



NOTIFICATION

On the recommendations of Academic Council made in its 22nd (3/2024) meeting held on 30.09.2024, the Syndicate in its 69th (1/2025) meeting held on 17.01.2025 has approved the following for implementation with effect from mentioned against each:

- I. Revised Curriculum of BS in Interior Design w.e.f. Fall 2024 (Annex-'A')
- II. Revised Curriculum of BS in Fine Arts w.e.f. Fall 2023 (Annex-'B')
- III. Revised Curriculum of BS in Textile Design w.e.f. Fall 2023 (Annex-'C')

(WAQAR AHMAD)

Additional Registrar (General)

Dated: 02.06.2025

No. SU/Acad/25/ 562

Distribution:

- Director Institute of Art & Design
- Controller of Examinations
- Director Academics

C.C:

- Director, QEC
- Additional Registrar (Affiliation & Registration)
- Secretary to the Vice-Chancellor
- PA to Registrar
- Notification File

CURRICULUM & SCHEME OF STUDIES (REVISED)

BS Interior Design



Institute of Art & Design
UNIVERSITY OF SARGODHA

Session 2024 & onwards

CURRICULUM & SCHEME OF STUDIES (REVISED)

BS Interior Design



Institute of Art & Design
UNIVERSITY OF SARGODHA

Session 2023 & onwards

1. Overview:

In the 21st century, the concept of interior is not limited to the inside of a building but refers to contemporary technologies, social and cultural forces and relationships which are transforming the conditions of interior. The study of interior design is focused on a dynamic relations between people and related surroundings. It also explores the potential and future of interior design as a career. Interior designers make interior spaces useful, safe, and beautiful by defining space requirements and selecting decorative items

The program guides you to think and operate like a designer while studying in highly creative studio setting. The program is a balanced blend of theory and practice, and aims to create graduates who are equipped to enter the field of interior design with a professional degrees. Students learn the art of creative design through studio sessions. They also learn to handle residential and commercial spaces.

The key features of the program include enhancing your ability to rapidly visualize concepts through sketching, plan a space and create an ambiance and understand interior design concept in 2D and 3D formats. They develop full design project in a professional manner, using all the tools along with keeping in mind the sustainability issues, building and architectural codes and language

At UOS, this program prepare graduates to become leaders in interior design field. The curriculum place emphasis on studio and workshop courses to stimulate ingenuity, research, problem solving and innovation. As a graduate of Bachelor of Interior Design, you can choose your career as interior designer, interior architect, concept visualizer, interior design course instructor, set designer.

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:	138 Credit Hours

Summary:

Sr. No.	Category	No. of Courses	Credit hours
1.	General Courses	13	33
2.	Subject Major Courses	28	81
3.	Allied/ Interdisciplinary Courses	04	12
4.	Internship	01	03
5.	Capstone Project	02	09
	Total	47	138

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

Sr. No.	Semester	Course Code	Course Title	Credit Hours
1.	2	URCG-5112	Fables, Wisdom Literature and Epic	2(2-0)
2.	4	URCG-5114	Basic Science	3(2-1)
3.	2	URCG-5116	Science of Society-I	2(2-0)
4.	1	URCG-5118	Functional English	3(3-0)
5.	3	URCG-5119	Expository Writing	3(3-0)
6.	2	URCG-5120	Exploring Quantitative Skills	3(3-0)
7.	3	URCG-5121	Tools for Quantitative Reasoning	3(3-0)
8.	1	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)
9.	2	URCG-5128	Pakistan Studies	2(2-0)
10.	3	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)
11.	1	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)
12.	4	URCG-5124	Entrepreneurship	2(2-0)
13.	4	URCG-5125	Civics and Community Engagement	2(2-0)
14.	1-8	URCG-5111	Translation of Holy Quran I, II, III & IV	NC
15.	2	URCG-5127	Seerat of the Holy Prophet (SAW)	1(1-0)
GE Courses Credit Hours Total				33

4. **Single Major Courses:**

Sr. No.	Course Code	Course Title	Credit Hours
1.	INTD-5101	Foundation Drawing-1	3(0+3)
2.	INTD-5102	Drafting	3(0+3)
3.	INTD-5103	Fundamentals of Art & Design	3(1+2)
4.	INTD-5104	Design History and Theory-I	2(2+0)
5.	INTD-5105	Foundation Drawing-II	3(0+3)
6.	INTD-5106	Material and Models	3(0+3)
7.	INTD-5107	Design History and Theory-II	2(2+0)
8.	INTD-5108	Photoshop for Interior Design	3(0+3)
9.	INTD-5109	Interior Design Studio-I	3(0+3)
10.	INTD-5110	Interior Design Studio-II	3(0+3)
11.	INTD-5111	Perspective Drawing For Interior Design	3(0+3)
12.	INTD-5112	History Of Art and Architecture	2(2+0)
13.	INTD-6114	Interior Design Studio-III	3(0+3)
14.	INTD-6115	Materials Study for Interior Design-I	3(0+3)
15.	INTD-6116	Furniture and furnishing	3(1+2)
16.	INTD-6117	Sustainable Interior Design	2(1+1)
17.	INTD-6118	Computer Aided Design (Auto-Cad)	3(0+3)

18.	INTD-6119	Intro to 3D Software for Interior Design-I	3(0+3)
19.	INTD-6120	Interior Design Studio-IV	3(0+3)
20.	INTD-6121	Understanding Interior Lightening	3(1+2)
21.	INTD-6122	Landscaping	3(1+2)
22.	INTD-6123	Intro to 3D Software for Interior Design-II	3(0+3)
23.	INTD-6125	Basics of Photography	3(1+2)
24.	INTD-6126	Research Methodology	3(3+0)
25.	INTD-6127	Project Management	3(3+0)
26.	INTD-6128	Visualization(V-Ray)	3(0+3)
27.	INTD-6130	Final Project Report	3(3+0)
28.	INTD-6131	Investment Analysis and Portfolio Management	4(2+2)
		Total	81

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

Course Code	Course Title	Cr. Hours
BUSB-6144	Advertising Management	03
BUSB 6145	Brand Management	03
BUSB 6148	Digital Marketing	03
PSYC-5101	Cognitive Psychology	03
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

INTD-6113	Internship*	3(3-0)
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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

INTD-6124	Capstone Project-I	3(0+3)
INTD-6129	Capstone Project-11	6(0+6)

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Scheme of Studies
BS in Interior Design

Semester-I

Category	Course Code	Course Title	Credit Hours
GE-1	URCG-5118	Functional English	3(3+0)
GE-2	URCG5105 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)
GE-4	URCG-5111	Translation of the Holy Quran-I	0(0+0)
Major-1	INTD-5101	Foundation Drawing-1	3(0+3) ✓
Major-2	INTD-5102	Drafting	3(0+3) ✓
Major-3	INTD-5103	Fundamentals of Art & Design	3(1+2) ✓

Total Credit Hours: 17

Semester-II

Category	Course Code	Course Title	Credit Hours
GE-5	URCG-5112	Fables, Wisdom and EPICS	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)
GE-9	URCG-5128	Pakistan Studies	2(2-0) <i>should be in 4th sem</i>
Major-4	INTD-5104	Design History and Theory-I	2(2+0) ✓
Major-5	INTD-5105	Foundation Drawing-II	3(0+3) ✓
Major-6	INTD-5106	Material and Models	3(0+3) ✓

Total Credit Hours: 18

Semester-III

Category	Course Code	Course Title	Credit Hours
GE-10	URCG-5119	Expository Writing	3(3-0)
GE-11	URCG-5121	Tools for Quantitative Reasoning	3(3-0)
GE-12	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)
Major-7	INTD-5107	Design History and Theory-II	2(2+0) ✓
Major-8	INTD-5108	Photoshop for Interior Design	3(0+3) ✓
Major-9	INTD-5109	Interior Design Studio-I	3(0+3) ✓
GE-13	URCG-5111	Translation of the Holy Quran -II	0(0-0)

Semester Total Credit Hours: 16

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Semester-IV ✓

Category	Course Code	Course Title	Credit Hours
GE-14	URCG-5114	Basic Science	3(2+1)
GE-15	URCG-5124	Entrepreneurship	2(2+0)
GE-16	URCG-5125	Civics and Community Engagement	2(2+0)
Major-10	INTD-5110	Interior Design Studio-II	3(0+3) ✓
Major-11	INTD-5111	Perspective Drawing For Interior Design	3(0+3) ✓
Major-12	INTD-5112	History Of Art and Architecture	2(2+0) ✓

Semester Total Credit Hours:15

Semester-V

Category	Course Code	Course Title	Credit Hours
Major-13	INTD-6114	Interior Design Studio-III	3(0+3) ✓
Major-14	INTD-6115	Materials Study for Interior Design-I	3(0+3) ✓
Major-15	INTD-6116	Furniture and furnishing	3(1+2) ✓
Major-16	INTD-6117	Sustainable Interior Design	2(1+1) ✓
ID-1	BUSB-6144	Advertising Management	3(0+3)
Major-17	INTD-6118	Computer Aided Design (Auto-Cad)	3(0+3)
GE-17	URCG-5111	Translation of the Holy Quran -III	0(0-0)

Semester Total Credit Hours:17

Semester-VI

Category	Course Code	Course Title	Credit Hours
Major-18	INTD-6119	Intro to 3D Software for Interior Design-I	3(0+3) ✓
Major-19	INTD-6120	Interior Design Studio-IV	3(0+3) ✓
Major-20	INTD-6121	Understanding Interior Lightening	3(1+2) ✓
ID-2	BUSB 6145	Brand Management	3(3+0)
Major-21	INTD-6122	Landscaping	3(1+2) ✓

Semester Total Credit Hours:15

Summer Semester

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
Compulsory	INTD-6113	Internship	3(3-0)	Completion of minimum 60 credit hours

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Semester-VII

Category	Course Code	Course Title	Credit Hours
Major-22	INTD-6123	Intro to 3D Software for Interior Design-II	3(0+3) ✓
	INTD-6124	Capstone Project-1	3(0+3)
Major-23	INTD-6125	Basics of Photography	3(1+2) ✓
Major-24	INTD-6126	Research Methodology	3(3+0) ✓
Major-25	INTD-6127	Project Management	3(3+0) ✓
ID-3	PSYC-5101	Cognitive Psychology	3(3-0)
GE18	URCG-5111	Translation of the Holy Quran -IV	0(0-0)

Semester Total Credit Hours:18

Semester-VIII

Category	Course Code	Course Title	Credit Hours
	INTD-6129	Capstone Project-II	6(0+6)
Major-26	INTD-6130	Final Project Report	3(0+3) ✓
Major-27	INTD-6131	Investment Analysis and Portfolio Management	4(2+2) ✓
Major-28	INTD-6128	Visualization(V-Ray)	3(0+3) ✓
ID-4	BUSB-6148	Digital Marketing	3(3+0)

Semester Total Credit Hours:19

Degree Program Total:138

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Scheme of Studies and Course Contents

BS INTERIOR DESIGN

BS in Interior Design

Semester-I

Category	Course Code	Course Title	Credit Hours
GE-1	URCG-5118	Functional English	3(3+0)
GE-2	URCG5105 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)
GE-4	URCG-5111	Translation of the Holy Quran-I	0(0+0)
Major-1	INTD-5101	Foundation Drawing-1	3(0+3)
Major-2	INTD-5102	Drafting	3(0+3)
Major-3	INTD-5103	Fundamentals of Art & Design	3(1+2)

Semester Total Credit Hours: 17

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.

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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

Introductory/compulsory foundation course

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'aan 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 basis of Islam in fields that include Qur'aanic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'aan 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 the issues related to faith and religious life.

Contents

1. Introduction to Qur'aanic Studies

تعارف قرآن مجید

1) Basic Concepts of Qur'aan

قرآن مجید کا بنیادی تعارف

2) History of the compilation of Qur'aan

تاریخ جمع و تدوین قرآن مجید

3) Uloom-ul-Qur'aan

علوم القرآن

مطالعہ قرآن (تعارف قرآن مجید، منتخب آیات کا ترجمہ و تفسیر: سورۃ البقرہ آیات 1-5، 284-286؛ سورۃ الحجرات آیات 1-18؛ سورۃ الفرقان آیات 63-77؛ سورۃ المؤمنون آیات 1-11؛ سورۃ الاحزاب آیات 6، 21، 32، 33، 40، 56-59؛ سورۃ الانعام آیات 151-153؛ سورۃ الصف آیات 1-14؛ الحشر آیات 18-20؛ آل عمران آیات 190-192؛ النحل آیات 12-14؛ لقمن آیت 20، حم السجدہ آیت 53

2. Introduction to Hadith

تعارف حدیث

1) Legal Status of Hadith

حدیث کی قانونی حیثیت

2) History of the compilation of Hadith

تاریخ جمع و تدوین حدیث

3) Classifications of Hadith

حدیث کی اقسام

Chairman
Department of Islamic Studies
University of Sargodha

متن، حدیث: 1 اور جزیلیں موضوعات پر احادیث کا مطالعہ

- 1۔ اعمال کا اجریت پر منحصر ہے۔ 2۔ بہترین انسان قرآن کا طالب علم اور اس کا معلم ہے۔ 3۔ کتاب و سنت گمراہی سے بچنے کا ذریعہ ہیں۔ 4۔ مکان اسلام 5۔ اسلام، ایمان، احسان اور قیامت کی نشانیاں، 6۔ بچوں کو نماز کی تلقین 7۔ دین کا گہرا فہم اللہ کی خاص منیت ہے 8۔ حصول علم، تلاوت قرآن اور عمل کی اہمیت و فضیلت، 9۔ روزِ محشر میں ہونے والا حساب، 10۔ حقوق اللہ کے ساتھ ساتھ حقوق العباد کا لحاظ رکھنا بھی لازم ہے 11۔ حسن خلق کی عظمت اور نقش و بدگونی کی مذمت 12۔ دنیا و آخرت کی بھلائی کی ضامن چار چیزیں، 13۔ ہلاک کر دینے والی سات چیزیں، 14۔ بے عمل مبلغ کا عبرت ناک انجام 15۔ ہر شخص عمر ان ہے اور ہر شخص مسئول

3. Sirah of the Prophet (PBUH)

سیرت النبی ﷺ

1. Significance of Seerah Studies

مطالعہ سیرت کی ضرورت و اہمیت

2. Prophetic principles of Character building

تفسیر سیرت و شخصیت کا نبوی منہاج

اقامت دین کا نبوی طریق کار، اقامت دین بوجہ خلافت راشدہ، یحیٰق مدینہ، خطبہ حجۃ الوداع، اخلاقی تعلیمات، تشکیل اجتماعیت اور اسوہ حسنہ، قرآن مجید میں سیرت سرور عالم کا بیان، فروعیت نبوی ﷺ کے مقاصد و حکمتیں

4. Islamic Culture & Civilization

اسلامی تہذیب و تمدن

1) Basic Concepts of Islamic Civilization

اسلامی تہذیب کا مفہوم

2) Historical evaluation of Islamic Civilization

اسلامی تہذیب کا تاریخی ارتقاء

3) Salient feature of Islamic Civilization

اسلامی تہذیب کی نمایاں خصوصیات

4) Islamic Civilization and Contemporary Issues


اسلامی تہذیب و تمدن اور معاصر مسائل

اسلامی تہذیب کے عوامل و عناصر، اسلامی تہذیب کے علمی، معاشرتی اور سماجی اثرات، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و نتائج، طبیعی، حیاتیاتی اور معاشرتی علوم میں مسلمانوں کا کردار، نامور 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


Chairman
Department of Islamic Studies
University of the Punjab

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 (ICT) ✓ 3 (2-1)

The course introduces students to information and communication technologies and their application in the workplace. Objectives include basic understanding of computer software, hardware, and associated technologies. How computers can be used in the workplace, how communications systems can help boost productivity, and how the Internet technologies can influence the workplace. Students will get basic understanding of computer software, hardware, and associated technologies. They will also learn how computers are used in the workplace, how communications systems can help to boost productivity, and how the Internet technologies can influence the workplace.

Contents

1. Introduction, Overview of Information Technology.
2. Hardware: Computer Systems & Components, Storage Devices.
3. Software: Operating Systems, Programming and Application Software.
4. Databases and Information Systems Networks.
5. File Processing Versus Database Management Systems.
6. Data Communication and Networks.
7. Physical Transmission Media & Wireless Transmission Media.
8. Applications of smart phone and usage.
9. The Internet, Browsers and Search Engines.
10. Websites and their types.
11. Email Collaborative Computing and Social Networking.
12. E-Commerce.
13. IT Security and other issues.
14. Cyber Laws and Ethics of using Social media.
15. Use of Microsoft Office tools (Word, Power Point, Excel) or other similar tools depending on the operating system.
16. Other IT tools/software specific to field of study of the students if any.

Recommended Book

1. Discovering Computers 2022: Digital Technology, Data and Devices by Misty E. Vermaat, Susan L. Sebok; 17th edition.

Suggested Books

1. Computing Essentials 2021 by Timothy J. O'Leary and Linda I. O'Leary, McGraw Hill Higher Education; 26th edition.
2. Computers: Understanding Technology by Fuller, Floyd; Larson, Brian: edition 2018.

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 گرامر • اسم اور اسکے متعلقات : اسم فاعل ، مفعول ، تفضیل ، مبالغہ • فعل اور اسکی اقسام : ماضی ، مضارع ، امر ، نہی • حرف اور اسکی اقسام : حروف علت ، حروف جارہ ، مشبہ بالفعل
Memorization:	تیسویں پارے کی آخری بیس سورتیں (حفظ مع ترجمہ)

This course is an introductory course, designed to acquaint the student with the fundamentals of drawing. Class goals include learning to allow the creative part of our minds to create more freely while learning basic techniques of drawing. Students who 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 to develop and understand good composition principles. Develop and understand technical skills such as simple drawing needed to render well-composed 2-dimensional designs. Develop their creative and visual abilities in their practice. The focus of the subject will be on building up the technical skills such as simple drawing needed to render well-composed 2-dimensional designs. This course will develop students' creative and visual abilities in their practice and they will be able to evoke mood through the expressive use of drawing materials. The endeavor is to enable the students to draw spontaneously, energetically and accurately alternate gesture drawings with long methodical studies.

Contents

- Media
- Graphite
- Charcoal
- Conte
- Pen/ink on
- Appropriate drawing surfaces.
- Basic Drawing Practices
- Line, shape and volume.
- Introduction to perspective.
- Depiction of basic three-dimensional geometric forms.
- Light, shadow, tone, and texture.
- Quick Sketching
- Still life
- Gesture and human figure
- Portfolio development
- Sketch Books
- Maintenance of drawing port folio

Recommended Texts

- Civardi, G. (2010). *The art of drawing*. London: Search Press.
 - Taylor, A., & Thomas, P. (2003). *Drawing*. London: Cassell Illustrated.
 - 1. Civardi, G. (2010). *The art of drawing*. London: Search Press.
- Berger, K. (1960). *Dénes Pataky, Master drawings from the collection of the budapest museum of fine arts*. NYC: Harry N. Abra

INTD-5102 ✓

Drafting

3(0+3)

This course is for the student to develop, understand and be able to demonstrate the fundamental drafting skills required for both subsequent classroom training and finally, the workplace. Manual drafting, lettering, Auxiliary views, etc. will be covered. This course will provide students with the basics of technical drawings. This course introduces basic drafting practices used in residential and light commercial design. Topics include floor plans, foundations, details, electrical components, elevations, and dimensioning practice.

Contents

- Intro to Technical Drafting, Geometry for drafting, Geometry for Technical Drawing
- Architectural design, Structural drafting
- Sketching and Lettering, Use and Care of Drafting Equipment
- Multiview Drawing and Dimensioning
- Auxiliary Views and Revolutions, Sectional Views and Conventions
- Working Drawings & Pictorial Drawing
- Drawing with Equipment: Proper use of drafting equipment
- Line work: Accurate and competent line quality.
- Shapes: 2-Dimensional Objects, Inscribed and Circumscribed Polygons, Ellipse and Oval Shapes
- Forms: Orthographic views of 3-Dimensional Objects (Cube, Pyramid, Cylinder, Cone)
- Shades and Shadows
- Lettering: Architectural lettering
- Scale: Knowledge of the Architectural scale and how to use scale. (Dimensioning, Labeling, etc.)
- Drawing Types: Plan, Elevation, Section Orthographic Projection, Oblique Drawings, Sketching
- Perspective: Perspective Views Term and Concept. One Point and two Point Perspective Views

Recommended Texts

- Ching, F. D., & Mulville, M. (2014). *European building construction illustrated*. Hoboken: John Wiley & Sons.
- Human, T. E. I. (1992). *The role of failure in successful design*. NYC: Vintage.
- Moran, C. D. (1983). *U.S. Patent No. 4,380,872*. Washington: Patent and Trademark Office.
- Jefferis, A., & Madsen, D. A. (2005). *Architectural drafting and design*. Boston: Cengage Learning.
- Shih, R. (2013). *Parametric modeling with autodesk inventor 2014*. Kansas: Sdc Publications.

This course introduces the basics of fine arts, 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, design and will learn basic skills and knowledge necessary to communicate in each art form.
- Develop an understanding with the elements of art like dot line, shape, form, color and texture.
- Appreciate the basic principles of design like harmony, rhythm, balance etc. in basic design practice.
- Development of design on different assigned topics.
- Understand the value and language of design in colour
- Develop and apply design skills with design-laws, 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
 - Texture; Types of Texture, Texture exploration
- Colour: Hue, Value, Intensity
- Colour wheel
- Tints and shades
- Analogues colors
- Warm and Cool Colors
- Colors with respect to seasons

- **Principles of Art**
 - Balance
 - Proportion
 - Space
 - Emphasis
 - Variety
 - Movement
 - Rhythm
 - Harmony
- Design practice based on different colour mediums
- Design based on color movement

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
4. *Contemporary Color Theory & Use, 2nd Edition by Steven Bleiche*
5. *Theory of Colours. Johann Wolfgang von Goethe - Mar 15, 1970*
6. *Color by Betty Edwards. A Course in Mastering the Art of Mixing Colors. Betty Edwards - Sep 23, 2004.*

MS

BS INTERIOR DESIGN

Semester-II

Category	Course Code	Course Title	Credit Hours
GE-5	URCG-5112	Fables, Wisdom and EPICS	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)
GE-9	URCG-5128	Pakistan Studies	2(2-0)
Major-4	INTD-5104	Design History and Theory-I	2(2+0)
Major-5	INTD-5105	Foundation Drawing-II	3(0+3)
Major-6	INTD-5106	Material and Models	3(0+3)

Total Credit Hours:18

URCG-5112 2(2+0)

Fables, Wisdom Literature, and Epic

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'di of Shūrāz*. 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.

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)

This is an introductory-level undergraduate course that focuses on the fundamentals related to the quantitative concepts and analysis. The course is designed to familiarize students with the basic concepts of mathematics and statistics and to develop students' abilities to analyze and interpret quantitative information. Through a combination of theoretical concepts and practical exercises, this course will also enable students cultivate their quantitative literacy and problem solving skills while effectively expanding their academic horizon and breadth of knowledge of their specific major / field of study.

Course Learning Outcomes

By the end of this course, students shall have:

1. Fundamental numerical literacy to enable them work with numbers, understand their meaning and present data accurately;
2. Understanding of fundamental mathematical and statistical concepts;
3. Basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts, and equations etc.

Contents

1. Numerical Literacy:

- i. Numbers system and basic arithmetic operations;
- ii. Units and their conversions, dimensions, area, perimeter and volume;
- iii. Rates, ratios, proportions and percentages;
- iv. Types and sources of data;
- v. Measurement scales;
- vi. Tabular and graphical presentation of data;

Quantitative reasoning exercises using number knowledge.

2. Fundamental mathematical concepts:

- i. Basics of geometry (lines, angles, circles, polygons etc.);
- ii. Sets and their operations;
- iii. Relations, functions, and their graphs,
- iv. Exponents, factoring and simplifying algebraic expressions;
- v. Algebraic and graphical solutions of linear and quadratic equations and inequalities;
- vi. Quantitative reasoning exercises using fundamental mathematical concepts.

3 Fundamental Statistical Concepts:

- i. Population and sample;
- ii. Measures of central tendency, dispersion and data interpretation;
- iii. Rules of counting (multiplicative, permutation and combination);
- iv. Basic probability theory,

- v. introduction to random variables and their probability distributions;
- vi. Quantitative reasoning exercises using fundamental statistical concepts

Recommended Texts

Sevillan, A., & Somers, K. (2012). Quantitative reasoning tools for today's ⁱⁿ ^{citizen} formed [↑]. New Jersey, John Wiley & Sons.

Burzynski, D., & Ellis, W. (2008). Fundamentals of mathematics. USA, Saunders College Publishing

Suggested Readings

1. Zaslow, E. (2020). Quantitative reasoning: thinking in numbers. Cambridge, Cambridge University Press
2. de Mesquita, E. B., & Fowler, A. (2021). Thinking clearly with data: A guide to quantitative reasoning and analysis. New Jersey, Princeton University Press.
3. Bennett, I., & Briggs, W. (2019) Using & understanding mathematics: a quantitative reasoning approach. Pearson.
4. Rosen, K. H., & Krithivasan, K. (2012). Discrete mathematics and its applications (Vol. 6) New York: McGraw-Hill.
5. Chatfield, C. (2018). Statistics for technology: a course in applied statistics. Routledge.
6. Lock, R. H., Lock, P. F., Morgan, K. L., Lock, E. F., & Lock, D. F. (2020). Statistics: Unlocking the power of data. New Jersey, John Wiley & Sons.

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 سیرتِ نبویہ کی ضرورت و اہمیت سے آگاہ کرنا ۲۔ فقیر فضیلت میں مطالعہ سیرتِ نبویہ کے کردار کو واضح کرنا ۳۔ بیعت نبوی کے موقع پر اقامتِ عالم کی عمومی صورت حال سے آگاہ کرنا ۴۔ رسول اکرم صلی اللہ علیہ وسلم کی اہم زندگی کا اس طرح مطالعہ کرنا کہ طلبہ ان واقعات سے نتائج اخذ کر سکیں ۵۔ طلبہ کو محمد نبوی کی معاشرت، سیاست، مصیبت سے آگاہ کرنا</p>

Course Description

S.No.	Title	Description
1	حضور صلی اللہ علیہ وسلم کے ابتدائی حالات و زندگی	<p>۱۔ حضور صلی اللہ علیہ وسلم کا ابتدائی سبب و نسب ۲۔ پیدائش اور ابتدائی تربیت ۳۔ لوگوں اور جناتی کے حالات و زندگی</p>
2	بیعت نبوی کے وقت دنیا کے حالات (۱)	<p>۱۔ بیعت نبوی کے وقت اہم تہذیبیں ۲۔ عرب، مصر، حبشہ، ہندوستانی سماجی</p>
3	بیعت نبوی	۱۔ کی محمد میں دعوتِ اسلام
4	بیعت نبوی	۱۔ دنی کی محمد میں دعوتِ اسلام
5	محاضرات النبی	آپ کا طور پر پناہ برائے امن
6	محاضرات النبی	بیعت استاد و معلم
7	محاضرات النبی	بیعت ۲۳
8	محاضرات النبی	بیعت سریر لہر پست
9	محاضرات النبی	ذاتی ماسن اور مالگیری اثرات

نمبر	نوم کتاب	نوم مولف
10	مختصر التہجی	
11	اسوحت اور عمر حاضر	
12	اسوحت اور عمر حاضر	
13	اسوحت اور عمر حاضر	
15	اسوحت اور عمر حاضر	
16	اسوحت اور عمر حاضر	

نصاب کتب

نمبر	نوم کتاب	نوم مولف
1	السیرة النبویة	ابن ہشام
2	سیر اہل بیت علیہم السلام و سلم	مولانا علی عثمانی حیدر علی خان مدنی
3	رحمۃ العالمین	قاضی محمد سلیمان سلطان منصور مدنی
4	تذکرہ امت علیہم السلام و سلم	مولانا سید امین الحسن علی مدنی
5	مہم نبوی کا کلام حکومت	ڈاکٹر شمیم منیر مدنی
6	الاسان کمال	ڈاکٹر خالد مدنی

حوالہ جاتی کتب

نمبر	نوم کتاب	نوم مولف
1	سیرت سرور عالم صلی اللہ علیہ وسلم	سید ابوالاعلیٰ مودودی
2	ارحیق الختم	مولانا علی ہارون مدنی
3	قیام اہل بیت علیہم السلام	مفتی محمد کرم شاہ مدنی
4	السيرة النبوية الصحيحة	ڈاکٹر اکرم شاہ مدنی
5	اصح السیر	مولانا سید ارفان مدنی

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This course is designed to provide students with a comprehensive exploration of Pakistan's identity, spanning geographical, historical and cultural dimensions. It delves into the diverse landscape, ancient civilizations, and rich cultural heritage that define Pakistan. Moreover, it examines the socio-cultural and political transformations in Pakistan over time including democratic transitions and military interventions. The aim of this course is to inculcate in students a nuanced understanding of Pakistan's past, present, and potential future trajectories, enabling them to critically evaluate the complex dynamics shaping the nation's development.

Course Learning Outcomes

By the end of this course, student will be able to:

1. Have enhanced knowledge of the geographical, historical and political aspects of Pakistan.
2. Understand the society and cultural of Pakistan.
3. Understand and explain the socio-economics developments in Pakistan.
4. Explore contemporary issues and challenges faced by Pakistan and their implications for the future.

Contents

1. Introduction to Pakistan:

- Geographical location and significance.
- Historical background: Ancient civilizations in the region.
- Factors leading to the creation of Pakistan

2. Political History of Pakistan:

- Formative phase
- Military interventions and democratic transitions.

3. Geography of Pakistan:

- Physiography: Mountains, plains, plateaus, deserts, valleys and coastal areas.
- River system: Indus river and its tributaries;
- Climatic regions of Pakistan.

4. Society and Culture of Pakistan:

- Socio- cultural diversity.
- Language and literature of Pakistan.

5. Economics Development of Pakistan:

- Agriculture and industrial sectors of Pakistan.
- Economic challenges of Pakistan.

6. Contemporary Issues:

- Foreign relations of Pakistan.
- Security challenges: terrorism, extremism, regional conflicts.
- Environmental problems and sustainable development (SDGs).
- Media and social change.

SUGGESTED READING MATERIALS

1. "Jinnah of Pakistan" by Stanley Wolpert
2. "The sole Spokesman: Jinnah, the Muslim League, and the Demand for Pakistan" by Ayesha Jalal
3. "The struggle for Pakistan" by Ishtiaq Hussain Qureshi

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4. "Pakistan, the Formative Phase, 1857-1948" by Khalid B. Sayeed
 5. "Pakistan Studies: A Book of Readings" by Sikandar Hayat
 6. "Constitutional and Political History of Pakistan" by Hamid Khan
 7. "Trek to Pakistan" by Ahmad Saeed and Kh. Mansur Sarwar
 8. "Pakistan: A Modern History" by Ian Talbot
 9. "Politics in Pakistan: The Nature and Direction of Change" by Khalid B. Sayeed
 10. "Physical Geography of Pakistan" by Umar Jahangir
 11. "A Geography of Pakistan: Environment, people, and Economy" by Fazle Karim Khan
 12. "Pakistan's Foreign Policy: An Historical Analysis" by S.M. Burke
 13. "Separatism in East Pakistan" by Rizwan Ullah Kokab
 14. "Being Pakistani: Society, Culture and the Arts" by Raza Rumi
 15. "Pakistani's Culture Heritage: Socio-Economic and Technological Aspects" edited by Abdul Jabbar Khan
 16. "Language and Politics in Pakistan" by Tariq Rahman
 17. "Sociology" by Horton and Hunt
 18. "Pakistan in the Twentieth Century: A Political History" by Lawrence Ziring
 19. "Economic Development of Pakistan" by Ishrat Husain
 20. "Issues in Pakistan's Economy" by S. Zaidi

INTD-5104

Design History and Theory-I

2(2+0)

Credit for the birth of interior design is most often given to the Ancient Egyptians, who decorated their humble mud huts with simple furniture enhanced by animal skins or textiles, as well as murals, sculptures, and painted vases. Beautiful gold ornaments found in Egyptian tombs (such as that of King Tutankhamen) revealed the importance of more lavish decoration for wealthier and powerful Egyptians. The Roman and Greek civilizations built upon the Egyptian art of interior decorating and accessorizing. Both cultures celebrated civic pride through their development of domed-roof public buildings. In the home, elaborate Greek wooden furniture had ivory and silver ornamentation. The Romans placed special emphasis on combining beauty and comfort, and home interiors reflected wealth and status. Roman furniture made of stone, wood, or bronze was accented by cushions and tapestries. Both the Romans and Greeks used vases, mosaic floors, and wall paintings or frescoes to beautify interior spaces. Students will be able to understand the historical evolution of interior history. Students will explore and innovate the new textile and interior accessories to contemporary design.

Contents

- History and evolution of interior design and interior decorating
- Interior Design of Ancient Egypt
- Interior of Egyptian Tombs
- Greek Interior Design
- Greek wooden furniture with ivory and silver ornamentation
- Art of Greek Vases
- Interior Design of Romans
- Roman interior and role of beauty and comfort

- Roman Furniture
- Roman Vases
- The Dark Ages
- Renaissance

Recommended Texts

- Robyn, M. (2003). *Textiles of southeast asia. tradition, trade and transformation*. Singapore: Periplus Editions (HK) Ltd.
- Kumar, R. (2006). *Costumes and textiles of royal India*. New Delhi: Antique Collectors Club Limited.
- Yacopino, F. (1977). *Threadlines Pakistan. Ministry of industries*. Islamabad: Government of Pakistan.

INTD-5105



Foundation Drawing – II

3(0+3)

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

INTD-5106 ✓

Material and Models

3(0+3)

This course is designed for familiarization of students with dimensions in 3D models and objects. This course will help them to develop a better understanding of different materials in interior design. This course is designed to know the material, with physical, chemical and aesthetical properties in the context of organic, inorganic and man-made with suitable usage in the first year and upcoming major departments. Provide an opportunity for students towards specialized and particular education suited to their interests and needs. This course is used to generate a pool of highly trained and skilled practitioners, researchers, educators and also provide resources to building interiors. Create designers which show curiosity, flexibility, empathy, imagination, expansive thinking and critical analysis not only in design but also in their various ways of life. For the successful completion of the course, the student is expected to demonstrate the ability to visualize an idea and express it graphically. Demonstrate an understanding of principles of design and color and the ability to apply them effectively to assignments. Demonstrate knowledge and understanding of concepts and terms learned in 3D Modeling I and new concepts and terms introduced in 3D Modeling II. Demonstrate the ability to apply them effectively to assignments. Demonstrate the ability to write clearly and meaningfully about issues in computer graphics.

Contents

- Introduction of subject and Behaviors of materials.
- Introduction of different group of tools. (Experience different tools,
- Their names and uses)
- Dimension and Proportion with measurement and scale.
- Documentation and Division. (To realize the division in its different aspects)
- Characters of Surface (Texture and Structure)
- Wood (Types of wood)
- Metal (Types of Metals use in interior design)
- Glass (Types of building glass)
- Stone (Types of precious and semi-precious stones)
- Ceramic tiles
- Plastic Materials and their uses in interior design.

Recommended Texts

- Turner, A. (Ed.). (2008). *Extruder, mold & tile: forming techniques*. Ohio: The American Ceramic Society.
- Plunkett, D. (2009). *Drawing for interior design*. London: Laurence King.
-
- Kilmer, R., & Kilmer, W. O. (2014). *Designing interiors*. Hoboken: John Wiley & Sons.
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NY

- Nguyen, N. (2016). *U.S. Patent No. 9,380,885*. Washington: Patent and Trademark Office.
-
- Lauren, L. (2019). *Down to earth: laid-back interiors for modern living hardcover*. NYC: Harry N. Abrams.

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-7	INTD-5107	Design History and Theory-II	2(2+0)
Major-8	INTD-5108	Photoshop for Interior Design	3(0+3)
Major-9	INTD-5109	Interior Design Studio-I	3(0+3)
GE-12	URCG-5111	Translation of the Holy Quran --II	0(0-0)

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.
3. *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 is a sequential undergraduate course that focuses on logical reasoning supported with world. The course is designed to familiarize students with the quantitative concepts and techniques analytical skills and critical thinking abilities necessary to navigate the complexities of the modern mathematical and statistical concepts and modeling / analysis techniques to equip students with required to interpret and analyze numerical data and to inculcate ability in students the logical reasoning to construct and evaluate arguments, identify fallacies, and think systematically. Keeping the pre-requisite course of Quantitative reasoning (1) as its base, this course will enable students further their quantitative. Logical and critical reasoning abilities to complement their specific mar field of study

Course Learning Outcomes

By the end of the course, student shall have:

1. Understanding of logic and logical reasoning:
2. Understanding the basic quantitative Modeling and Analyses.
3. Logical reasoning skills and abilities to apply them to solve quantitative problems and evaluate arguments.
4. Ability to critically evaluate quantitative information to make evidence based decisions through appropriate computational tools.

Contents

1. Logic, Logical and Critical Reasoning:
 - i. Introduction and importance of logic,
 - ii. Introductory, deductive and abductive approaches of reasoning.
 - iii. Propositions, arguments (valid; invalid), logical connectives, truth tables and propositional equivalences,
 - iv. Logical fallacies,
 - v. Venn Diagrams,
 - vi. Predicates and quantifiers.
 - vii. Quantitative reasoning exercises using logical reasoning concepts and techniques.
2. Mathematical Modelling and Analyses:
 - i. Introduction to deterministic models,
 - ii. Use of linear function for modelling in real-world situations,
 - iii. Modelling with the system of linear equation and their solutions,
 - iv. Elementary introduction to derivatives in mathematical modelling.
 - v. Linear and exponential growth and decay models.
 - vi. Quantitative reasoning exercises using mathematical modelling.
3. Statistical Modelling and Analyses:
 - i. Introduction to probabilistic models,

- ji. Bivariate analysis, scatter plots,
- iii. Simple linear regression model and correlation analysis,
- iv. Basics of estimation and confidence interval,
- v. Testing of hypothesis (z-test; t-test).
- vi. Statistical inference in decision making,
- vii. Quantitative reasoning exercise using statistical modelling.

Recommended Texts

1. Bennett, J., & Briggs, W. (2019). Using & understanding mathematics: a quantitative reasoning approach. Pearson.
2. Rosen, K. H., & Krithivasan, K. (2012). Discrete mathematics and its applications (Vol. 6). New York: McGraw-Hill.

Suggested Readings

1. Epp, S. S. (1990). Discrete mathematics with applications. Wadsworth Publ. Co..
2. Budnick, F. S., Quinn, S., Bowser, K., & Flaherty, E. H. (1993). Applied mathematics for business, economics, and the social sciences. New York: McGraw-Hill.
3. Bluman, A. (2014). Elementary Statistics: A step by step approach 9e. McGraw Hill.
4. Mann, P. S. (2007). Introductory statistics. John Wiley & Sons.
5. Babones, S. (2013). Applied statistical modeling. (No Title).
6. Green, S. W., Wolf, I.k., Stewart, B. W. (2022). SAT Study Guide Premium. Barrons.

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

- 3
- The Provincial Government
- **The Judicature** 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

The profession of interior design is just over 100 years old. In these hundred years, what began as the art of decorating, embracing form and function, has evolved by leaps and bounds into today's world of highly specialized areas of interior design that require years of study and experience. The history of interior design continues to rapidly evolve in a world that is at once becoming ever more global and at the same time demanding the fine-focus of specialized areas of critical knowledge. Interior design specialties are now widely accepted as part of the norm in building environments where the health, safety and welfare of the public are of foremost importance, including, but not limited to, Design for Aging in Place, Universal Design, Healthcare Design, Educational & Institutional Design, Specialty Workplace Design and more. Understand the historical evolution modern of interior history. Students will identify and interpret the historical culture of fabric development in modern clothing. Explore and innovate the new textile and interior accessories in relation to contemporary design. To be able to recognize the changes in the interior through various ages / from the simple accessories of different eras.

Contents

- Baroque: France , England
- The New World: America
- Neo-Classical: France, England , America
- 19th Century : French Empire , English Regency & Victorian, American Classic Revivals
- Biedermeier
- Industrial Revolution , Aesthetic Movements
- Art Nouveau
- Arts and Crafts
- 20th Century –Art Deco
- Bauhaus
- Prairie Style
- Modern
- Contemporary: 20th and 21st century furnishings and accessories
- Seven issues that always impact Interior Design
- Political, Religious, Inventions and Discoveries, Economic, Climate and Geography
- Trade Relations

Recommended Texts

- Maxwell, R. J., & Gittinger, M. (2014). *Textiles of Southeast Asia: tradition, trade and transformation*. NYC: Tuttle.
- Kumar, R., & Muscat, C. (2006). *Costumes and textiles of royal India*. New Delhi: Antique Collectors' Club.
- Kumar, R. (1999). *Costumes and textiles of royal India*. London: Christie's.

The course is broken down into a set of simple exercises specifically focused on interior design digital presentation skills. Adobe Photoshop is an extremely powerful industry-leading software used for pixel-based image creation and image manipulation, used by many professional photographers and designers. This specific course is designed with Interior Designers in mind. Students will learn how to use Photoshop's powerful tools to cut out objects from their backgrounds, clean up images, learn basic techniques to add depth to your hand-drawn plans, or any CAD generated JPEG image using colors. The course is laid out in an easy to follow series of exercises focused on generating images for Interior Design digital and print presentations. Develop space planning using basic furniture layouts. Demonstrate the ability to produce drawings that show appropriate line weights and a specific scale. Recognize the elements and principles of design and their applications. Identify and evaluate the technical aspects of interior design projects. Practice the application of basic rules of space planning and organization.

Contents

- Illustration techniques and applications
- Design process for 2D and 3D forms
- Colour theory and application to design
- Conceptualization and the phases of the design process
- Soft Furnishings and their application in an interior space including suppliers, trades
- Styling, providing interior styling services and researching and recommending furniture
- Presentation of sample boards and specifications for clients
- Developing your design identity and setting up your business
- Drawing and documentation of design concepts and ideas.
- Special Effects in Photoshop
- Adding Entourage
- Working with Freehand Drawings
- Composing Drawings with InDesign
- Creating Presentation Drawings by Multi-Media

Recommended Texts

- Ding, S. (2014). *Photoshop for interior designers: a nonverbal communication*. NYC: Fairchild Books.
- Winchip, S. M. (2017). *Fundamentals of lighting*. NYC: Bloomsbury Publishing Inc.
- Binggeli, C. (2016). *Building systems for interior designers*. Hoboken: Wiley.
- Jefferis, A., & Madsen, D. A. (2005). *Architectural drafting & design*. NYC: Thomson Delmar Learning.
- Henderson, E. (2015). *Styled: secrets for arranging rooms, from tabletops to bookshelves*. London: Potter Style.
- Williams, N. (2015). *The kinfolk home: interiors for slow living*. Muskogee: Artisan.



Students deal with small as well as large-scale interior design problems. These include residences, office environments. Every attempt is made to simulate professional working conditions with "real" sites and requirements. Programming and space planning are central issues in solving these design problems. In the beginning, this subject deals with our relation to space, form and the environment in a broad sense. Emphasis is on human factors: scale, materials and structures. The subject progress from the abstract to problem-solving through analysis and include consideration of professional design problems of moderate scope. In this course students will develop the following program learning outcomes: Conceptualize and engage in research through design as part of the creative process to open the potential for new understandings, experimentation and innovation. Communicate your ideas and designs verbally, visually and textually through a range of media to your peers as well as professional, academic and public audiences. Reflect, analyze, synthesize, critique and evaluate your work as well that of your peers and apply your knowledge and skills with initiative and insight in professional practice and/or scholarship.

Contents

- Research and project description
- Case studies
- Technical Drawings and Technical Research
- Site Analysis
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts
- Mood boards
- Perspective views
- 3D model

Recommended Texts

- O'Shea, L., Grimley, C., & Love, M. (2013). *The interior design reference & specification book: everything interior designers need to know every day*. Beverly: Rockport Publishers.
-
- Mesher, L. (2010). *Basics interior design 01: retail design*. Lausanne: Ava Publishing.
- Chiara, J. D., Panero, J., & Zelnik, M. (1991). *Time-saver standards for interior design and space planning*. NYC: McGraw-Hill.

Topic	Details
Semester/Level	In some discipline 3 rd semester and in some discipline 4 th Semester/ ADP Program 2 nd Year
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>ایمانیات اور عبادات</p> <p>○ اللہ پر ایمان، فرشتوں پر ایمان، رسولوں پر ایمان، آسمانی کتابوں پر ایمان</p> <p>یوم آخرت پر ایمان، تقدیر پر ایمان</p> <p>نماز، روزہ، زکوٰۃ، حج، جہاد</p> <p>○ معاشرے کے حقوق</p> <p>○ خاندان کی تکوین</p> <p>○ حق مہر</p> <p>○ رضاعت و حمل</p> <p>○ اولاد کو قتل کرنے کے ممانعت</p> <p>○ شوہر کی نافرمانی</p> <p>○ طلاق</p> <p>○ بیوہ کی عدت کے احکام</p> <p>○ نکاح کا پیغام بھیجنا</p> <p>○ عورت کی وراثت (اس کے شوہر کی طرف سے)</p> <p>○ والدین کے حقوق</p> <p>○ بیویوں اور اولاد کے بیچ عداوت</p> <p>○ خاندان کے حقوق</p> <p>○ مہمان کی عزت</p> <p>○ اجازت طلب کرنے کے اصول</p> <p>○ مجلس کے آداب</p> <p>○ تعاون اور بھائی چارہ</p> <p>○ گروہ بندی</p> <p>○ محبت</p> <p>○ لوگوں کے درمیان صلح</p> <p>○ عفو و درگزر، غصہ پر قابو اور معاف کرنا</p> <p>○ شعوب و قبائل</p> <p>○ لوگوں کے بیچ اختلافات</p> <p>○ حمایت و نگہبانی</p>
Grammar:	<ul style="list-style-type: none"> • قرآنی عربی گرامر کے اصول اور انکے اطلاقات (متن قرآنی پر اطلاق سے توضیحات)
Details of	<ul style="list-style-type: none"> ▪ منتخب آیات مع ترجمہ و تجوید

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-10	INTD-5110	Interior Design Studio-II	3(0+3)
Major-11	INTD-5111	Perspective Drawing For Interior Design	3(0+3)
Major-11	INTD-5112	History Of Art and Architecture	2(2+0)

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: broadsclaes 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

URCG-5124

Entrepreneurship

2(2-0)

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 York: 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 Reinvigorate American Democracy*. Oxford University Press.
10. Love, N. S., & Mattern, M. (2005). *Doing Democracy: Activist Art and Cultural Politics*. SUNY Press.

INTD-5110 ✓

Interior Design Studio-II

3(0+3) ✓

Students deal with small as well as large-scale interior design problems. These include residences, office environments. Every attempt is made to simulate professional working conditions with "real" sites and requirements. Programming and space planning are central issues in solving these design problems. In the beginning, this subject deals with our relation to space, form and the environment in a broad sense. Emphasis is on human factors: scale, materials and structures. The subject progress from the abstract to problem-solving through analysis and include consideration of professional design problems of moderate scope. In this course students will develop the following program learning outcomes: Conceptualize and engage in research through design as part of the creative process to open the potential for new understandings, experimentation and innovation. Communicate your ideas and designs verbally, visually and textually through a range of media to your peers as well as professional, academic and public audiences. Reflect, analyze, synthesize, critique and evaluate your work as well that of your peers and apply your knowledge and skills with initiative and insight in professional practice and/or scholarship.

Contents

- Research and project description
- Case studies
- Technical Drawings and Technical Research
- Site Analysis
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts
- Mood boards
- Perspective views
- 3D model

Recommended Texts

- O'Shea, L., Grimley, C., & Love, M. (2013). *The interior design reference & specification book: everything interior designers need to know every day*. Beverly: Rockport Publishers.
-
- Mesher, L. (2010). *Basics interior design 01: retail design*. Lausanne: Ava Publishing.
- Chiara, J. D., Panero, J., & Zelnik, M. (1991). *Time-saver standards for interior design and space planning*. NYC: McGraw-Hill.

INTD-5111

Perspective Drawing for Interior Design

3(0+3)

This course will introduce students to basic drawing, perspective, and sketching techniques using various media, to depict a variety of subjects. Through in-class lectures, exercises and projects, this course will examine the principles of one-point, two-point, and three-point perspectives, as well as the most common perspective problems encountered by artists and their practical applications and solutions. This class is geared toward assisting artists with illustration, and general representational drawing and painting, but because of its broad application this class will also inform practices such as interior design, game concept and design, digital painting, animation in general, storyboarding, 2D architectural rendering or general 2D concept and design. In reference to basic shapes and objects, interior and exterior spaces, urban landscapes, and the human figure, students will solidify their foundation knowledge while developing their ability to solve perspective problems and better understand how to represent convincing volume and depth in their work.

Contents

- Introduction to perspective
- Types of perspective
- Linear perspective, Aerial Perspective, Radial perspective, Environmental perspective
- Proportion
- The relationship of height to width and scale
- The relationship of the subject to a measurement system.
- Three-dimensional geometric forms
- Furniture drawings
- Furniture drawings and linear perspective
- Study of furniture and perspective in different timings of light to create the Environment
- Line work: Accurate and competent line quality.
- Shapes: 2-Dimensional Objects, Inscribed and Circumscribed Polygons, Ellipse and Oval Shapes
- Forms: Orthographic views of 3-Dimensional Objects (Cube, Pyramid, Cylinder, Cone)
- Lettering: Architectural lettering
- Scale: Knowledge of the Architectural scale and how to use scale. (Dimensioning, Labeling, etc)
- Drawing Types: Plan, Elevation, Section Orthographic Projection, Oblique Drawings, Sketching.
- Perspective: Perspective Views Term and Concept. One Point and two Point Perspective Views

Recommended Texts

- Ernest W. Watson (1993). *Creative perspective for artists and illustrators*. NYC: Dover Publications.
- Phil Metzger (2007). *The art of perspective: the ultimate guide for artists in every medium*. NYC: North Light Books.
- Norling, E. R. (1999). *Perspective made*. NYC: Dover Publications.
-
- Tangaz, T. (2006). *Interior design course: practices and techniques for the aspiring designer*. Hauppauge: Barron's Publishers.



- Gilliatt, M. (2001). *Mary gilliatt's interior design course*. NYC: Watson-Guptill Publication

INTD-5112

History of Art and Architecture

2(2+0)

This Subject is designed to introduce the student of interior design to major architectural development throughout history. It will provide an introduction to architecture as the embodiment of cultural, social, and political values from ancient civilizations of the East and West to the present. The course will address various historical periods, and themes. The History of Art and Architecture concentration offers training in the historical interpretation and critical analysis of the visual arts and architecture. It develops the skills of visual discrimination and verbal expression fundamental to art historical analysis. Architecture stands at the intersection of creative imagination, practical realization, and social use, comprising not only material structures of human occupation but also the dynamic processes that shape human action and experience. The study of architecture integrates technical and humanistic methods of inquiry with written and visual modes of representation. It develops the skills of visual discrimination and verbal expression fundamental to art historical analysis.

Contents

- Concept and Philosophy of Stone Hedge
- Structure of Megaliths
- Buildings and Town planning of Indus civilization
- Buddish Architecture
- Ajanta and Ellora caves
- Chatiya hall and buddish temples
- Structure of Stupas
- Architecture of Mughal Era
- Architecture and Structure of Ziggurats
- Architecture of Egyptian
- Temples
- Structure of Pyramids
- Architecture of Greeks
- Greek orders of Architecture (Ionic, Doric and Corinthian)
- Structure of Parthenon temple
- Architecture of Romans
- Development of Arches and Vaults
- Structure of Pantheon temple
- Architecture of Byzantine and Medieval period
- Architecture of Renaissance period
- Architecture of Victorian Era
- Architecture of 19th century
- Modern Architecture of 20th and 21st Century

Recommended Texts

- Kleiner, F. S. (2015). *Gardner's art through the ages*. Ohio: Wadsworth.
- Murray, C. (2002). *From antiquity to 19th century*. Abingdon: Rout ledge.
- Adams, L. S., (1994). *A history of western art*. Ohio: Brown & Bench mark Publishers.
- Kleiner, F. S. (2015). *Gardner's art through the ages*. Ohio: Wadsworth.



Semester-V

Category	Course Code	Course Title	Credit Hours
Major-11	INTD-6114	Interior Design Studio-III	3(0+3)
Major-12	INTD-6115	Materials Study for Interior Design-I	3(0+3)
Major-13	INTD-6116	Furniture and furnishing	3(1+2)
Major-14	INTD-6117	Sustainable Interior Design	2(1+1)
ID-2	BUSB-6144	Advertising Management	3(0+3)
Major-15	INTD-6118	Computer Aided Design (Auto-Cad)	3(0+3)
GE-15	URCG-5111	Translation of the Holy Quran –III	0(0-0)

INTD-6114 ✓

Interior Design Studio-III

3(0+3)

Students deal with small as well as large-scale interior design problems. These include residences, office environments. Every attempt is made to simulate professional working conditions with "real" sites and requirements. Programming and space planning are central issues in solving these design problems. In the beginning, this subject deals with our relation to space, form and the environment in a broad sense. Emphasis is on human factors: scale, materials and structures. The subject progress from the abstract to problem-solving through analysis and include consideration of professional design problems of moderate scope. In this course students will develop the following program learning outcomes: Conceptualize and engage in research through design as part of the creative process to open the potential for new understandings, experimentation and innovation. Communicate your ideas and designs verbally, visually and textually through a range of media to your peers as well as professional, academic and public audiences. Reflect, analyze, synthesize, critique and evaluate your work as well that of your peers and apply your knowledge and skills with initiative and insight in professional practice and/or scholarship.

Contents

- Research and project description
- Client and Design Brief
- Case studies
- Technical Drawings and Technical Research
- Site Analysis(macro,meso,micro)
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts(plan,elevations,sections)
- Ceiling plan
- Electric plan
- Plumbing plan
- Mood boards
- Perspective views
- 3D model

Recommended Texts

- O'Shea, L., Grimley, C., & Love, M. (2013). *The interior design reference & specification book: everything interior designers need to know every day*. Beverly: Rockport Publishers.
-
- Mesher, L. (2010). *Basics interior design 01: retail design*. Lausanne: Ava Publishing.
- Chiara, J. D., Panero, J., & Zelnik, M. (1991). *Time-saver standards for interior design and space planning*. NYC: McGraw-Hill.

INTD-6115 ✓ Material Study for Interior Design-I

3(0+3)

This exploration of the materials used in interior environments concentrates on the functional aspects of finishes and materials and how they are communicated in design projects including estimation, specification writing and contract documentation. Codes and appropriate testing of materials will also be addressed. The course covers the technical aspects of surface and structural materials in relation to function and appropriate application in the interior environment. It covers ways in which materials are communicated in design projects including estimation, specification writing and contract documentation. The course increases professional competence in the area of interior materials and their application, enhances the ability to work as a team and enhances communication skills (written, graphic, and oral). Technological competence is supported through product research using the Internet. Teamwork and leadership skills are developed through the activity of functioning as a design team to present product research and problem solve. Students will understand of the functional aspects of interior materials. Understanding of research processes for the interior specification.

Contents

- Physical environment
- Air quality
- LEED certification
- Paint and finishes
- Components ,Types ,Finishes ,Color ,Application ,Estimation ,Specification
- Floors
- Types , Applications , Estimation ,Specification
- Walls
- Types ,Applications ,Estimation ,Specification
- Ceilings
- Types ,Applications , Estimation ,Specification

Recommended Texts

- Riggs, J. R. (2013). *Materials and components of interior architecture*. Boston: Pearson.
- Reznikoff, S. C. (1989). *Specifications for commercial interiors: professional liabilities, regulations, and performance criteria*. NYC: Whitney Library of Design.
- Beall, C. (1993). *Masonry design and detailing: for architects, engineers, and contractors*. NYC: McGraw-Hill.

- Riggs, J. R. (2013). *Materials and components of interior architecture*. Boston: Pearson.

INTD-6116 ✓

Furniture and Furnishing

3(1+2)

The course title reflects the importance of design linked with the practical processes adopted by furniture manufactures, set within a business context. Students will explore traditional and contemporary materials and manufacturing methods unique to the furnishing industry as well as those common in other fields. The objective is to understand the complex process of furniture design and address issues of function, structure, context culture and resolve their design solutions. During the course, students will develop practical skills and work on an exciting and realistic furniture design project. Students will improve knowledge of product design through lively discussion in classes and personal feedback from your tutor. By the end of the course, you will be able to interpret a design brief. Students will be able to analyze markets and consumers. They will understand the materials and techniques. Students will create a technical production drawing. Students will be able to communicate your designs in 2D and 3D. Students will be able to produce a finished scale model of your design.

Contents

- History of Furniture Design
- Material and Fabrication
- Professional Practice
- Major Furniture Design (Research, case studies, conceptual drawings, presentation, execution)
- Tools and Machinery (wood workshop)
- Drafting (plans, sections)
- Model Making
- Materials and Techniques
- Studio (scale modeling)
- Technology of Furniture Manufacturing.
- Construction Principles.
- Conceptual Product Designing.
- Workshop (residential, office furniture)
-

Recommended Texts

- Ferrari, F. (2010). *The furniture of carlo*. Mollino: Phaidon Press.
-
- Karasova, D. (2013). *The history of modern furniture design*. Czechia: Arbor Vitae/Museum of Decorative Arts in Prague.
-
- Ferrari, F., & Ferrari, N. (2006). *The furniture of carlo*. Mollino: Phaidon.
-
- Postell, J. (2012). *Furniture design*. Hoboken: John Wiley & Sons.
-
- Lawson, S. (2013). *Furniture Design: an introduction to development, materials and manufacturing book*. London: Laurence King Publishing.

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
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 جغلی 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 بے بردگی
Grammar:	<ul style="list-style-type: none"> قرآنی عربی گرامر کے اصول اور انکے اطلاقات (متن قرآنی پر اطلاق سے توضیحات)
Details of Chapters and	<ul style="list-style-type: none"> منتخب آیات مع ترجمہ و تجوید البقرہ (۱۱۲، ۲۳۵، ۸۳، ۱۸۲، ۱۴۲، ۱۵۲، ۱۶۲، ۵۲، ۱۵۳، ۱۶۴، ۲۵۰، ۱۲۵)

verse Numbers:

- ٢٢٢، ٢٤، ٤٤، ١٨٢، ١٣٨، ١٨٤، ١٠٩، ٢٦٣، ٢٦٣، ٢٦٢، ٢١٢، ٦٤، ٢٣١،
 (٤٦، ١٩٥، ٢٢٦، ٨٣، ٤١، ٢٤، ٢٥٨، ١٢٣، ٣٣، ١٠،
 آل عمران (١٥٣)، ١٣، ٢٣، ١٨٥، ١٣٢، ١٣٨، ١٣٣، ١٣٥، ١٤، ٢٠٠، ١٢٥، ١٣٣،
 (١٥٩، ١٣٤، ١٣١، ٤٨، ٢٦، ١٠٣، ١٠٣، ١١٣،
 النساء (١٣٥)، ٢٣، ٢٢، ١٠٨، ١٠٤، ١٠٥، ٥٣، ٢٠، ٢٤، ١٤٣، ٣٦، ٢٥، ٢٣، ٣٤،
 (٢٣، ٥٤)
 المائدة (٥٨، ٥٤، ٩٣، ١٣، ٦، ٣١، ١٩)
 النحل (١٢٦، ٩٠، ١٠٥، ١١٣، ٣٠، ١٢٦، ١٢٥)
 الرعد (٢٥، ٢٠، ٢٣، ٢٢، ٦)
 الاعراف (٣١، ٦٦، ٥١، ١٣٦، ٣٠، ٣، ٢٠، ١٣٣، ١٩٩، ٩٥، ٨١)
 القصص (٥٣، ٨٣)
 فصلت (٣٣)
 الانعام (٣٢، ٤٠، ٤٠، ١٣٠، ١٥٥، ١٦٠)
 النمل (٩٠، ٣٦)
 الحج (٣٠، ٥٨، ٦٠، ٨٨، ٤٤)
 الحجرات (٩، ١١، ٦، ١١، ٣، ١٢، ١٥، ١٠)
 الاحزاب (٢٣، ٥٠، ٥٨، ٥٨، ٥٢، ٥٥، ٥٩، ٣٥، ٢٣، ٣٥)
 الحشر (٩)
 طه (٤٢)
 الانعام (١٦٣، ١٣١، ١١٦، ١٥١، ٦٣، ١٢٤)
 ق (٣٣)
 الانفال (٢٤، ٣٦، ٦١)
 الفتح (١٥)
 يونس (١٠، ١٩، ١٢، ٦٦، ٢٢، ٢٢)
 الفرقان (٦٣، ٢١، ٦٤، ٦٣)
 النور (٢٣، ٦، ٣، ٣٠، ٣١، ٣٣، ٣٣، ٦١، ٣١، ٢٢)
 لقمان (٦، ٣٣، ١٩، ٣٢، ١٨)
 الاسراء (٣٤، ١١٠، ٥، ٣٤)
 المزمل (١٨)
 المدثر (٦، ٣)
 المدثر (٤٣)
 فاطر (٣٢)
 الفتح (٢٩)
 البلد (١٤)
 الزمر (٣، ١٠)
 الحجر (٨٥)
 النجم (٣١)
 الرحمن (٦٠)
 هود (٨، ١٠٢، ٣)
 الكهف (٢، ٥٦)
 الشورى (٣٤)
 غافر (٢٨، ٢٤)
 الحديد (٢٠، ٢٠)
 مريم (٥٩)
 النازعات (٣١)
 التوبة (٦٥، ٦٣، ٤٤)
 الهمزة (١)

The main objectives of the course are to: • To point the important relationship between sustainability (social, environmental, economic.) and the interior space. • To explain the fact that the quality of the environment both natural and manmade has unlimited influence on people's behaviour and their physical and psychological well-being. • Explain and examine the environmental problems that are connected with interior design and therefore with design issues in general. • Restate the student's vocabulary and body of knowledge in this discipline • Analyze and classify sustainability as an essential part of the interior designer's professional responsibilities and to distinguish what sustainable interior design embraces

Contents

- Sustainability
- Need for sustainability
- Sustainable interior design
- Sustainability 3R rules
- Active and passive design Strategies
- Principles of sustainable interior design
- Energy efficiency
- Longevity and flexibility
- Waste reduction
- Low environmental effects
- What Are green Interiors
- Acoustics
- Ventilation
- Eco-friendly materials
- Thermal comfort

Suggested readings

- 1) *The Green Imperative: Natural Design for the Real World.* Papanek V.
- 2) *The New Ecological Home* Chiras D. Chelsea Green USA
- 3) *Sustainability at the Cutting Edge* Smith P. Architectural Press UK
- 4) *Aldernative Construction – Contemporary Natural Building Methods* Lynne E. Adams C. Wiley
- 5) *Ecohouse a Design Guide* Roaf S. Architectural Press 2001



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.

INTD-6118 ✓

Computer Aided Design (AutoCad)

3(0+3)

This course covers the essential core topics for working with the AutoCAD software. The teaching strategy is to start with a few basic tools that enable the student to create and edit a simple drawing, and then continue to develop those tools. More advanced tools are introduced throughout the class. Not every command or option is covered, because the intent is to show the most essential tools and concepts. A working knowledge of basic design or drafting procedures and terminology. A working knowledge of the Windows operating system is also needed.

Contents

- Understanding the AutoCAD workspace and user interface.
- Using basic drawing, editing, and viewing tools.
- Organizing drawing objects on layers.
- Inserting reusable symbols (blocks).
- Preparing a layout to be plotted.
- Adding text, hatching, and dimensions.
- Editing Dimensions Using Editing Tools
- Plans
- Elevations
- Sections
- Architectural lettering

Recommended Texts

- Ching, F. D., & Mulville, M. (2014). *European building construction illustrated*. Hoboken: John Wiley & Sons.
- Human, T. E. I. (1992). *The role of failure in successful design*. NYC: Vintage.
- Moran, C. D. (1983). *U.S. Patent No. 4,380,872*. Washington: Patent and Trademark Office.
- Jefferis, A., & Madsen, D. A. (2005). *Architectural drafting and design*. Boston: Cengage Learning.
- Shih, R. (2013). *Parametric modeling with autodesk inventor 2014*. Kansas: Sdc Publications.

BS Interior Design

Semester-VI

Category	Course Code	Course Title	Credit Hours
Major-16	INTD-6119	Intro to 3D Software for Interior Design-I	3(0+3)
Major-17	INTD-6120	Interior Design Studio-IV	3(0+3)
Major-18	INTD-6121	Understanding Interior Lightening	3(1+2)
ID-3	BUSB-6145	Brand Management	3(3+0)
Major-19	INTD-6122	Landscaping	3(1+2)

INTD-6119 ✓ Intro.to 3D Software for Interior Design-I

3(0+3)

This course is going to help students to gain the skill of photorealistic 3d visualization in 3ds Max and V-ray. Students will learn all the secrets of photorealistic rendering, complex Vray materials and correct post-processing in Photoshop. In this course, students will learn in detail several materials, which are widely used in interior visualization. This course provides an introduction to the processes of interior design and the various aspects and considerations involved in the practice of both residential and commercial design. It exposes the students to interior design as a profession and provides a framework for future courses. Communication through visual means of drawing and digital modeling is the predominant student competency developed by this course. Critical thinking and problem-solving are developed through space planning and design. Students demonstrate an active, analytical approach to the creation of interior projects. Although the primary output is by individual students, teamwork is required in small groups through peer critique and learning exercises. Information technology skills develop as students use CAD drafting, 3D Modeling, image editing, page layout, e-mail, and the Internet to complete homework assignments.

Contents

- Interior modeling
- Settings of composite Vray materials
- 6 lighting types
- Postprocessing
- Correct work with the scene
- Frame composition in interior
- Rules of applying textures
- Uvw mapping
- Texturing Concrete
- Texturing wood
- Texturing cloth
- 3Ds Max
- V-ray
- Sketchup
- Adobe Photoshop
- Adobe Illustrator



Recommended Texts

- Aubin, P. F. (2006). *Mastering autodesk architectural desktop 2007*. NYC: Autodesk, Incorporated.
- Omura, G. (2002). *Mastering autodesk VIZ 4*. Hoboken: SYBEX Inc.
- Dawkins, J., & Pable, J. (2018). *Sketching interiors at the speed of thought*. NYC. Bloomsbury Publishing.
- Ching, F. D. (2014). *Architecture: form, space, and order*. Hoboken: John Wiley & Sons.
- Ching, F. D., Onouye, B. S., & Zuberbuhler, D. (2013). *Building structures illustrated: patterns, systems, and design*. Hoboken: John Wiley & Sons.

INTD-6120 ✓

Interior Design Studio-IV

3(0+3)

Students deal with small as well as large-scale interior design problems. These include residences, office environments. Every attempt is made to simulate professional working conditions with "real" sites and requirements. Programming and space planning are central issues in solving these design problems. In the beginning, this subject deals with our relation to space, form and the environment in a broad sense. Emphasis is on human factors: scale, materials and structures. The subject progress from the abstract to problem-solving through analysis and include consideration of professional design problems of moderate scope. In this course students will develop the following program learning outcomes: Conceptualize and engage in research through design as part of the creative process to open the potential for new understandings, experimentation and innovation. Communicate your ideas and designs verbally, visually and textually through a range of media to your peers as well as professional, academic and public audiences. Reflect, analyze, synthesize, critique and evaluate your work as well that of your peers and apply your knowledge and skills with initiative and insight in professional practice and/or scholarship.

Contents

- Research and project description
- Client and Design Brief
- Case studies
- Technical Drawings and Technical Research
- Site Analysis(macro,meso,micro)
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts(plan,elevations,sections)
- Ceiling plan
- Electric plan
- Plumbing plan
- Mood boards
- Perspective views
- 3D model

Recommended Texts

- O'Shea, L., Grimley, C., & Love, M. (2013). *The interior design reference & specification book: everything interior designers need to know every day*. Beverly: Rockport Publishers.

- Mesher, L. (2010). *Basics interior design 01: retail design*. Lausanne: Ava Publishing.
- Chiara, J. D., Panero, J., & Zelnik, M. (1991). *Time-saver standards for interior design and space planning*. NYC: McGraw-Hill.

NTD-6121 ✓

Understanding Interior Lighting

3 (1+2)

This course focuses on lighting design for interior spaces. Students gain knowledge of the perception and psychological aspects of light as well as technical information related to current fixture types and appropriate applications. Students learn professional communication through the means of reflected ceiling plans and fixture schedules. Technological competence is gained by Internet searches of products, online learning tools, e-mail, and word processing. The course requires critical thinking and problem solving through the application of knowledge gained in the classroom to a project completed in the concurrent design studio course. The course teaches professional competence through the learning of industry-specific vocabulary and the development of written and graphic communication. In this course, students learn: How light is seen and perceived through the human eye and brain. Students will study the Psychological and emotional impact of light. Students will understand electrical distribution and control systems as related to lighting. Standard means of communicating lighting design through reflected ceiling plans and fixture schedules.

Contents

- Perception of light
- Psychology of light
- Brightness
- Color
- Daylight
- Incandescent lamps
- Discharge lamps
- Auxiliary equipment
- Light control
- Photo metrics
- Electricity
- Luminaries
- Design issues
- Reflected ceiling plans and schedules

Recommended Texts

- Gordon, G. (2003). *Interior lighting for designers*. Hoboken: John Wiley & Sons.
- Steffy, G. (2002). *Architectural lighting design*. Hoboken: John Wiley & Sons
- Ferrari, F., & Ferrari, N. (2006). *The furniture of carlo*. Mollino: Phaidon.

INTD-6122

Landscaping

3(1+2)

Landscaping is a formal process of study, design, and construction by which new landscapes are created to meet the aspirations of the people concerned. It involves framing proper planning projects, more particularly those affected by changes and the badly damaged areas. This course will make students to be capable to differentiate the mechanisms involved in plant physiology and growth and to categorize plants based on growth,

morphological, and taxonomic characteristics. It will also assist to design a landscape or interiorscape project. Students will demonstrate employability skills in the field of horticulture. Students will also be able to schedule a landscape or interiorscape maintenance program. This course will provide a complete knowledge of plants and its type and will focus on the drawings and presentation techniques. Professional tasks such as site-specific work and design group projects (outside the department or university) will incorporate the professional landscaping skills in the students.

Contents

- Introduction of Plants/Shrubs/trees.
- Identification of Plants/ Shrubs/ trees.
- Basic Site grading
- Surveying.
- Landscape Drawings
- Presentation Techniques
- Design Studio
- Site Visits
- Design projects
- Site-Specific Work
- Ideas and Sketches
- Investigation/Exploration of Plants
- Model
- Group Project (Outdoor Project)

Recommended Texts

- Tallamy, D.W. (2020). *Nature's best hope: a new approach to conservation that starts in your yard*. Portland: Timber Press.
- Rainer, T. West, C. (2015). *Planting in a post-wild world: Designing plant communities for resilient landscapes*. Portland: Timber Press
- Weaner, L. Christopher, T. (2016). *Garden revolution: how our landscapes can be a source of environmental change*. Portland: Timber Press.
- Darke, R. Tallamy, D. (2014). *The living landscapes: designing for beauty and biodiversity in the home garden*. Portland: Timber Press.

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

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Semester-VII

Category	Course Code	Course Title	Credit Hours
Major-20	INTD-6123	Intro to 3D Software for Interior Design-II	3(0+3)
Major-21	INTD-6125	Basics of Photography	3(1+2)
Major-22	INTD-6126	Research Methodology	3(3+0)
Major-23	INTD-6127	Project Management	3(3+0)
	INTD-6124	Capstone Project **	3(0+3)
ID-3	PSYC-5101	Cognitive Psychology	3(3-0)
GE18	URCG-5111	Translation of the Holy Quran -IV	0(0-0)

PSYC-5101

Cognitive Psychology

3 (3+0)

This course has been designed to ensure an effective orientation of students towards the discipline of psychology so that they may come to appreciate the diversity of the subject and its pragmatic significance. This course provides an introduction to the concepts and theories of psychology and to their application to real-life situations. Topics include history, research methods, sensation, perception, consciousness, stress and coping, learning, memory, motivation and emotions. The main objectives of the course include making students familiar with the essential features of human personality; to inculcate a sense of personal relevance of Psychology as a subject with the potential of gaining better insight into one's self and others. Upon the successful completion of the course, students will have an introductory knowledge of selected areas of basic psychological inquiry and they will be able to differentiate between scientific and non-scientific information about human behaviors and mental processes, describe major developments and research methods used in psychology: Explain psychological processes involved in sensation, perception, learning, memory, motivation, emotion, states of consciousness and health; Analyze the variety of factors affecting sensation, perception, consciousness, learning, memory, motivation, emotion, and health; and can apply psychological concepts and principles to situations in everyday life.

Contents

1. Introduction to Psychology: Definition of psychology, Goals of psychology
2. Major schools of thought in psychology, Major fields of psychology
3. Basic research Methods in Psychology: Survey research, Experimental research, Case study
4. Biological Basis of Behavior: Brain and nervous system
5. Structure and function of major brain areas, Neurotransmitters and their functions
6. Sensation and Perception: Difference between sensation and perception
7. Principles of perception, Role of perception in human cognition
8. Motivation and Emotion: Concept & Theories of motivation and emotion
9. Learning: Definition of Learning, Types of Learning
10. Memory and Intelligence: Definition and stages of human memory
11. Types of memory, Concept of intelligence, Basic theories of intelligence
12. Personality development: Concept & Theories; Tips to improve personality
13. Health and Stress, Stress and Coping, Stress, Health
14. Coping in the Workplace, Effective Measure to deal with stress and ways to cope.
15. Application of Psychology in Our Social Lives

Recommended Texts

1. Weiten, W. (2017). *Psychology: themes and variations* (10th ed.). Boston: Cengage Learning.
2. Nolen-Hoeksema, S., & Hilgard, E. R. (2015). *Atkinson and Hilgard's introduction to psychology* (16th ed.). New Dehli: Cengage Learning.

Suggested Readings

1. Flanagan, C., Berry, D., Jarvis, M., & Liddle, R. (2015). *AQA psychology*. London: Illuminate Publishing - Cheltenham.
2. Coon, D., Mitterer, J. O., & Martini, T. S. (2018). *Introduction to psychology: Gateways to mind and behavior* (15th ed.). Boston: Cengage Learning

INTD-6124 ✓

CAPSTON P ROJECT-1

3(0+3)

The courses within the Major subjects meet the desired outcomes according to the framework below. A systematic process will help the students to plan and to work effectively to reach the desired instructional goals. The first level of thesis project subject will help to gain expertise in one subject which will assist them to pursue their thesis to the next level. An art thesis needs to combine both artistic talent and knowledge of theory. The students are required to choose a project or topic and research it thoroughly and produce a body of work that not only demonstrates the personal style of the student but also conforms to the aesthetic and market requirements of the theme. This is an opportunity to apply theory and method in a project, formulating a question and developing a potential answer. Students will explore the broader implications of their practice through aesthetic, social, political, economic and scientific considerations.

Contents

- Project Selection
- Reason of selection
- Site selection
- Client and Design Brief
- Case studies
- Technical Drawings and Technical Research
- Site Analysis(macro,meso,micro)
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts(plan,elevations,sections)
- Ceiling plan
- Electric plan
- Plumbing plan
- Mood boards
- Perspective views
- Manual model
- 3D rendered views
- 3d Animation of project

Recommended texts:

- McMorrough, J. (2018). *The architecture reference + specification book: everything architects*

- Handwritten mark*
- need to know every day.* Beverly: Rockport Publishers.
- Tallamy, D.W. (2020). *Nature's best hope: a new approach to conservation that starts in your yard.* Portland: Timber Press.
 - Mesher, L. (2010). *Basics interior design 01: retail design.* Lausanne: Ava Publishing.
 - Donald A. N. (2002). *The design of everyday things.* NYC: MIT Press.

INTD-6123 ✓ Introduction to 3D Software for Interior Design-II 3(0+3)

In this course, students learn how to use 3D Studio Max to model, apply the material, add lights and cameras, render still images and animate architectural or interior scenes. Scenes could be imported from AutoCAD as 3D or as 2D and fully modeled in Max. This course expands knowledge and use of the primary digital media required for the production and presentation of professional interior design projects. A small scale non-residential design project provides the site for students to further their skills in AutoCAD, 3D Studio-Viz, Photoshop, In-design and PowerPoint. In addition, students are introduced to light-scapes and animation. Students continue to improve their quick sketching skills.

Students in this course gain knowledge. Students will have the interior design profession, the design process. Students will learn the technical aspects of interior design projects. Students will take Interior design as a business.

Contents

- Intro to 3ds Max or Sketchup (3D plans, Sections and Importing 2D plans from CAD into 3ds)
- Auto-Cad Integration with 3ds Max
- Draw a Floor Plan
- 3D Modeling Tools
- 3D Modification Tools
- GUI & Special features of 3DS MAX Software
- Canvas: Transforming 3D Scans into Designed Spaces
- Lay Out
- Photorealistic Rendering
- Lighting Plan Template (Lay Out)
- Use the Interface
- Use Selection and Transformation Tools
- Create and Modify Mesh Objects
- Create and Modify Poly Objects
- Import AutoCAD 2D Files and Model in Max
- Organize AutoCAD Files Using Layers and Plines
- Import Plines from AutoCAD Files to Create 3D Objects in Max
- Use Standard Lights
- Create a Night View Using Photometric Lights
- Create Daylight Systems
- Add and Modify Cameras
- Create a Basic Animation
- Create, Get, Modify, and Save Materials
- Import a 3D Hut from AutoCAD to Assign Materials, Add Backgrounds, and Render

Recommended Texts

- Aubin, P. F. (2006). *Mastering autodesk architectural desktop 2007*. NYC: Autodesk, Incorporated.
- Omura, G. (2002). *Mastering autodesk VIZ 4*. Hoboken: SYBEX Inc.
- Gordon, G. (2003). *Interior lighting for designers*. Hoboken: John Wiley & Sons.
- Steffy, G. (2002). *Architectural lighting design*. Hoboken: John Wiley & Sons.

INTD-6125 ✓

Basics of 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. Since photographs can be so widely understood we should be concerned with whether what we have to say is worth saying. An increasing number of talented, creative people find in photography a relatively inexpensive means for self-expression. This beginner photography course is meant to help the students master their digital camera. Learn the basic functions of the camera so they can begin to shoot in manual mode, capturing higher-quality images of the people. Throughout the course, students will complete a series of photo projects that will help them practice the skills they are learning. The teacher will also work with students, reviewing their photos and helping them to improve their skills. The instructor will also organize trips with photography as the primary activity. Upon successful completion of the program students should be able to: Demonstrate artistry by creating images that evoke an emotional response. Apply the principles of lighting and color theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and color to create quality images.

Contents

- A Step Back in Time: The Film & Digital Process
- What is Visual Art? Why Go Digital?
- You and Your Equipment, Eye of the Photographer, Cameras, Lenses and Filters
- How to Use Your Camera (Shutters, Aperture & Their Relationships, Exposure & Metering)
- Photography Principles Developing Your Eye
- And Image Capture (Elements of Composition, Golden Ratio vs. Rule of Thirds)
- Workflow and Image Editing (Retouching, Resolution & Printing)
- Harnessing the Light, Developing Your Visual Signature, Natural and Available Light
- Artificial Light-Continuous, Artificial Light-Flash, Light & Color
- A Mix of Things, Macro Photography
- Lines and Symmetry (Vertical vs. Horizontal, The Importance of the Horizon)
- Depth of Field and Distance (Background, Middle ground and Foreground)
- Space and Balance, Photographing People and Places, Revisualization
- Basic Portrait Lighting, Studio Portraiture
- Environmental Portraiture and Landscape and Travel Photography
- Decisive Moment Photography

Recommended Texts

- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. NYC: AmPhoto books.
- Sakr, M. U., Bilal, A. G. A., & Emara, M. H. (2019). *Rationing multi-shot techniques to maximizing depth of field*. *International Design Journal*, 9(3), 373-381.
- Ctein. (2000). *Post exposure: advanced techniques for the photographic printer*. London: Taylor

& Francis.

- Schaub, G. (1999). *The digital darkroom: black-and-white techniques using photoshop*. Hauppauge: Tiffen Company LLC

INTD-6126 ✓

Research Methodology

3(3+0)

This course will provide an opportunity for participants to establish or advance their understanding of research through a 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 a quantitative, qualitative, and mixed methods approach. Participants will use these theoretical underpinnings to begin to critically review the 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. They will be able to understand some basic concepts of research and its methodologies. The main purpose of the subject is to identify appropriate research topics and to select and define appropriate research problems and parameters. All they need to be prepared is a project proposal (to undertake a project), organize and conduct research (advanced project) in a more appropriate manner. Students' will be able to write a research proposal and a complete thesis report on their practical work.

Contents

- Research Problem
- Types of Research
- Creative research methods in practice
- Creative research methods and ethics
- Creative thinking
- Gathering data
- Analyzing data
- Writing for research
- Presentation
- Dissemination, implementation and knowledge exchange
- Formatting
- Plagiarism

Recommended Texts

- Flick, U. (2015). *Introducing research methodology: a beginner's guide to doing a research project*. London: Sage.
- Kara, H. (2015). *Creative research methods in the social sciences: a practical guide*. London: Policy Press.

Suggested Readings

- Dawson, C. (2019). *Introduction to research methods 5th edition: a practical guide for anyone undertaking a research project*. Singapore: Robinson.

- Patten, M. L., & Newhart, M. (2017). *Understanding research methods: an overview of the essentials*. Milton: Taylor & Francis.

INTD-6127 ✓

Project Management

3(3+0)

This course provides you with an overview of project management and the essential tools needed to deliver successful projects on time and budget. You will learn the fundamental principles of project management including project initiation, project definition, creation of work breakdown structures, scheduling using network diagrams, risk management, budgeting and controlling resources, quality assurance, auditing and project termination. Upon successful completion of this course, the student will have reliably demonstrated the ability to describe project management and its key elements, including project stakeholders, project management knowledge areas, tools and techniques, and success factors. They will also be able to create a work breakdown structure with the related organizational and cost control structures. This course also includes critical Path Method (CPM), Program, Evaluation Review Techniques (PERT) and Gantt project control tools. Analyze and solve simple resource leveling problems. Students will also be able to develop a project implementation plan for a simple project.

Contents

- Interior Project Management
- Roles and Responsibilities
- Design Phases in Project Management
- Types of Organizations in Interior Design
- Project Lifecycle Concept in Project Management
- Levels of Project Life cycle
- Project Constraints
- Schedule Management Techniques
- Resource Allocation Methods
- Project Monitor and Control Methods
- Cost Management
- Risk Management
- Project Charters
- Project Communication Plans
- Project Implementation Plans
- Project Status Reports

Recommended Texts

- Shore, D. A. (2014). *Launching and leading change initiatives in health care organizations: Managing successful projects*. San Francisco: Jossey-Bass.
- Guay, M. Schreiber, D.Briones, S. (2016). *The ultimate guide to project management: learn everything you need successfully manage projects and get them done*. San Francisco: Zapier, Inc.
- Mason MD, B.S. (2020). *A guide to the project management body of knowledge (PMBOK Guide)*.

- التوبه (٢، ٦٠، ٢٤، ٢٣، ٦٩، ٢٣، ٩٨)
- الاعراف (١٦٦، ١٤٦، ١٣٣، ٣٠، ١٦٠، ١٦٣، ١٦٣، ٥٨، ٥٤، ١٨٥، ١٤٢)
- الرعد (٣، ١٤)
- الطور (٢٢)
- الانعام (٣٨، ١٣٦، ١٣١، ٦٣، ٥٩)
- الانفال (٣١، ٣٦، ٢٨)
- الكهف (٣٥، ١٤، ٣٥، ٣٢، ٣٤، ١٠٩، ٥١)
- الجاثية (٥)
- فاطر (١٣، ١٢، ٢٤)
- العنكبوت (٣١، ٦٣، ٢٠)
- الروم (٥٠)
- الاسراء (٩٩، ٤٠)
- الرعد (٢)
- السبا (٢٢، ٣، ١٠)
- يونس (٢٢، ٥، ٢٣، ٢٣، ١٠١، ٨٨)
- يوسف (١٢، ٩٣)
- الفرقان (٥٣، ٦٢)
- لقمان (١٦، ٢٩)
- طه (٥٣، ١١٣)
- النحل (٨، ٨، ١١٥، ٦٨، ٦٨، ٤٩، ٣٩، ٦١، ١١، ٤٥)
- النمل (١٨، ١٤، ١٦، ٨٢، ٦٠، ٨٨، ٦٣، ٦٣)
- السجده (٢٤)
- الحديد (٦)
- هود (٦، ٢٣)
- يسين (٢١، ٣٤)
- الروم (٣٦، ٢٣، ١٩، ٥٠، ٣٩، ٣٩)
- فصلت (٣٩، ٣٩)
- الحج (٤٣، ٢٢، ٦٥، ٦١)
- الحجر (٢٢، ١٩)
- الانبياء (٣٤، ٣٠، ٣١)
- الزاريات (٢٤)
- الزلزله (١)
- القصص (٨٢، ٨١، ٨٠، ٤٩، ٤٦)
- النور (٣٣، ٣٥، ٣٠، ٢٢، ٢٢، ٣٤)
- الجمعة (٥، ١١، ١٠، ٦٢، ١١)
- القمر (٤)
- الواقعه (٦٩)
- الفاطر (١٣، ٢٠)
- الملك (١٩)
- الصف (١٠)
- الجن (١٣)
- الشورى (٢٨)
- الزخرف (١١)
- الفيل (١)

BS INTERIOR DESIGN

Semester-VIII

Category	Course Code	Course Title	Credit Hours
	INTD-6129	Capston Project-II	6(0+6)
Major-24	INTD-6130	Final Project Report	3(3+0)
Major-25	INTD-6131	Investment Analysis and Portfolio Management	4(2+2)
Major-26	INTD-6128	Visualization(V-Ray)	3(0+3)
ID-4	BUSB-6148	Digital Marketing	3(3+0)

INTD-6129

Capston Project-II

6(0+6)

An art thesis needs to combine both artistic talent and knowledge of theory. The studio-based thesis exhibition from each student is the culmination of the BS. The students choose a project or topic. Research it thoroughly and produce a body of work that not only demonstrates the personal style of the student but also conforms to the aesthetic and market requirements of the theme. This is an opportunity to apply theory and method in a project, formulating a question and developing a potential answer. Students will explore the broader implications of their practice through aesthetic, social, political, economic and scientific considerations. A thesis is never a definite conclusion, but a moment within the students' artistic development that demonstrates the ability to continue work outside the confined of the institution. The final thesis review with the students' jury takes place during the final thesis exhibition. Students work in close collaboration with the supervisor and a panel of external examiners evaluates the work after viva of the student.

Contents

- Project Selection
- Reason of selection
- Site selection
- Client and Design Brief
- Case studies
- Technical Drawings and Technical Research
- Site Analysis(macro,meso,micro)
- Relationship Diagram
- Flowcharts and bubble diagrams
- Zoning of site
- Concept development
- Proposed layouts(plan,elevations,sections)
- Ceiling plan
- Electric plan
- Plumbing plan
- Mood boards
- Perspective views
- Manual model
- 3D rendered views
- 3d Animation of project

Recommended texts:



- McMorrough, J. (2018). *The architecture reference + specification book: everything architects need to know every day*. Beverly: Rockport Publishers.
- Tallamy, D.W. (2020). *Nature's best hope: a new approach to conservation that starts in your yard*. Portland: Timber Press.
- Meshner, L. (2010). *Basics interior design 01: retail design*. Lausanne: Ava Publishing.
- Donald A. N. (2002). *The design of everyday things*. NYC: MIT Press.

INTD-6130 ✓

Final Project Report

3(3+0)

This course is designed to teach the students to plan, design and write a structured report, ensuring that only suitable content is included and that the argument provided is logical and provides suitable calls to action. At the end of the course, students will be able to operate within 3 main spheres, namely the academic environment, a commercial environment, or one that aims for various reasons at influencing policymakers. They will be able to understand some basic concepts of research and its methodologies. The main purpose of the subject is to identify appropriate research topics and to select and define appropriate research problems and parameters. All they need to be prepared is a project proposal (to undertake a project), organize and conduct research (advanced project) in a more appropriate manner. Students' will be able to write a research proposal and a complete thesis report on their practical work.

Contents

- Data analysis
- Introduction
- Problem Identification
- Review of Literature
- Research Design
- Title of the Problem
- Objectives of the Study
- Sampling Design
- Significance of the Research
- Hypothesis
- Data Collection
- Financial & Statistical Tools for Measurement
- Period of Analysis
- Limitation of Study
- References

Recommended Texts

- Flick, U. (2015). *Introducing research methodology: a beginner's guide to doing a research project*. London: Sage.
- Kara, H. (2015). *Creative research methods in the social sciences: a practical guide*. London: Policy Press.

- Dawson, C. (2019). *Introduction to research methods 5th edition: a practical guide for anyone undertaking a research project*. Singapore: Robinson.
- Patten, M. L., & Newhart, M. (2017). *Understanding research methods: an overview of the essentials*. Milton: Taylor & Francis.

INTD-6131 Investment Analysis and Portfolio Management

4(2+2)

This course emphasizes both theoretical and analytical aspects of investment decision making, analysis and evaluation of different corporate securities as investments, portfolio diversification and management. Special attention is given to the formulation of investment policy and strategy. The course provides the target audience with a broad knowledge on the key topics of investment analysis and management. This course will go through the basic theory and principles on how to construct a stock investment portfolio of financial assets, how to invest in the stock market and about portfolio and risk management. Learn how to calculate the expected return and risk from an investment. Specifically, this course will teach you about constructing a minimum variance stock portfolio, based on modern portfolio theory in finance, constructing an optimal portfolio of stocks and risk-free asset and constructing a portfolio of multiple assets.

Contents

- Investment environment and investment management process
- Investing versus financing
- Direct versus indirect investment
- Investment environment, Investment vehicles
- Financial markets, Investment management process
- Key-terms, References and further readings, Relevant websites
- Quantitative methods of investment analysis
- Investment income and risk
- Return on investment and expected rate of return
- Investment risk. Variance and standard deviation
- Relationship between risk and return Covariance
- Correlation and Coefficient of determination
- Relationship between the returns on stock and market portfolio
- Characteristic line and Beta factor, Questions and problems
- References and further readings
- Theory for investment portfolio formation
- Portfolio theory
- Markowitz portfolio theory
- The expected rate of return and risk of portfolio
- Capital Asset Pricing Model
- Arbitrage Price Theory, Market Efficiency Theory

Recommended Texts

- Grose, V. (2011). *Basics fashion management 01: Fashion merchandising*. London: A&C Black.
- Bertola, P., Colombi, C., & Vacca, F. (2017). *Managing the creative process. In New Luxury Management*. London: Palgrave Macmillan, Cham.

This course is going to help students to gain the skill of photorealistic 3d visualization in 3ds Max and V-ray. Students will learn all the secrets of photorealistic rendering, complex Vray materials and correct post-processing in Photoshop. In this course, students will learn in detail several materials, which are widely used in interior visualization. This course provides an introduction to the processes of interior design and the various aspects and considerations involved in the practice of both residential and commercial design. It exposes the students to interior design as a profession and provides a framework for future courses. Communication through visual means of drawing and digital modeling is the predominant student competency developed by this course. Critical thinking and problem-solving are developed through space planning and design. Students demonstrate an active, analytical approach to the creation of interior projects. Although the primary output is by individual students, teamwork is required in small groups through peer critique and learning exercises. Information technology skills develop as students use CAD drafting, 3D Modeling, image editing, page layout, e-mail, and the Internet to complete homework assignments.

Contents

- Interior modeling
- Settings of composite V-ray materials
- 6 lighting types
- Postprocessing
- Correct work with the scene
- Frame composition in interior
- Rules of applying textures
- Uvw mapping
- Texturing Concrete
- Texturing wood
- Texturing cloth
- 3Ds Max
- V-ray
- Sketchup
- Adobe Photoshop
- Adobe Illustrator

Recommended Texts

- Aubin, P. F. (2006). *Mastering autodesk architectural desktop 2007*. NYC: Autodesk, Incorporated.
- Omura, G. (2002). *Mastering autodesk VIZ 4*. Hoboken: SYBEX Inc.
- Dawkins, J., & Pable, J. (2018). *Sketching interiors at the speed of thought*. NYC. Bloomsbury Publishing.

Suggested Readings

- Ching, F. D. (2014). *Architecture: form, space, and order*. Hoboken: John Wiley & Sons.
- Ching, F. D., Onouye, B. S., & Zuberbuhler, D. (2013). *Building structures illustrated: patterns, systems, and design*. Hoboken: John Wiley & Sons.

Course Description:

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.