techniques. To enable the student to further explore, visualize and ultimately implement surface textiles into garments.

Contents:

- Embroideries.
- Chain stitch
- Stem stitch
- French knot Stitch
- Bullion Knot Stitch
- Bead stitch
- Long and short stitch
- Kanta
- Herringbone stitch
- Sachiko
- 3D Embroidery
- Machine Embroidery
- Traditional Embellishment on Adda (frame)
- Use of Beads and stones
- Use of Sequences
- Use of metal strings
- Zardozzi work
- Use of Burning techniques
- Knotting and Macramé
- Crochet art
- Slashing
- Couching
- Felting
- Punch needle technique
- Surface Manipulation
- Applique
- Fabric Recycling

Recommended

- 1) Nancy, Riegleman. *Colors for Modern Textile*. Prentice Hall, 2006
- 2) Sharonelle, Tate. *Inside Textile Design. (5th edition)*. Prentice Hall, 2003 Magazine: Collezioni Trends

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-V

Category	Course Code	Course Title	Credit Hours
ID-1	SOC-.....	Pakistani Society and Culture	3(3-0)
Major-15	TEXD 6116	Drawing-V (Fashion Illustration)	3(0-3)
Major-16	TEXD 6117	History of Textiles	3(3-0)
Major-17	TEXD 6118	Weave Design Studio-II	3(0-3)
Major-18	TEXD 6119	Textile Dyeing Techniques	3(1-2)
Major-19	TEXD 6120	Textile CAD-I	3(1-2)
GE-15	URCG-5111	Translation of the Holy Quran-III	0(0-0)

Semester Total Credit Hours: 18

SOC-.....

Pakistani Society and Culture

3 (3+0)

Definition of culture, Properties and Taxonomy,

1. Culture

Meaning and nature of culture, Elements of culture, Norms, values, beliefs, sanctions, and customs, Culture and Socialization, and Transmission of Culture, Cultural Lag, Cultural Variation, Cultural Integration, Cultural Evolution, Cultural Pluralism Culture and personality

2. Socialization & personality

Socialization, Agents of socialization,

Personality: components of personality

1. Evaluation and Growth of Culture

Evolution of Man, Evolution of Culture, Schools of Thought in Cultural Anthropology

2. Historical Perspective of Pakistani Culture

3. Cultural Diversity in Pakistan

Provincial Culture

Culture of Punjab

Culture of Sindh

Culture of NWFP

Culture of Balochistan

Culture of Kashmir & Northern Areas

4. Culture Change

Process of Cultural Change, Cultural Change in the Modern World, Problems of Cultural Change in Pakistani society.

5. Thinking critically

Ethnocentrism, relativism and universalism

6. Urban and Rural Cultural Divisions in Pakistan

- a. Rural Society
- b. Urban Society

Recommended Books:

1. Henslin, James M. (2018). *Essentials of Sociology: A Down to Earth Approach* (13th ed.). New York: Pearson Education
2. Ahmad, Akbar S. (1990). "Pakistani Society". Karachi: Royal Books Co.
3. Hafeez, Sabiha. (). "Pakistan Changing Society."

Reference Books:

1. Thio, Aex (latest ed.). *Sociology- An Introduction*. New York: Harper and Row
2. Richard, T. Schaefer. 2003. *Sociology* 5th edition. McGraw Hill College
3. Neulreck, Kenneth, J. 2005. *Sociology: Diversity, Conflict and Change*, Boston
4. Barnard, Andy. 2004. *Sociology*. Cambridge University Press
5. Giddens, Anthony. 2004. *Sociology* 4th edition, Cambridge Polity Press
6. Albrow, Martin. 2003 *Sociology*. London Routledge.
7. Ali, M Basharat (1971) *Laws and Principles of Quranic Sociology*, Jamiat-ul-falah Publications, Karachi
8. Allama Iqbal Open University (1990) *Sociology 1: Islamabad*
9. Allama Iqbal Open University (1990) *Sociology 2: Islamabad*

TEXD-6116

Drawing V (Fashion Illustration)

3 (0-3)

Translating inspiration into idea and then transferring imaginary ideas on paper with realistic approach towards drawing and rendering of apparel silhouette. Demonstrate basic understanding of fashion drawing and will have a command on its technicalities. Develop an aesthetic approach towards the implementation of an idea. Explore a personal driving force towards illustration.

Course Contents:

- Fashion drawing proportions
- Development of fashion Illustration
- Explore relationship between Art & Fashion
- Types of Neck-lines and Sleeves
- Mood Board Development (Research, material compilation, exploring links between words and images, analyzing apparel design and investigate its source of inspiration).
- 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:

- 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) [www. fashiontrendstylingstyle.com](http://www.fashiontrendstylingstyle.com)

This course is designed to know about the historical evolution of textile and costume history in the subcontinent. It explores and innovates the new silhouettes in relation to fashion design. It will be also helpful in recognizing the changes in clothing through various ages / from the simple attire of the neo-classic to the elaborate and exaggerated attire of the 17th, 18th, 19th and 20th Century. Further, this course deals with the fashion history and tells the costumes have evolved over the centuries. Description of the garments as well as the heights of fashions followed in Rococo period all are discussed in this course. It will be helpful in comparative studies students would be able to study the evolution of civilization from the ancient to the elaborate cultures of the western world's costume.

Contents

- An introduction to the subject
- Textiles of Indus civilization, (material and motifs)
- Central Asian textiles (Motifs Designs Colors and printing)
- Textiles of China (Motifs Designs Colors and printing)
- Brocades of India
- The arrival of the westerns in subcontinent.
- Mahatama Gandhi's **Swadeshi movement** and khadi cloth
- Difference between French and English after the fall of Napoleon.
- Start of Victorian Era
- Industrial revolution
- Art and craft Movement
- Art Nouveau
- Art Deco

Recommended Books:

1. Maxwell, J, Robyn. Gittinger, Mattiebelle. *Textiles of Southeast Asia: Tradition, Trade and Transformation*. Periplus Editions, 2003.
2. Muscat, Cathy. Kumar, Ritu. *Costumes and Textiles of Royal India*. 2000.
3. Colours of Indo Costume and Textile of Pakistan *Nasreen Askari and Rosemary Crill*. Merrell Holberton Publishers, 1998.
4. Threadlines *Pakistan Elite Publishers (1977) Government of Pakistan DP-Pak-75-077*.
5. Kohler, Carl. *History of Costume*. New York.1963.
6. Ritu, Kumar. Muscat, Cathy. *Costumes and Textiles of Royal India* .Antique Collectors' Club, 2006.The University of California.
7. English, Bonnie.*A Cultural History of Fashion in the Twentieth Century from Catwalk to the Sidewalk*. Barg 2007 University of Michigan.
8. Kohler, Carl. *History of Costume*. New York.1963.
9. Ritu, Kumar. Muscat, Cathy. *Costumes and Textiles of Royal India* .Antique Collectors' Club,The University of California, 2006.
10. English, Bonnie.*A Cultural History of Fashion in the Twentieth Century from Catwalk to the Sidewalk*. Barg, University of Michigan, 2007.

This course covers the advanced projects in woven textiles rendered on hand looms using 2 to 6 peddles. The students are also exposed to industrial weaving through visits to textile mills dealing particularly in tapestry and upholstery. Tours of carpet and rug making units are also an essential part of this course. Explore woven textiles with a better level of

understanding with the design and marketing demands. Apply sustainable practices related weaving that can be a part of different designed products. Analyze and evaluate a range of common woven fabrics.

Contents

- Fabric Production on loom. (6-8 Shafts)
- Experimental weave
- Experimental weave with different textile materials.
- Designed Fabric formation process
- Weave flow chart
- Color and weave effect in production process
- Weave Combination
- Ikat

Books Recommended

- 1) Papanek, Victor J. *Design for the Real World: Human Ecology and Social Change*. Thames and Hudson, 2016.
- 2) Khandual, Asimananda. *Applied Colour Science for Textiles: Computational Techniques Using Matlab*. Springer Verlag, Singapor, 2018.
- 3) Meller, Susan, and Joost Elffers. *Textile Designs: 200 Years of Patterns for Printed Fabrics Arranged by Motif, Color, Period and Design*. Thames & Hudson, 2010.

TEXTD -6119

Textile Dyeing Techniques

3 (1-2)

This course of fabric dyeing is studio-based practice which will help to study the synthetic and natural dyes. Course is designed to introduce coloration of grey fabric and the creation of pattern and motif through dyeing. Students will learn the dyeing techniques and history of tie and dye. Students will create tie dye samples and projects using different techniques and their imaginations. Develop newer design as per the market requirement by dyeing technique. Improve the design quality of both natural and artificial dyes. Natural dyeing and Eco Printing

Contents:

- Dyes and Dyes Classification
- Wet Dyeing/Artificial Dyeing
- Introduction to Tie & Dye/History of tie & dye
- Dye with folding technique
- Dye with knotting technique
- Dye with sun bust technique
- Dye with spiral technique
- Dye with coiling technique
- Tie and dye with different materials
- Rope, ice cream sticks, coins
- Dye in chunri / Bandhni style
- Dye with icing technique
- Dye with marbling technique
- Dye with stitch technique
- Shibori technique
- Dye-stuff and Color used for above techniques
- Acid Dyes
- Cold and reactive Dyes
- Mordant dyes

- Disperse Dyes
- Vat Dyes
- Natural Dyes: Kesu/Haldi/Hina/Coffee/Mary Gold/Orange Peel and others leaves

Recommended Books:

- 1) Wells, Kate. *Fabric Dyeing & Printing*. Conran Octopus, 2000.
- 2) Polakoff, Claire. *African Textiles and Dyeing Techniques*. Rutledge and Kegan XIII, 1982.
- 3) Broughton, Kate. *Textile Dyeing: the Step-by-Step Guide and Showcase*. Apple, 1997.
Encyclopedia of Textile Finishing

TEXD-6120

Textile CAD-I

3 (1-2)

This course is deals with the details of technical and creative aspects of print design and presentation are covered in this course. This module course is designed for the students to fully equip them to thrust in to the modern field of digital textile print design through textile software.

Contents:

- Introduction to Pixel base and vector base design soft wears
- Tools of Photoshop
- Shortcut keys of PS
- Development of Story board in PS using cutting pasting tools
- Pattern making
- Colors scheme
- Drawing with pen tool and half tone effects
- Design making in layers
- Repeat setting of textile print

Recommended Books

- 1) Parsons, June Jamrich. *New Perspectives Computer Concepts 2016 Enhanced, Comprehensive*, Loose-Leaf Version 19th Edition, Course Technology, 2016
- 2) Drescher, Daniel. *Blockchain Basics: A Non-Technical Introduction in 25 Steps*, Apress; 1st ed. Edition, 2017
- 3) Papanek, Victor J. *Design for the Real World: Human Ecology and Social Change*. Thames and Hudson, 2016.
- 4) Khandual, Asimananda. *Applied Colour Science for Textiles: Computational Techniques Using Matlab*. Springer Verlag, Singapor, 2018.

URCQ-5111

Quran Translation-III

Non-Credits

Topic	Details
Semester/Level	In some discipline 5 th semester and in some discipline 6 th Semester/ BS (5 th Semester intake) 1 st / 2 nd
Course Code	URCQ-5111
Course Title	Translation of the Holy Quran - III

Credit Hours	1(0-1)
Objectives	<ul style="list-style-type: none"> To introduce ethics and highlight its importance, need and relevance for individual and collective life. To illuminate the students with the Quranic norms of Morality i.e. truthfulness, patience, gratitude, modesty, forgiving, hospitality etc. To familiarize the students with immoral values like falsify, arrogance, immodesty, extravagance, backbiting etc. To inculcate ethical and moral values in our youth. To develop a balanced dynamic and wholesome personality. To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	<p>○ اخلاق (تعارف، ضرورت و اہمیت، اقسام، معنویت)</p> <p>اخلاق حسنہ:</p> <ul style="list-style-type: none"> برائی کو نیکی سے مٹانا نیکی کے کاموں میں مسابقت لوگوں کے درمیان صلح عدل و انصاف سچائی ایثار سلیم قلب مہمان نوازی لغویات سے اعراض عاجزی و انکساری نگاہ اور آواز کو پست رکھنا چال میں میانہ روی شرمگاہوں کی حفاظت صبر شکر امور میں میانہ روی <p>اخلاق سنیہ:</p> <ul style="list-style-type: none"> ظلم اور زیادتی غرور و تکبر نفسانی خواہشات کی پیروی بدگمانی جھوٹ چغلی اور تہمت تمسخر اور شیخی خوری لہو و لعب برے ناموں سے پکارنا احسان جتانا اور تکلیف دینا فضول خرچی اور حد سے بڑھنا حسد اور تنگ دل

	<ul style="list-style-type: none"> ▪ الشوری (۳۷) ▪ غافر (۲۷،۲۸) ▪ الجريد (۲۰،۲۰) ▪ مریم (۵۹) ▪ النازعات (۳۱) ▪ التوبہ (۷۷،۶۳،۶۵) ▪ الصخرہ (۱)
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BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Summer Semester

(For student have to completed Internship after 6th semester during summer)

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
Compulsory	TEXD-6115	Internship	3(3-0)	Completion of minimum 45 days/ at least 6 hours per day

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-VI

Category	Course Code	Course Title	Credit Hours
ID-2	BUSB 6144	Advertising Management	3(3-0)
ID-3	BUSB-6145	Brand Management	3(3-0)
Major-20	TEXD 6121	Textile Printing	3(1-2)
Major-21	TEXD 6122	Textile CAD-II	3(1-2)
Major-22	TEXD 6123	Photography	3(1-2)
Major-23	TEXD 6124	Research Methodology	3(3-0)

Semester Total Credit Hours: 18

BUSB-6144

Advertising Management

3(3+0)

Marketers use different types of advertising. Brand advertising is defined as a non-personal communication message placed in a paid, mass medium designed to persuade target consumers of a product or service benefits in an effort to induce them to make a purchase. Corporate advertising refers to paid messages designed to that communicate the corporation's values in an effort to influence public opinion. Yet other types of advertising such as not-for-profit advertising and political advertising present special challenges that require different strategies and approaches.

Course Learning Objectives

1. To preparing graduates with knowledge, skills and competencies for being able to become a Strategic Planner of Advertising.
2. To explain Creative Advertising & Marketing Communication.
3. To become aware of the relationship between ethics, social responsibility and advertising.

Contents

1. Role of advertising in society
2. The Evolution of Advertising
3. Advertising and Consumer Behavior
4. Ethics and social responsibility
5. Social, and Regulatory Aspects of Advertising
6. Advertising and the marketing mix
7. Planning and Strategy
8. Advertising research
9. Media strategy in print, broadcast, out-of-home, and interactive media
10. Creative Strategy and the Creative Process
11. Creative aspects of advertising in print, broadcast, out-of-home, and interactive media
12. Direct -Response advertising
13. Interactive, Direct Mail & Out of Home Media
14. Promotions
15. Public Relations
16. Developing an integrated advertising campaign

Recommended Texts:

1. Percy, L. (2016). *Strategic advertising management*. (5thed.). Oxford: Oxford University Press.
2. Arens, W. F. (1996). *Contemporary advertising*. (11thed.). New Delhi: Tata McGraw-Hill Education.

BUSB-6145

Brand Management

3(3+0)

Brands are strategic assets that can provide firms with long-lasting competitive advantage. An inter-disciplinary approach is taken, drawing on marketing and management, design and aesthetics, packaging and graphics, accounting for brands as intangible assets, and the legal protection of brands and trademarks. Brand Management is practical, drawing on best practice cases, but also raised are critical questions about the legitimacy and authenticity of brands.

Course Learning Outcome

1. Student will be able to understand the important issues in planning and evaluating product and brand strategies.
2. To explain and become aware of models and other tools to ensure better branding decisions.
3. To make these concepts relevant for any type of organization.

Contents

1. Brands as identifiers, functional and symbolic images

2. Brands as icons
3. Brands as strategic assets
4. Brands as dynamic and social processes
5. Brands as relationship partners, promise
6. Developing and launching new brands
7. Leveraging existing brands
8. Managing brand life-cycle
9. Design in brand management
10. Measuring brand
11. Brand legitimacy, authenticity & social responsibility

Recommended Texts:

1. Keller, K. (2013). *Strategic brand management*. (Global edition). London: Pearson Higher Ed.
2. Mark U. (2011). *Perspectives on Brand Management*. Tild University Press. 2020.

TEXD-6121

Textile Printing

3 (1-2)

To offer quality education and skilled-based creativity, analytical thinking and professional ethics such that it adds value to the industry and society as a whole. To go through different techniques and processes of rendering of a design to make it balanced, appealing and suitable for specific areas of market. It will also be helpful in exploring different mediums and techniques of 3D-rendered designs for textiles. This course emphasizes on manual hand-painted skills and surface treatment of fabric.

Contents:

- Introduction of Textile Printing
- Block Printing (Process and practice)
- Stenciling Printing (Process and practice)
- Mono Printing (Process and practice)
- Roller printing
- Screen Printing (Process and practice)
- Pigment Printing
- Reactive printing
- After treatment of Printed fabric
- Baking and Curing, Steaming and wet fixation treatment
- Flat Bled Screen Printing
- Rotary Screen Printing
- Batik and Resist Printing (Process and practice)
- Bleaching and Discharge printing (Process and practice)
- Defects in Printed fabric and their remedies
- Heat Transfer printing
- Digital Printing

Books Recommended

- 1) Cegarra, Jose. *Dyeing of Textile Materials*. Textilia, 1992.
- 2) Miles, W.C. *Textile Printing: Society of Dyers & Colorists*. Hudson press, 2003.
- 3) Heywood, Derek. *Textile Finishing: Society of Dyers & Colorists*, 2004

TEXD-6122

Textile CAD-II

3(1-2)

The course deals with graphic aspect of textiles and all the digital technique involving printing. This course is Details of technical and creative aspects of print design and presentation are covered in this course. This module course is designed for the students to fully equip them to thrust in to the modern field of digital textile print design through textile software.

Content:

- Surface Design preparation
- Pattern making
- Motif Tracing
- Colors scheme
- Digital Rendering of Design
- Digital Rendering of manual Embroidery designs

Software

- Wilcom soft wear
- Adobe Photoshop

Books Recommended

- 1) Parsons, June Jamrich. *New Perspectives Computer Concepts 2016 Enhanced, Comprehensive*, Loose-Leaf Version 19th Edition, Course Technology, 2016
- 2) Ophir Frieder, Gideon Frieder and David Grossman, *Computer Science Programming Basics in Ruby: Exploring Concepts and Curriculum with Ruby*, O'Reilly Media; 1 edition (May 4, 2013)
- 3) Drescher, Daniel. *Blockchain Basics: A Non-Technical Introduction in 25 Steps*, Apress; 1st ed. Edition, 2017
- 4) Khandual, Asimananda. *Applied Colour Science for Textiles: Computational Techniques Using Matlab*. Springer Verlag, Singapor, 2018.

TEXD-6123

Photography

3 (1-2)

Photography is picture language, the newest version of the oldest form of graphic communication. Unlike the spoken or written word, it is a form of communication that can be internationally understood. This photography course is meant to help the students master their digital camera. Learn the basic functions of camera so they can start photography in manual mode, capturing higher-quality images of the people. Students will learn to photograph Products for advertising and photograph the live fashion show as well as Fashion Photography

Contents:

- Study of principles and practice of photography
- How to operate cameras, light and light measuring devices.
- Work out the camera angle, light Position and exposure.
- Work with Photographic Composition and layout.
- Consider Photographic approaches and the selection of location props, models and color coordination.
- Fashion Photo-shoot
- Product Photo-shoot

Recommended Books:

- 1) Peterson, Bryan. *Understanding Exposure: Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera*, Amphoto Books; 3rd edition, 2010
- 2) Hallett, Tracy. *Close-Up & Macro Photography*, Ammonite Press, 2011
- 3) Ctein, *Post-Exposure: Advanced Techniques for the Photographic Printer*, Focal Press; 2 edition, 2000
- 4) Schaub, George. *The Digital Darkroom: Black and White Techniques Using Photo shop*, Silver Pixel, 1999

TEXD-6124**Research Methodology****3 (3-0)**

This course will provide an opportunity for students to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Participants will use these theoretical underpinnings to begin review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment.

Contents:

- Introduction to Research and Research method and Research Methodology
- Importance of Research and key elements of research
- Research Process flow
- Types of Research
- Introduction to Research Proposal and their outline
- Background study/Literature review and its importance
- Aims of Study, Scope of Study and limitation of study
- Artist Statement and Abstract Writing

- Gathering of data/Survey study
- Data Analyzing
- Plagiarism and types of plagiarism
- Introduction to Citation, Referencing and Bibliography
- Preparation of research proposal on specific topic
- Writing for research
- Dissemination, implementation and knowledge exchange
- Formatting (Use of MS Word)

Recommended Books:

- 1) *Introducing Research Methodology: A Beginner's Guide to Doing a Research Project*, SAGE Publications Ltd; Second Edition, 2015
- 2) Dr. Dawson, Catherine. *Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project*, How to Books; 4 editions, 2009
- 3) Rutledge, Mildred L., *Understanding Research Methods: An Overview of the Essentials*, Patten; 7 edition, 2009
- 4) Kara, Helen. *Creative Research Methods in the Social Sciences: A Practical Guide*, University of Chicago Press; 2015
- 5) Barnett. Newman, *Selected Writings Interviews, (ed). By Jhon P.201*: Califonia University Press, 1990.

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-VII

Category	Course Code	Course Title	Credit Hours
Major-24	TEXD 6125	Textile Digital Printing	3(1-2)
Major-25	TEXD 6126	Textiles Merchandising	3(3-0)
Major-26	TEXD 6127	Textile CAD-III (Costumes & Pattern Making)	3(0-3)
GE-16	URCG-5111	Translation of the Holy Quran-IV	0(0-0)
	TEXD 6128	Capstone Project –I (Weaving/Dyeing & Printing/Surface Manipulation/Clothing)	6(0-6)

Semester Total Credit Hours: 15

TEXD- 6125

Textile Digital Printing

3 (2-1)

In this course industrial base application of tools will teach. It will cover the Digital separation process through channels and other technical aspects and their onward print through Textile digital Printing. The students will create designs for Upholstery and Apparel clothing. This module course is designed for the students to fully equip them to thrust in to the modern field of digital textile print design through textile software.

Content:

- Introduction to Printing Process
- Printing from past to present
- Printing paste and color inks for digital printing
- Digital printing system
- Inkjet head
- Printing head
- Process requirement for digital printing
- Fabric preparation for digital printing
- Digital Printing production process
- Product Development
- Design Development
- RGB and CMYK Color theory
- How to set All over design for final print to digital printing machine
- How make Seamless pattern in digital printing

Recommended Books

1. Tawiah, B., Howard, E. K., & Asinyo, B. K. (2021). The chemistry of inkjet inks for digital textile printing-review.
2. Javoršek, D., & Javoršek, A. (2011). Colour management in digital textile printing. *Coloration Technology*, 127(4), 235-239.
3. Fan, Q., Kim, Y. K., Perruzzi, M. K., & Lewis, A. F. (2003). Fabric pretreatment and digital textile print quality. *Journal of Imaging Science and Technology*, 47(5), 400-407.
4. Cahill, V., & Ujiie, H. (2004). Digital textile printing 2004. *Presentation, VCE Solutions, Philadelphia University, Salt Lake City, UT.*

TEXD-6126

Textiles Merchandising

3(3+0)

It adequately covers significant topics related to textile merchandising. Its focus will be inquiries handling, product pricing, and coordination with production departments and fluent communication with customers. This course will make participants able to handle customer's inquiries sampling process, pricing, and formal coordination with other departments as well as with customers. Students who take classes in merchandising management learn the skills necessary to work mainly in fashion retail as store buyers, market analysts or fashion event planners. These courses are typically part of a degree program in retail merchandising, fashion merchandising or marketing. Here are some common concepts taught in merchandising management classes: Human relations, Product development and presentation, Local, global markets, Consumers, Business fundamentals and Retailing.

Contents

- What is Marketing and Merchandising
- An introduction of Marketing terms and Marketing Process
- Textile Product Consumption & Customers
- Key skills, Role and Responsibilities of Merchandiser
- Buyer & Buying Houses, Direct and Indirect buying
- Inquiry management and Sampling mechanism
- Introduction to costing and cost classification.
- Elements of costs, Manufacturing costs/ overheads.
- Purchase order, PO Detail and order assortment

- Sizes and sizes ranges. Tech packs,
- Garment costing.
- Costing and Pricing (Product Evaluation, Measurement, Material/ Accessories Calculation, Packing)
- Building Customer Satisfaction through Quality, Services and Value: Quality (Q.A, QC) Shipment, Inline Inspection and Final Audit
- International Marketing and Export Merchandising
- Textile Logistics Management

Recommended Books

1. Ebster, C. (2011). *Store design and visual merchandising: creating store space that encourages buying*. NYC: Business Expert Press.
2. Grose, V. (2011). *Basics fashion management 01: Fashion merchandising (Vol. 1)*. London: A&C Black.
3. Bertola, P., Colombi, C., & Vacca, F. (2017). *Managing the creative process. In new luxury management (pp. 159-188)*. London: Palgrave Macmillan, Cham.
4. Wolfe, M. G. (2014). *Fashion marketing & merchandising*. NYC: Goodheart-Willcox Company, Incorporated.
5. Baines, P., Fill, C., Rosengren, S., & Antonetti, P. (2019). *Marketing*. Oxford: Oxford University Press.

TEXD- 6127 Textile CAD-III (Costumes' Pattern Making) 3 (1-2)

This course is deals with the details of technical and pattern making aspects of garment product development process form standard size chart to base pattern development. This course will provide understanding to pattern making devices and their application for garment pattern making, their digitization, grading and model making. It will further provide knowledge of garment marker making and its types used based on the shade and type of fabrics and its implementation for cutting of fabric in multilayers form.

Course Contents:

- Garment measurement and specification
- Garment Size Chart and Seam Margins
- Pattern Making Devices, Lectra and GGT
- Garment Technical Drawing
- Understanding of Pattern digitizing tools
- Markers and marker making tools
- Standard measurement
- Basic Pattern development
- Pattern Digitizing
- Pattern Design System and Grading
- Model Making and Marker Making
- Shade Sequence ply directions and alignment
- Marker types based on quality of fabric.
- Quality of Marker and its effects on fabric cutting

Recommended Books:

1. Rissanen, T. (2007). Types of fashion design and patternmaking practice. *Nordes*, (2).
2. Datta, D. B., & Seal, P. (2018). Various approaches in pattern making for garment sector. *Journal of Textile Engineering & Fashion Technology*, 4(1), 29-34.
3. Oppong, J. A., Antiaye, E., & Biney-Aidoo, V. (2014). Appraising the Use of Computer Technology in Garment Production Firms in Accra/Tema Metropolis. *Arts and Design Studies*, 17, 25-33.
4. McMonagle, M. V. Gerber Garment Technology Inc. v.[1995] RPC Lectra Systems Ltd. and anr.

Course Code Translation of the Holy Quran – IV Non-Credits

Topic	Details
Semester/Level	In some discipline 7 th semester and in some discipline 8 th Semester/ BS (5 th Semester intake) 3 rd / 4 th
Course Code	URCQ-5111
Course Title	Translation of the Holy Quran - IV
Credit Hours	Non-Credit
Objectives	<ul style="list-style-type: none">• To familiarize the students with commandments of trade and inheritance mentioned in the Quranic text (with the help of Urdu translation).• Students• To introduce the students to scientific facts and miracles of the Holy Quran and Quranic stress on deep study of Allah's explored universe.• To motivate the students for reading and exploring the last Holy Book revealed by Almighty Allah.• Through memorization students will develop their relation with last revelation.
Course Contents:	<ul style="list-style-type: none">○ تجارت اور وراثت:• مال کی تقسیم• نادان کا مال• عوام الناس کا مال• عورتوں کا مال• یتیموں کا مال• کفار کا مال• جائز مال• معاہدے• رہن• قرض○ سائنسی حقائق:• تخلیق کائنات• اجرام فلکی• شجر و حجر• زمین و آسمان کے اسرار• ہوائیں اور طوفان• بہائم اور مویشی• حشرات الارض

	<ul style="list-style-type: none"> ▪ النور (٣٣،٣٥،٣٠،٢٢،٢٢،٣٤) ▪ الجمعة (٥،١١،١٠،٦٢،١١) ▪ القدر (٤) ▪ الواقعة (٦٩) ▪ الفاطر (١٣،٢٠) ▪ الملك (١٩) ▪ الصف (١٠) ▪ الجئن (١٣) ▪ الشورى (٢٨) ▪ الزخرف (١١) ▪ القيل (١)
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TEXD-6128

Capstone Project –I

6 (0-6)

In this course students will select a final project and topic. After doing thorough market research and development, they will submit their work. This will be considered as a mini thesis and form an initial part /early stage of their project. They will continue to work on the same project in next semester. Weekly tutorials, discussions and juries will become a part of this course as well as followed by the major thesis in the next semester.

Learning Outcomes

- Develop and understand good composition principles
- Develop and understand technical skills such as sample printing needed to render well composed 2-dimensional designs
- Develop your creative and visual abilities in their practice.
- Demonstrate knowledge about design aesthetics, perspective, and product development.

Course Contents:

- Creating of story board of students' own choice
- Creating of mood board of students' own choice
- Creating of drawing board of students' own choice
- Photography
- Net surfing
- Surveys
- Interviews (if required)
- Thematic sketches with the help of story board
- Detailed Sketches and Rendering
- Selection of medium
- Conceptual discussions
- Final Work

Recommended Books/Resources

- 1) Edwards, Clive. *How to Read Pattern: A Crash Course in Textile Design*. Herbert Press Ltd. 2009.
- 2) Meller, Susan. Elffer, Joost. *Textile Design – 200 Years of Patterns for Printed Fabric Arranged by Motif, Color, Period and Design*. Thames & Hudson 2002.

3) Civardi, Giovanni. *Drawing Techniques*. Search Press, 2006

BS TEXTILE DESIGN PROGRAM

Scheme of Studies

Semester-VIII

Category	Course Code	Course Title	Credit Hours
ID-4	BUSB-6148	Digital Marketing	3(3-0)
Major-27	TEXD 6129	Art Appreciation	3(0-3)
Major-28	TEXD 6130	Project Research Report	3(0-3)
	TEXD 6131	Capstone Project –II (Weaving/Dyeing & Printing/Surface Manipulation/Clothing)	6(0-6)

Semester Total Credit Hours: 15

BUSB-6148

Digital Marketing

3(3+0)

The course uses a mix of lecture/discussion, interesting individual and group projects, outside speakers, and exams. Prepare for an exciting and dynamic learning experience. The internet and other information technologies have created many interesting and innovative ways to provide customer value since its inception. The social media provide perfect platforms for connecting with today's consumer: High readership blogs, social networks (such as Facebook and LinkedIn), and online communities (such as YouTube, Twitter and Second Life), gave consumers the opportunity to be heard in large numbers, and smart marketers have learned how to tap into these for improving products and marketing communication.

Contents

1. Introduction and industry trends
2. Strategic E-Marketing
3. Site design basics
4. Site design usability
5. Site design
6. Building trust
7. E marketing communications
8. Search and intelligent search
9. Search marketing

Recommended Texts:

1. Strauss, J., El-Ansary, A., & Frost, R. (2006). *E-Marketing: International Edition*. (4thed.). Upper Saddle River: Prentice Hall.

Suggested Books:

1. Haq, A., Majeed, A., Magoulas, G. D., & Jamal, A. (2020). Transformative Power of Smart Technologies Enabled by Advances in AI: Changing Landscape for Digital

Marketing. *In Handbook of Research on Innovations in Technology and Marketing for the Connected Consumer*, 1(17), 1-24.

TEXD-6129

Art Presentation

3 (0-3)

An art portfolio is a small, representative collection of an artist's current or recent work. The art portfolio plays an important role in the art school admission review process by identifying the skills, abilities, and potential of the student. Student portfolios intended for art school admission review are quite different from the portfolios of working artists. Working artists' portfolios are highly focused on the type of job or client being sought, and they generally contain only highly polished works, in order to show a high level of artistic achievement. Prospective students' portfolios, however, are intended to show the potential of the artist. To this effect, a wider selection of mediums and techniques may be required, as well as works showing the creative process of the artist (i.e. sketches, life drawings, etc.). The subject will be evaluated based on art presentations of complete artwork done in the whole program with full knowledge of the program and portfolio.

Contents:

1. Maintenance and preparation of Port Folio
2. How to maintain painting portfolio?
3. How to maintain Sculptures?
4. Process of preserving painting and sculptures for long time
5. Types of Port Folio Presentations (soft copy)
6. How to prepare slides of art work?
7. Academic Presentation
8. Professional Presentation
9. Maintenance of Port Folio (Hard Copy)
10. Academic Port Folio
11. Professional Port Folio
12. Presentation of work in professional manner
13. Discussion on port folio
14. Curriculum Vitae

Recommended Texts

1. Sullivan, J. (2016). *Simply Said: Communicating better at work and beyond*. NYC: Wiley.
2. Reynolds, G. (2011). *Presentation Zen: Simple ideas on presentation design and delivery (Voices That Matter)* NYC: New Riders.
3. Reynolds, G. (2011). *Presentation Zen: Simple ideas on presentation design and delivery (Voices That Matter)*. NYC: New Riders
4. Schoenberg, A., Carpenter, P., & Neff, S. (2006). *The musical idea and the logic, technique and art of its presentation*. Bloomington, Indiana:

This course will provide an opportunity for students to establish or advance their understanding of research through critical exploration of research language, ethics, and approaches. The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. Participants will use these theoretical underpinnings to begin review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment.

Contents:

Write-up of Project research report based on research Plan/Research proposal

- Cover the table of contents of project
- Understand Plagiarism and types of plagiarism
- How to avoid plagiarism and paraphrasing
- Formatting of report (Use of MS Word)
- Understanding citation and referencing the report contents
- Define contents need to be cover in Introduction and Background study
- Writing Project report introduction and background of study
- Writing Literature Review
- Writing Design development and Product Construction
- Writing for product development
- Writing abstract and conclusion of the study and research gap/limitation
- Prepare for Dissemination, implementation and knowledge exchange

Recommended Books:

1. Introducing Research Methodology: A Beginner's Guide to Doing a Research Project, SAGE Publications Ltd; Second Edition, 2015
2. Dr. Dawson, Catherine. Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project, How to Books; 4 edition, 2009
3. Rutledge, Mildred L., Understanding Research Methods: An Overview of the Essentials, Patten; 7 edition, 2009
4. Kara, Helen. Creative Research Methods in the Social Sciences: A Practical Guide, University of Chicago Press; 2015

The studio-based thesis is the culmination of the textile design course. The student chose a project or topic of their own choice; research it thoroughly and produce a body of work which not only demonstrates the personal style of the candidate, but also confirms to the aesthetic and market requirements of the theme. Students work in close collaboration with the supervisor and a panel of external examiners evaluates the work after viva of the student.

Contents:

- Thematic sketches with the help of story board
- Renderings and Color ways
- Selection of material
- Development of fabric rendered samples
 - Printing
 - Embroidery
 - Silk painting
 - Weaving
 - Slashing and smoking
- Conceptual discussions
- Interviews with professional designers and market / industrial officials (if required)
- Discussions on process of work
- Final Product for thesis display

Recommended Books/Resources:

- 1) Edwards, Clive. *How to Read Pattern: A Crash Course in Textile Design*. Herbert Press Ltd. 2009.
- 2) Meller, Susan. Elffer, Joost. *Textile Design – 200 Years of Patterns for Printed Fabric Arranged by Motif, Color, Period and Design*. Thames & Hudson 2002.
- 3) Civardi, Giovanni. *Drawing Techniques*. Search Press, 2006