Faculty of Humanities and Social Sciences

Dean's Office

Tribhuvan University

Kirtipur, Kathmandu, Nepal

New Course

BFA Four Years Bachelor Courses in Graphic Communication

3rd Year

Subject Committee

BFA

2021

BFA Four-Year Bachelor Course
Graphic Communications
Third-Year

1. Introduction

The **Third-Year Course of Graphic Communications** is designed to impart the knowledge and skills of art – directly applicable to the socio-economic needs of modern society. It is focused to create or design visually communicable materials – with a set target.

During the academic session, the students will do practical exercises on advertisement design, illustration-making, label, package design, etc.

In the Third-Year, in addition to the core studio-based subjects, the students are provided the options to choose from many electives offered – depending on the individual choice of interest.

2. Course Contents

During the **Third-Year** the students will be exposed to the following subjects:

Nature	S. N.	Paper	Code	Subject	Full Marks	Pass Marks
Compulsory paper	1.	I		English	100	35
Major Practical	2.	XII	graph.322	Drawing	50	20
	3.	XIII	graph.323	Label and Package Design	100	40
	4.	XIV	graph.324	Image Development: Drawing and Illustrations	100	40
	5.	XV	graph.325	Corporate Identity, Press Advertisement, Digital Tools, and Photography	100	40
	6.	XVI	graph.326	Elective Subject	50	20
Major Theory	7.	XVII	graph.327	History of Arts and Aesthetics	100	40
				Total	600	

3. Course Details

Drawing

graph.322

Introduction

The course of study is designed with the purpose of progressive growth. That is to deepen the knowledge of human anatomy that is relevant to the learners of the art. The study of anatomy will be undertaken with reference to the Great Masters' works, and other methods that illustrate the working of anatomy.

The knowledge introduced during the earlier years will be reinforced and deepened. Besides, the students are expected to progress gradually towards an ever-greater compositional, procedural, and creative independence.

Objectives

1. To impart the knowledge and the skills of advance human structure and its possible applications in creative forms;

2. To enable to develop an individualistic figurative idiom;

3. To make understand the better skills of drawing from and by observation and memory.

Expected Learning Outcomes

After the course, the students will be able to:

1. Demonstrate an advanced level of skills and knowledge of drawing;

2. Make visual measurement and compose it on the picture plane in accurate proportion;

3. Develop an individualistic figurative idiom.

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Unit	Studio Hours	Medium	Complete Works
1. **Nude Study from Reference Materials**	10	Pencil, charcoal, colored pencil, dry pastels, crayons, pen and ink	2
2. **Copy from the Great Masters' Academic Figure Drawings**	10	Pencil, charcoal, colored pencil, dry pastels, crayons, pen and ink	3
3. **Antique Study** (full figure)	10		3
4. **Outdoor Study** - Architectural sites - Human activities - Market scenes		Pencil, charcoal, colored pencil, dry pastels, crayons, pen and ink	3
5. **Study from Life Models** - Full figure of different age (male, and female)	40	Pencil, charcoal, colored pencil, dry pastels, crayons, pen and ink	5
6. **Creative Drawings from Imagination**	5	Pencil, charcoal, colored pencil, dry pastels, crayons, pen and ink	2
7. **Portfolio Development, and Presentation** - At the end of the academic year, each student is required mandatorily to present a portfolio of the works executed during the entire academic year. - The selected works will be displayed for open discussions and critiques. *Note: Portfolio will be in A4 digital prints, and the original works will be displayed.*			

Note: Works should be done in minimum full imperial size (22 x 36 inch) of the paper.

Label and Package Design

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Introduction

The course of study is designed to acquaint with the basics of designing a label, and Package Design. This is considered as the very basis of an identity of a brand or product. Throughout the academic year, the students are expected to learn and practice package design projects – seeking to reflect a character of a brand, or virtues of a product.

The course explains the basic roles of label design and three-dimensional package design in consideration of elements such as color, typography, and texture, and how they contribute to delivering positive shelf impact for the chosen brand or product.

The students are expected to do an intensive study of materials and processes as they relate to an evolution of forms for packaging. Through the understanding of the qualities inherent in various packaging materials, the students produce a variety of packaging solutions dealing with shape, form and volume. Application of two or three-dimensional forms are encouraged and emphasized.
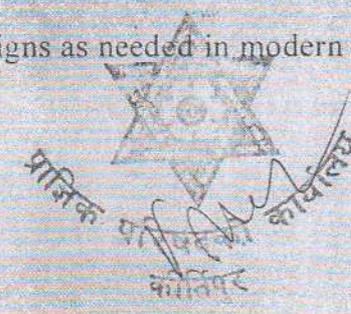
Objectives

1. To familiarize with the importance of an effective label and a package design;

2. To enable to create of a design with a distinct character as per the need of modern society.

Expected Learning Outcomes

After the course, the students will be able to:

1. Demonstrate an understanding of the importance of a good and modern label design and package design;

2. Create labels or package designs of commercial products – bearing in mind the basic principles of design;

3. Create original and individual designs as needed in modern society.

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Unit	Studio Hours	Medium	Submission Works
1. **Label and Package Design I** - Introduction to label design and package design - 3-D objects: conceiving, prototype making	50	Open media	2
2. **Label and Package Design II** - Executing conceived ideas in 3-D design - Label design - Printing	100	Open media	2 complete package designs
3. **Portfolio Development, and Presentation** - At the end of the academic year, each student is required mandatorily to present a portfolio of the works executed during the entire academic year. - The selected works will be displayed for open discussions and critiques. *Note: Portfolio will be in A4 digital prints, and the original works will be displayed.*			

Image Development Drawing and Illustrations

Introduction

The course of study is designed with an emphasis on the critical thinking for developing creative statements logically, and progressively. During the academic year, the students are introduced to watercolor and a wider variety of water-based media and surfaces. Also, the course includes image development, illustrative image-making with the help of digital media.

Objectives

1. To make understand better knowledge and skills of illustration and image development;

2. To enable to explore various styles used in the art of illustration;

3. To enable to create a variety of illustrations from or by observation and memory;

4. To enable to create illustrations as per the need of chosen texts or themes.

Expected Learning Outcomes

After the course, the students will be able to:

1. Create illustration works and image development;

2. Explore and create various styles used in the art of illustration;

3. Create a variety of illustrations from or by observation and memory;

4. Apply the image either in illustration form or as a photo in a chosen design;

5. Create illustrations as per the need of chosen texts or themes.

Unit	Studio Hours	Medium	Submission Works
1. **Experimental Drawings** - Stylized object drawings - Stylized figure drawings	50	Pencil, colored pencil, pen and ink	10
2. **Image Development** - Editorial art, or illustration - Children's book illustrations - Wildlife illustrations - Mixed-media illustrations	80	Pencil, colored pencil, pen and ink, watercolor, poster color	10
3. **Digital Media: Illustrative Image-Making**	20	Laptop computer, tablet	4
4. **Portfolio Development, and Presentation** - At the end of the academic year, each student is required mandatorily to present a portfolio of the works executed during the entire academic year. - The selected works will be displayed for open discussions and critiques. *Note: Portfolio will be in A4 digital prints, and the original works will be displayed.*			

Corporate Identity, Press Advertisement, Digital Tools, and Photography

Introduction

The course of study is designed to impart knowledge on different aspects of the Graphic Design in global context – preparing the students for a better variety of options in the future as a professional designer. Throughout the academic year, the students will be provided practical tutorials on the process of making Corporate Identity and Advertising Design by using latest updated computer software.
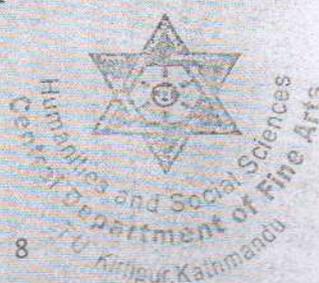
Objectives

1. To familiarize with the needs of an identity of an organization or an individual through various means of visual communications;

2. To acquaint with the basic tenets to create or design all the items in modern ways or manners – following the basics of design principles;

3. To encourage as best possible to create originality in form and essence;

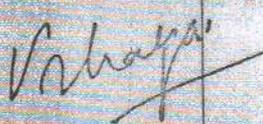4. To familiarize with image development for advertising design.

Expected Learning Outcomes

After the course, the students will be able to:

1. Be familiar with the needs of an identity of an organization or an individual through various means of visual communications;

2. Create all the items – as needed of a corporate identity as per the principles of design;

3. . Create the designs needed for corporate identity with originality in form and essence;

4. Explain and practice image development for advertising design.

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Unit	Studio Hours	Medium	Submission Works

1. Corporate Identity
  - Introduction
  - Thinking, and making of logo design
  - Letterhead, business card, envelope, memo
	75	Pencil, colored pencils, poster color, laptop computer	3 complete package works

2. Advertising Design
  - Introduction to advertising
  - Advertising methods and trends
  - Print media
  - Newspaper column inch
  - Newspaper ads
  - Magazine ads
  - Poster design
  - Hoarding/billboard design
	75	Pencil, colored pencils, laptop computer	10

3. Portfolio Development, and Presentation
  - At the end of the academic year, each student is required mandatorily to present a portfolio of the works executed during the entire academic year.
  - The selected works will be displayed for open discussions and critiques.
Note: Portfolio will be in A4 digital prints, and the original works will be displayed.			