

# RESULTS 2023-24



KARACHI  
SCHOOL  
OF ART

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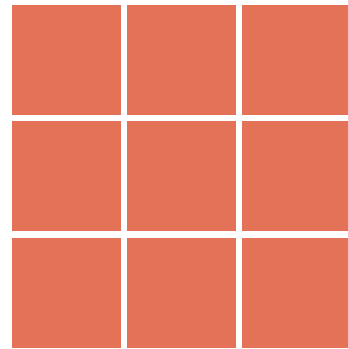
Foundation Studies  
Department of Fine Arts  
Department of Communication Design  
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Department of Digital Media





# INTERDON





## OUR LOGO

A square, divided into nine units symbolises by parts, the diverse aspects of Art as self-contained disciplines and as whole, the composite square, shows the intrinsic correlation of different facets of art with one another.

Apparent two-dimensional dispositions suggest the real space and invisible third dimension relates to the intellect of the artist and beholder.

Square symbolises in its archetypal value, the tendencies of permanence, security, honesty, integrity, morality, balance and as well as rational organisation of space.

Colour of the logo, Terracotta Red, pays tribute to the evolution of art over thousands of years and proverbially rich art history in the region.

A geometric structure!

# VISION MISSION VISION MISSION

## VISION

Leading on the educational front of the creative industry as the primary trendsetter and developing leaders in the industry capable of managing the massive change and challenges of the 21st century via creative solutions bringing Pakistan among the developed nations.

## MISSION

To provide higher education options with Bachelors and Masters Degree programs in the fields of Art and Design facilitating the national effort of filling the massive educational gap that exists in the creative industry.



## Message from the Principal

You are about to make one of the most important decisions of your life so far. You need to have the best information about the options available to you.

This prospectus is designed to give you clear picture of the academic opportunities, which KSA has to offer. KSA holds a legacy of top-quality teaching and exceptionally pleasant environment, both of which have contributed to its national reputation as an educational institution of high standing.

We feel that it is our responsibility to help you get academically and technically equipped for a prosperous and progressive career, which is rewarding in all senses.

We aim to make you confident and amiable towards your career path and enable you to realize your true potential and accept the challenges of your time. While studying at KSA you will learn to analyze problems, become competent in securing critical solutions and understand the industries from a local and global perspective. You will learn to define and communicate your judgments, enhance your capacity to organize and get close to the practical approach towards professional life.

Wishing you best

Rabia Zuberi  
Founder/Principal  
Karachi School of Art,





# AIMS & ASSESSMENT

Karachi School of Art was founded in 1964 by Ms. RABIA ZUBERI and her younger sister Hajra Zuberi. In 1964, even being the largest city of the country, Karachi hardly had any institution dedicated to the education of art. The opportunities of the art education were available only in Lahore as two government supported institutions i.e. National college of Art and Fine Art department of Punjab University were operational since partition. It was felt as the need of the time to establish an institution dedicated to the education of art in Karachi to help people respond to their creative genius.

Karachi School of Art was founded on the belief that the opportunities of education should equally be provided to the young people belonging to the broadest section of society to live in actual reality of life and hold the greatest potential and are ultimately responsible to determine the direction and pace of progress of any nation.

It has been the basic aim of Karachi School of Art to educate as many young people as possible in the field of art so that they could contribute something positive to the social pattern in which they live, as conscious and useful individuals.

Another structural notion in the manifesto of the Karachi School of Art urges on the need to acknowl

edge and understand the worth of the local and regional traditions of art; superficially imported values and trends of imagery, aesthetics and criticism would not help any artist grow further.

Five decades of devotion and dedication rendered by Karachi School of Art are in fact an effort to restore the credibility of art and artist in our social structure.

To offer education of art with conceptual clarity and professional proficiency has been the prime pursuit of Karachi School of Art since ever.

At present there are hundreds of artists and designers serving in different fields of life, related to visual art, in the country and abroad, who completed their basic professional education at KSA and there are hundreds of young artists to come in future who will prove themselves as successful and competent has their seniors

## TEACHING AND LEARNING

Karachi School of Art offers four-year professional diploma or two-year certificate courses in Fine

Arts, Communication Design and Textile Design; same subjects are offered in two years certificate courses. Moreover, Two-year diploma in Digital Media is also offered. All departments i.e. Fine art, Communication Design, Textile Design and Digital Media, aim to provide students with the best that academic life can and should offer to meet the challenge of the practical life.

A wide variety of training methods is used in all departments. In all courses; students are taught in combination of lectures, seminars, group discussions, visit to the art studios/workshops, galleries, museums, industrial centres, audio visuals, individual tutorials and major studio sessions. In all departments considerable emphasis is placed on students' abilities to work practically and read widely with guidance from their teachers and to formulate and express their own opinion. Staff-students contact remains relaxed, friendly and each student enjoys the benefit of individual attention.

The aim is to teach students to read, study, think, practice, argue and explore the subject for themselves and to develop individual interest and confidence in professional skill; and also, to develop in all graduates, the skills of organisation, imagination, understanding, and realisation of commitment in general life.

# KSA TEAM

## ADMINISTRATION

**Rafi Uz Zaman**  
President

**Imran Zuberi**  
Executive Director

**Romila Kareem**  
Head of Academics

**Farazuddin Ahmed**  
Finance Manager

**Habib Shah**  
Accountant

**Mariam Ghais**  
Asst. Manager Admin &  
HR Officer

**Hamza Ikhtlaq**  
IT Administrator

**Nusrat Amin**  
Librarian

**Muhammad Adeel**  
Admin Officer

**Zahra Aftab**  
Front Desk Officer

## FACULTY

### FOUNDATION FACULTY

**Romila Kareem**  
MA Art Education (BNU)  
BFA (NCA)

**Hadiqa Arshad**  
BFA (VS-KU)

**Tehmina Maknojia**  
BFA (IVS)

**Farah Anwer**  
Dip FA (KSA)

**Habib Rehman**  
BFA (CEAD)

### FINE ARTS FACULTY

**Danish Raza**  
Dip (KSA)

**Naheed Afridi**  
Dip FA (KSA)

**Romila Kareem**  
MA Art Education (BNU)  
BFA (NCA)

**Habib Rehman**  
BFA (CEAD)

**Moin Solangi**  
BFA (CEAD)

**Habib Rehman**  
BFA (CEAD)

**Moin Solangi**  
BFA (CEAD)

### COMMUNICATION DESIGN FACULTY

**Khawaja Sabir**  
Dip CD (KSA)

**Haider Agha**  
Dip CD (KSA)

**Khurram Naveed**  
Dip CD (KSA)

**Riaz Mehmood**  
Photography Diploma

**Zia Kazmi**  
Dip CD (KSA)

**Yonus Usmani**  
MBA (IBA)

### TEXTILE DESIGN FACULTY

**Sehrish Imran**  
MA Design Marketing  
(AIFD) BDes (NCA)

**Saleema Naz**  
MA Design Marketing  
(AIFD) BDes (VS-KU)

**Unaiza Hasnain**  
BDes (VS-KU)

**Minzah Shahzad**  
B Des (IBT)

**Faisal Khursheed**  
MBA (Iqra University)

### DIGITAL MEDIA FACULTY

**Sadaf Sajid**  
Head of Department  
Dip Animation (KSA)

**Anzal Afzal**  
Dip Animation (KSA)

**Azhar Siddiqui**  
Dip CD (CIAC)

**Mona Noor**  
BDes (IVS)

**Mohsin Khan**  
Film Diploma (KSA)

**Waqas Naveed**  
Dip Animation (KSA)



# ADMISSIONS





# How to Apply

## Online Form

- The application form is available on our website under admissions section
- Fill out the application form online and submit
- Visit the office with the required documents
- Submit documents and sign the form by hand
- Pay processing charges and receive admit card for the admission test

### Notes:

If you face any difficulty in submitting the online form, you have two other options:

- Download the admission form (MS Word file) from our website, fill it out on the computer, print it, and submit it at the admission office along with the documents.
- Visit the admission office and fill out the form in the office.

## Required Documents

- Copy of Matriculation Certificate and Mark Sheet
- Copy of Equivalence Certificate in case of IB / O-Levels etc.
- Copy of Migration Certificate (in case from other than Karachi board)
- Copy of other Educational Transcripts (if any)
- Two passport size recent photographs
- Applicant's and parent's Copy of CNIC. If the applicant is under 18 years of age, provide copy of B-Form

## Eligibility

### Fine Arts / Communication Design / Textile Design

- Matriculation qualification with minimum 45% marks
- O Levels or any other foreign qualification with be equivalent to a minimum of 45% in matric
- Equivalency Certificate from IBCC must be submitted for all international qualifications i.e. O-Levels, High School Diploma, IB etc.

### Digital Media (Computer Graphic Design)

- KSA Diploma: Matriculation qualification with minimum 45% marks
- SBTE Diploma: Intermediate qualification with minimum 45% marks
- O-Levels/A-Levels or any other foreign qualification with be equivalent to a minimum of 45% in matric/inter
- Equivalency Certificate from IBCC must be submitted for all international qualifications i.e. O-Levels/A-Levels, High School Diploma, IB etc.

### Notes:

- For Digital Media diploma, candidates with matric or equivalent qualification shall not be eligible to register with Sindh Board of Technical Education and shall be awarded KSA Diploma certificate
- For Digital Media diploma, minimum eligibility to register with SBTE is intermediate or equivalent qualification
- Applicant's awaiting results are also eligible to apply
- Awaiting result applicants will be given conditional admission which shall be revoked if above criteria not fulfilled
- Admissions are granted upon successful completion of aptitude test and interview



### Interdepartmental Transfer

Change of department/course is not allowed, however, under exceptional circumstances and on justified reason it can be allowed, on the authority of the Principal/Director before registration at SBTE. Once registration is done at SBTE, department/course cannot be changed. Interdepartmental transfer is only possible between Fine Arts, Communication Design and Textile Design. From and to Digital Media is not applicable.

### Financial Assistance

Student may apply for Financial Aid Program at any point of the course at KSA. A total of 8 (eight) FAP's will be awarded to the students on yearly basis. Karachi School of Art will provide 25%-50% financial backing to the qualifying students through this program. A student can be disqualified and ejected if his/her name appears on the warning list for any reason.

The decision will be taken exclusively by the executive council after a thorough interviewing process and legal verification of the required documentation. Students on the FAP will not be eligible for other financial assistance programs provided by KSA.

Scholarship and Financial Aid Program forms are available from Administration office.

### Fee Structure

- |  |                                       |
|--|---------------------------------------|
| • Admission Processing Fee<br>(one-time, non-refundable) | PKR 1000                              |
| • Admission Fee<br>(one-time, non-refundable)            | PKR 15000                             |
| • Security Deposit<br>(one-time, refundable)             | PKR 10000<br>(refer to refund policy) |
| • Tuition Fee<br>(monthly, non-refundable)               | PKR 10000                             |

### Fee Rules:

- Tuition fees must be submitted regularly on a monthly basis
- Late fine will be applied after due date
- If dues exceed 3 months, admission will be suspended
- KSA reserves the right to review its tuition and other fees annually to cover inflation and other costs

### Refund Policy

- Any paid fee is non-refundable
- Security deposit is refundable only on completion of 2<sup>nd</sup> year or 4<sup>th</sup> year
- Security deposit will not be refunded if left after 1<sup>st</sup>/3<sup>rd</sup> year or in the middle of session.
- Security deposit is refundable subject to clearance of dues, any other penalties and upon completion of certificate/diploma
- Refund will be made through cross cheque only in favour of the student or parent

### Fee Payment Procedure

Fee payments can only be made through cash or pay orders. Cheques are not acceptable.

### Pay at School

- Monthly fee voucher will be issued
- Submit your fees through cash at the fee office
- Receive student copy of paid voucher

### Digital/Bank Fee Payment

You can pay your fees digitally through PayPro (ConnectPay) through following mediums

- Online Internet Banking (17+ Banks Available)
- Over the Counter at Meezan Bank, Silk Bank or any TCS Centre for cash payments
- Easy Paise & Keenu Mobile App

You will receive PayPro ID via SMS and Email containing your digital fee voucher

This payment method is not just reliable and safe; it is endorsed by State Bank of Pakistan



# FACULTIES





## Library

To acknowledge the services the library is dedicated to Zaheen Ahmed who devoted his entire working life to the cause of Art Education. A graduate of the KSA in 1974, Zaheen remained at the school as a dedicated teacher for the rest of his life. He continues to be sadly missed by faculty and students alike.

The KSA library has a rare collection of books related to different fields of Art and Design and various other subjects. You may find a colossal variety of books covering numerous aspects of the various fields of the creative industry, which provides extensive facilities to maximize knowledge and enhance competence. There are more than 3000 books in the active inventory, some of which are very distinctive. Many of the books preserved in this library are original editions and great effort has been put in to develop such a collection of unique and prime quality books. Many of the collection items are a rare find in the market. The library is primarily accessible for reference; however a number of books are also available for the students to issue.

The Library also maintains an Audio/ Visual section. It has a collection of documentaries, movies, e-books and many videos related to art and relevant subjects.

Each student is provided with a library card at the beginning of the academic term, which needs to be renewed annually. For easy and prompt access, all books are catalogued.

The Library is primarily meant for bona-fide students, faculty & staff members of Karachi School of Art. The outsiders from other university/institution may be allowed only with the written prior permission of the Librarian for a limited period. They shall, however, have to consult the documents within the premises of the library.

## Art Gallery

Karachi School of Arts has long provided pioneering education in art and design. However, it is also an institution struggling to keep up with changing times and in its effort to modernize, KSA has transformed its gallery into a space which can be utilized by contemporary artists to create visual dialogues. Exhibitions will be held on a monthly basis, providing emerging artists with a platform to reach out to the public.

Being part of an educational institution, the gallery will contribute by familiarizing students with the key issues emerging in contemporary Pakistani art and the new critical methods which artists are using to engage with contemporary issues. Lectures and seminars will be a regular feature, encouraging students to undertake an active consideration of artworks while resisting simplistic conclusions and binary thinking.

The KSA Gallery encourages new experimental art, and hopes to bring forth unique exhibitions. It provides a critical space for artists to exhibit, and for visitors to explore the art on display.

## Transport

Transport facility is available at Karachi School of Art for both morning and evening students. The transport system consists of a fleet of van covering vast areas of the city. The transport facility for the KSA is managed with special emphasis on comfort, safety and punctuality. The transport facility is available to students at highly affordable rates paid to the drivers directly. The administration closely monitors the transport service and ensures satisfactory service at all times.



# OTHER FACILITIES

**WIFI:** Hi-speed free WIFI is available for students and faculty in all main areas of the campus

**Cafeteria:** serves fresh and hygienic snacks and meals

**Art Shop:** Stocks all basic stationary and art materials

**Printing:** Coloured and B&W photocopier and printing facility is available on campus

**Neighbourhood:** Hospital, Masjid, Bank, ATM, Superstore, Bakery and Art Shop all within 100 meters from campus



# RULES & REGULATIONS



## Examinations Policy

### Foundation Year / First Year

- Final examination shall be internal exams conducted by KSA
- Passing percentage for theory subjects is 40% and for practical subjects is 50%
- A student must clear all subjects to be declared pass
- Final marking will be cumulated from portfolio marks + final exam marks
- Students who fail more than three subjects will not be promoted to the next class and will have to repeat the year
- If a student fails 3 or less subject than he/she will have one chance to clear it in supplementary exam
- Failing to pass supplementary exam will again result in year back
- Supplementary examination charges shall be PKR 1000 per subject

### Second Year

- Second year exams are divided in 2 parts; Final exams (60%) and sessional (40%)
- Final examination shall be conducted by SBTE and sessional marks will be awarded by KSA
- Student must clear both parts separately in order to pass a subject, if you fail either you will be declared fail
- Passing percentage for theory subjects is 40% and for practical subjects is 50%
- Sessional marks will be cumulated from portfolio marks + internal exam marks
- If a student fails in KSA internal assessments, he/she will fail that subject in board as well
- In case of failing a subject(s), student will have to reappear in second year examinations in following year

### Third Year

- Final examination shall be internal exams conducted by KSA
- Passing percentage for theory subjects is 40% and for practical subjects is 50%
- A student must clear all subjects to be declared pass
- Final marking will be cumulated from portfolio marks + final exam marks + mini thesis marks
- It is mandatory to clear mini thesis for promotion to next level
- If a student fails mini thesis and clear rest of the subjects then supplementary thesis will be conducted
- If a student fails mini thesis along with any other subject then he/she will have to repeat the year

- If a student clear mini thesis and fails any other subject then he/she will appear in supplementary exams
- Failing to pass supplementary exam will result in year back
- Supplementary examination fee shall be PKR 1000 per subject and supplementary mini thesis fee shall be PKR 2000

### Fourth Year

- Second year exams are divided in 2 parts; Final exams (60%) and sessional (40%)
- Final examination shall be conducted by SBTE and sessional marks will be awarded by KSA
- Student must clear both parts separately in order to pass a subject, if you fail either you will be declared fail
- Final exams are based on Board Test + Final Thesis
- A student must show satisfactory progress throughout the year in order to appear in Final Thesis

### Attendance

On medical or exceptional grounds the Principal of the institute may condone the shortage of attendance up to 10%.

The candidates having attendance less than 60% will not be eligible for internal or board exams.

An application for sick leave exceeding two days must be supported by a medical certificate from a registered medical practitioner and both must be submitted to the respective Head of Department and approved by the principal before each absence is authorised.

Application for special leave shall be addressed and submitted in writing to the respective Head of Department at least two days in advance and these must have the recommendation of the respective Head of Department and approval of the principal before each authorised.

No student shall be eligible to appear in the second term annual examination if his/her total attendance fail short of 60% of the total lectures and studio sessions conducted during the academic session. Shortage in attendance on any account during the final year (prior to the commencement of the final project i.e. thesis project) shall disqualify a final year student from undertaking his/her thesis projects.



A maximum period of 15 days absence is granted to the student in case he/she falls ill, or in exceptional cases such as an accident or death of a close relative, subject to the condition that he/she submits a medical certificate, an application and proof of the incident within one week.

### General Discipline

Visitors are not allowed to see the students in the classrooms. To attend any guest during school hours will only be possible through principal's permission.

KSA is smoke free zone; smoking on campus is strictly prohibited.

Union activities are strictly prohibited.

Entertainment function/get to gathers/outdoor visits can be arranged with the principal's permission only.

Major disciplinary offence may result in expulsion from school.

It is the responsibility of all students to read and comply with the rule and regulations of the school.

All students will purchase their own equipment and material required for course work which the school is not authorised to issue. Students shall make good to the satisfaction of the principal, if they cause any loss or damage the property of school.

No student shall enter the school without showing the identity card. Students identification cards must be carried by the students and whenever so required by the school authorities. A fine of Rs.200 shall be charged for the loss of school's identity card and the issue of a duplicate.

The school authorities shall not be held responsible for the safe keeping of the private property of students.

No students of the school shall hold any exhibition of work outside the school without having first obtained written permission of the principal. Every students of the school shall surrender his/her identity card to the school office before he/she leaves the school on any account or after completion of the course.

Any student found guilty of indiscipline, misconduct or misbehaviour or found disturbing the atmosphere and smooth running of the school shall be liable to be put on social probation. Social probation shall entail withdrawal of scholarship (if awarded) and participating in any school activities and any other punishment as may be deemed fit by the committee appointed by the principal.

No student body/association/society shall exist or function in the School without permission of the principal/director.

No posters, banners, handbills and pamphlets shall be displayed or distributed in the school without permission of the principal/director.

No outsider shall enter the school or address students of the school except by invitation of the office.



# FEST NEW FOLK S





## Community Projects

Students of Karachi School of Art regularly participate in the community projects other than their routine academics. Our students volunteered in both editions of Karachi Biennale and also executed an educational installation project for KB19. We were also actively involved with other art projects with Alliance Francis, I AM KHI, Karachi Art Festival, Goethe Institute, British Council, etc.

## Study Trips

Different industrial and field trips are frequently arranged for students in their respective area of study. That includes visit to art exhibitions held in art galleries, presenting different and unique sights for photography and design study. Arrangements are also made for students to attend various Textile industries and international trade exhibitions held in the city.

## Recreational Tours

Outdoor recreational tours are arranged for the students that provide them the opportunity to explore the natural beauty and sights and take inspiration from them. Such tours prove to be very beneficial in expanding one's vision and developing creative skills. The trips are generally made to various locations in Sindh and also to the Northern Areas of Pakistan.

## Student Council

KSA Student Council is a democratically elected student body which works as a constructive bridge between management and students. Student Council is elected annually through elections. It consists of 12 members and representation of each department is mandatory. Student council is responsible for arranging different academic and recreational events for students.

## Annual Picnic

It is the event of the year when entire school; administration, faculty and students have a day out of campus at a soothing beach or a peaceful farmhouse. Different activities and games are also organized to make it a memorable day.

# COLD CRISSES





# FOUNDATION



Common and compulsory to all four years diploma programs. Foundation Studies is designed on the belief that the traditional understanding of the basic disciplines of the visual art should be grasped completely. Helping students acquire these basic skills which provide the cornerstone for the development of more specialized capabilities is the main objective of foundation year.

Foundation studies cover a wide range of subjects for all students regardless of their intended course in future. It is basically the first year of diploma programs in Fine Arts, Communication Design and Textile Design. As the name implies, foundation focuses on the development of certain basic skills which are essential for all artists and designers such as drawing, basic design, elements and principals of design, drafting, color theory, understanding of different mediums and an ability to communicate ideas visually.

### Course Outline

| S# | Subjects                    | Teaching Hours |        |
|----|-----------------------------|----------------|--------|
|    |                             | Theory         | Studio |
| 1  | Introduction to Visual Arts | 50             | •      |
| 2  | Drawing                     | 100            | 400    |
| 3  | Basic Design                | 50             | 200    |
| 4  | Drafting                    | 30             | 120    |
| 5  | Materials & Processes       | 40             | 160    |
| 6  | History of Art              | 50             | •      |
| 7  | Sketch Book                 | •              | •      |

## Curriculum

### INTRODUCTION TO VISUAL ARTS:

#### Elements of Arts:

Line, Shape, Volume, Light, Texture, Colour, Perspective, Composition, Importance, quality and application to the Arts using visual references

#### Principal of Design:

Rhythm, Contrast, Continuity, Harmony, Emphasis, Balance, Unity, Importance, quality and application to Design using visual references

#### Terminology used in Art + Design

Terms and process used in Art and Design explained with the aid of visual references

#### Media of visual Arts:

Fine Arts: Drawing, Painting, Sculpture, Printmaking, Photography, Film  
Applied Arts: Architecture, Graphic Design, Comp. Graphics, Product / Textile Design, Ceramics & Glass

Brief history of each discipline and introduction to use of visual language

### DRAWING:

Perspective - One point, two points, three points & Ariel perspective studies in the studio

Still Life - studies simple geometric and organic objective including plant forms

Basic Anatomy - Simple bio machines: basic structure and movement of the body using skeleton & model



Life-long and short studies of simple poses

### **BASIC DESIGN:**

Applied Element of Visual art - short exercises exploring each element with special emphasis on colour

Typography (Lettering and Calligraphy - introduction to basic techniques typeface)

3D Design - basic packaging techniques and introduction to product design

Textile Design --- Graphic representation of natural elements

Terms and process used in Art and Design explained with the aid of visual references

### **Media of visual Arts:**

Fine Arts: Drawing, Painting, Sculpture, Printmaking, Photography, Film  
Applied Arts: Architecture, Graphic Design, Comp. Graphics, Product / Textile Design, Ceramics & Glass

Brief history of each discipline and introduction to use of visual language

### **DRAFTING:**

Handling and use of instruments, Solid geometry, Isometric Perspective, Basic techniques

### **SCULPTURE (Materials & Processes):**

**Concepts:** Three dimensionality, use of media, Introduction to concepts of carving, modelling, construction and assemblage.

**Techniques:** Clay, Wax, Plaster of Paris, Cardboard and other simple media, Ceramics. Simple exercises based on Realistic and abstract studies

### **HISTORY OF ART:**

Overview of major periods of World Art and Architecture - A concise study of World Art from the perspective of the changing role of the Artist and the evolution of human dwellings.

### **SKETCH BOOK:**

To be submitted weekly, Work must be original.

# FINEARTS





This robust program leverages its strengths from half a century of irrefutable legacy based on leadership and excellence. It reflects exhilarating, new convergent practices and encourages dialogue among emerging and traditional genre.

Studies aim to provide a comprehensive understanding of visual art and overall analysis of formal values along with different theories in visual art and school of thoughts. The program encourages students to develop independent learning, search and research for their own creative identity and acquire personal visual language while keeping their studio activity related to the bigger picture of social, political cultural and historical perspectives.

This program offers four major areas of specialization: Painting, Miniature, Sculpture and Print-making. Following foundation course in the first year, students are given initial understanding of all areas in the second year. In the third year students select one subject as major area of specialization with one minor. In the fourth year, students are required to submit a thesis project, which is taken as the apex of the studies. A panel of jurors evaluates the thesis project that leads to the completion of studies.

The educationists in this department pursue the responsibility of preparing students for a highly competitive and fast changing world. During the program, students learn to develop essential skills of self-management and professional practices.

## COURSE OUTLINE

| SECOND YEAR |                |                |        |
|-------------|----------------|----------------|--------|
| S#          | Subjects       | Teaching Hours |        |
|             |                | Theory         | Studio |
| 1           | Drawing        | 60             | 240    |
| 2           | Painting       | 80             | 320    |
| 3           | Printmaking    | 30             | 120    |
| 4           | Sculpture      | 60             | 240    |
| 5           | History of Art | 50             | •      |
| 6           | Sketch Book    | •              | •      |

| THIRD YEAR  |                                   |                |        |
|-------------|-----------------------------------|----------------|--------|
| S#          | Subjects                          | Teaching Hours |        |
|             |                                   | Theory         | Studio |
| 1           | Drawing                           | 60             | 240    |
| 2           | Painting                          | 50             | 240    |
| 3           | Miniature Painting                | 10             | 40     |
| 4           | Printmaking                       | 30             | 130    |
| 5           | Sculpture                         | 40             | 240    |
| 6           | History of Art & Art Appreciation | 50             | •      |
| 7           | Scenic Art / Film                 | •              | •      |
| FOURTH YEAR |                                   |                |        |
| S#          | Subjects                          | Teaching Hours |        |
|             |                                   | Theory         | Studio |
| 1           | Drawing                           | 30             | 120    |
| 2           | Major Discipline                  | 80             | 320    |
| 3           | Minor Discipline                  | 40             | 160    |
| 4           | Open Subject                      | 10             | 40     |
| 5           | Photography                       | 10             | 40     |
| 6           | History of Art & Art Appreciation | 50             | •      |

## Curriculum SECOND YEAR

### DRAWING

Anatomy - detailed study of muscles and Skelton)

Life - advanced long and short poses, study of movement

Still Life composition studies including complex objects & using a verity of drawing styles

Environment - outdoor and study work from direct study (not from memory)

Perspective-application of laws of perspective to landscape environment & the figure in space

## **PAINTING:**

Preparation of Canvas/paper

Colour - colour analysis of object comparative studies in watercolour, gouache, oil, acrylic etc.

Still Life - A variety of arrangements to explore composition, picture plane, the relationship of objects to each other and the use of space

Nature study - study of plants, fruits & vegetable, natural forms

Landscape - Direct studies of a variety of landscapes in different media & the development of these studies into studio work

Portrait - Realistic and abstract studies

Composition: Life Groups/Single figures related to their surroundings

Environment - Urban studies to include studies of students personal surroundings

Abstract Study - development of an ideas from realism to abstraction

Landscape e.g. Outdoor studies in different light condition

Colour studies - analysis of objects/people, colour related time of day, imaginative use of colour

## **PRINTMAKING:**

Advertising & Art Poster using poster colour mono print & linocut

## **SCULPTURE:**

Concepts: Relief - development of relief from 2D drawing or painting and translation of a 3D set up into relief. Use of low & high relief

Three-Dimensional studies - figurative and abstract studies. Scale of work to be between 12"-24", Scaled figure

## **HISTORY OF ART:**

An introduction to history of the Art of the Indo-Pak sub-continent

## **THIRD YEAR**

### **DRAWING:**

Anatomy - studies of moving figures, natural poses. Study of variety of people e.g. children, old people, fat or thin people etc.

Life - outdoor/indoor single/group studies of people in their natural setting

Still Life - studies towards composition with a variety of media

Environment - Composition studies including large scale drawings

Animal Studies - characteristics of different animals & simple anatomy

### **PAINTING:**

Portrait - Realistic and abstract studies

Composition: Life Groups/Single figures related to their surroundings

Environment - Urban studies to include studies of students personal surroundings

Abstract Study - development of an ideas from realism to abstraction

Landscape e.g. Outdoor studies in different light condition

Colour studies - analysis of objects/people, colour related time of day, imaginative use of colour



### **MINITURE PAINTING:**

Study of various schools of miniature painting in the Indo-Pak sub-continent

Study of techniques of miniature painting including assignment to produce work in miniature technique of environment, event or portrait of person known to student

### **PRINTMAKING:**

Intaglio, Relief, Planography, Serigraphy - exploration of different techniques

### **SCULPTURE:**

Concepts: Portrait - life size, real or abstract study

Composition - development of an ideas from sketches & studies, figurative or abstract

### **HISTORY OF ART & ART APPRECIATION**

Prehistoric Art to 19th Century European Art with visual references (see syllabus for detail)

Group discussion with visiting Art personalities. Gallery/ Museum visits

### **SCENIC ART / FILM-VIDEO WORKSHOP:**

Practical experience linked to annual school event

## **FOURTH YEAR**

### **DRAWING:**

Preparatory drawing towards major, minor subjects; life drawing-detailed studies and quick Sketches

Emphasis on drawing as both, development of an idea and as an art work

### **MAJOR DISPLINE:**

Painting, sculpture or printmaking

Emphasis on development of personal vision

### **MINOR DISPLINE:**

Painting, sculpture or printmaking

Emphasis on development of personal vision

### **OPEN SUBJECT:**

This is the time to allow the student to explore other areas of expression in preparation for section D of diploma show.

### **PHOTOGRAPHY:**

Introduction to photography as an art form, handling of camera and its accessories, developing printing and enlarging, visits to studios of well-known photographers

### **HISTORY OF ART & ART APPRECIATION:**

20TH century Art - A global view

Art law - copyright sales of works public liability current policies on art guide to undertaking commissions to assist the graduating student to adopt a professional attitude to suggest a career options. Visits from Artists

# COMMUNION DESIGN





A multifaceted and dynamic Communication Design department takes its pride in delivering state of the art professionals in the fields of print media, publishing and direct marketing. With a booming creative industry in Pakistan and growing number of advertising agencies along with an ever-growing need for skilled professionals, this department holds great promises for the industry.

At KSA students of Communication Design are educated to develop a unique visual language based on a thorough knowledge of design principles combined with their individual design aesthetic and a clear understanding of related technologies.

Courses are designed to equip students with critical, creative and analytical knowledge in order to provide a range of career options in the field of graphic design and print media. The courses are taught not only to transfer latest state-of-the-art skills but are also tailored to broaden student's horizon and provide a clear understanding of the global design industry and standards.

Advance level assignments are simulated to match the industry environments and challenges, including actual advertising campaigns, agency work and marketing gigs.

Students learn to analyze popular culture, trends, perceptions and utilization of such elements into their creative ideas for more effective communication. Today KSA Communication Design graduates are not only working for major advertising agencies, production houses and TV channels locally and globally but are also running their own business successfully.

### Course Outline:

| SECOND YEAR |                             |                |        |
|-------------|-----------------------------|----------------|--------|
| S#          | Subjects                    | Teaching Hours |        |
|             |                             | Theory         | Studio |
| 1           | Drawing                     | 50             | 200    |
| 2           | Application of Design       | 50             | 200    |
| 3           | Typography                  | 50             | 200    |
| 4           | Techniques of Printing      | 50             | •      |
| 5           | 3D Design                   | 50             | 200    |
| 6           | Illustration                | 20             | 80     |
| 7           | History of Art              | 50             | •      |
| 8           | Sketch Book                 | •              | •      |
| THIRD YEAR  |                             |                |        |
| S#          | Subjects                    | Teaching Hours |        |
|             |                             | Theory         | Studio |
| 1           | Drawing                     | 50             | 200    |
| 2           | Advertising Design          | 80             | 320    |
| 3           | Photography                 | 20             | 80     |
| 4           | Printmaking                 | 20             | 80     |
| 5           | Illustration                | 20             | 80     |
| 6           | History of Design           | 50             | •      |
| 7           | Advertising Theory          | 50             | •      |
| FOURTH YEAR |                             |                |        |
| S#          | Subjects                    | Teaching Hours |        |
|             |                             | Theory         | Studio |
| 1           | Drawing                     | 30             | 120    |
| 2           | Practical Design Assignment | 40             | 410    |
| 3           | Internship                  | •              | 200    |
| 4           | Marketing                   | 30             | •      |

# Curriculum

## SECOND YEAR

### DRAWING:

Anatomy - detailed study of muscles and Skelton

Life detailed study of human form and movement

Still Life - study of complex arrangement of objects, a variety of media to be used

Composition study of figure and object in space exploration of positive and negative values

### APPLICATION OF DESIGN:

Process of developing design concept layouts of poster, logo, package & press ad Poster colour work for poster , package press ad in line art illustration only

Finished Art work including cutting and pasting and camera ready Art work (Mechanical) package and press ad (using line art illustration only)

### TYPOGRAPHY:

Lettering, calligraphy - Western & Arabic typesetting, Chart of Expressive Words - Basic techniques

### TECHNIQUES OF PRINTING:

Theory of Letter Press, Photo Offset, Photo Engraver, Photo of Silkscreen, visits to printing press

### 3-D DESIGN:

Packaging design

### ILLUSTRATION:

A passage from a book introducing elementary techniques using pen ink water colour black and white illustration using line and wash. Colour illustration using tone and flat colour + print making techniques etching wood cut silkscreen mono print.

### HISTORY OF ART:

An introduction to history of Art of the Indo-Pak sub-continent

### SKETCH BOOK:

Studies from life, Thumbnail sketches and development of concepts. Original work, submit weekly

## THIRD YEAR

### DRAWING:

Life Drawing - Action studies and composition studies of figure in real life situations and multiple figure compositions

Still Life composition from functional objects e.g. telephone, motorbike, etc.

Environmental studies - Landscape and urban environment



## **ADVERTISING DESIGN:**

Logo, Stationary, Poster, Press Ad, Magazine Ad, Hoarding, Package, Brochure, Story Board, Typography, Social Media, Digital Advertising, Content Creation, App Design, etc.

## **PHOTOGRAPHY:**

History of photography, Types of cameras, Parts of camera, Film types, Camera accessories, Exposing - Daylight/Artificial, Digital techniques

## **GRAPHIC PRINTMAKING:**

Intaglio, Relief printing, Planography, Serigraphy, Scraperboard, Mono-print - as applied to illustration and design work

## **ILLUSTRATION**

One book cover, three illustrations and one dummy

## **HISTORY OF DESIGN:**

Emphasis on period from the industrial revolution to modern time's including European and Asian traditions

## **ADVERTISING - THEORY PRACTICE:**

Introduction to advertising, Role of advertising, Advertising agency system of working, Advertising Media, Advertising psychology, Morality of advertising

# **FOURTH YEAR**

## **DRAWING:**

Advanced with time restriction emphasis on short poses miniature and large scale drawing using a verity of media

## **PRACTICAL DESIGN ASSIGNMENTS:**

Digital Advertising, Environment Design, Graphic Installations, Smart Phone App Design, Social Media Content Creation, TVCs, Copywriting, Campaigns, etc. using advanced techniques emphasis on development of concepts

## **INTERNSHIP:**

To familiarize student with the working of an advertising agency to be arranged in small groups through the year

## **MARKETING - THEORY AND PRACTICE:**

Sales Promotion, Point of Sales, Elements of a Creative Advertising Campaign, Copywriting, Basic Elements of Good Design, Typography, Product Profile



# TEXTILE DESIGN





The Textile Design program prepares students to meet today's imaginative, technical and intellectual demands of the textile and printing industry.

This department proudly retrieves its decades of reputation based on student's extraordinary creative achievements resulting from a thorough knowledge of Textile materials and processes of dyeing, weaving and printing.

It is a department where ideas are inspired by wide ranging visual studies, personal environments and nature. Students are encouraged to develop high-end customized methodologies of observation and analyze specific strategies for the transformation of ideas into tangible and usable design. With in-depth lectures a range of professional advice the courses in this department aim to produce not only excellent designers but also skilled professionals capable of supporting the industry. This department is also one of the first in the country to venture into environmentally friendly reusable and sustainable materials via strategic research and execution of intelligent design.

The department maintains professional and industrial acquaintances and regularly participates in local and national textile trade fairs and completions of apparel design.

### Course Outline:

| SECOND YEAR |                               |                |        |
|-------------|-------------------------------|----------------|--------|
| S#          | Subjects                      | Teaching Hours |        |
|             |                               | Theory         | Studio |
| 1           | Drawing                       | 50             | 200    |
| 2           | Design Development            | 50             | 200    |
| 3           | Fabric Technology             | 50             | •      |
| 4           | Techniques of Fabric Printing | 50             | •      |
| 5           | Application of Design         | 50             | 200    |
| 6           | Hand Crafted Textiles         | 60             | 240    |
| 7           | History of Art                | 50             | •      |
| 8           | Sketch Book                   | •              | •      |

| THIRD YEAR  |                                 |                |        |
|-------------|---------------------------------|----------------|--------|
| S#          | Subjects                        | Teaching Hours |        |
|             |                                 | Theory         | Studio |
| 1           | Drawing                         | 40             | 160    |
| 2           | Fabric Design                   | 40             | 160    |
| 3           | Research Projects               | 50             | 50     |
| 4           | Fabric Technology               | 50             | •      |
| 5           | Printing Processes              | 60             | 140    |
| 6           | Weaving                         | 50             | 200    |
| 7           | Printmaking                     | 20             | 80     |
| 8           | History of Design               | 10             | 40     |
| 9           | History of Textiles             | 50             | •      |
| FOURTH YEAR |                                 |                |        |
| S#          | Subjects                        | Teaching Hours |        |
|             |                                 | Theory         | Studio |
| 1           | Drawing                         | 20             | 80     |
| 2           | Design for Machine made Textile | 90             | 360    |
| 3           | Fashion Illustration            | 30             | 120    |
| 4           | Marketing                       | 50             | •      |
| 5           | Research Project                | 50             | •      |

## Curriculum

### SECOND YEAR

#### DRAWING:

Life drawing, Still Life, Nature Study, Composition

#### DESIGN DEVELOPMENT::

Exploration of Colour, Composition, Evolution of Pattern, Repeat Pattern

### **FABRIC TECHNOLOGY:**

Classification of Fibres, Basic Weaves, Variation of plain weaves

### **TECHNIQUES OF FABRIC PRINTING:**

Wood Block Printing, Silk Screen Printing, Roller Printing, Transfer Printing, Rotary Printing, Visits to Industry

### **APPLICATION OF DESIGN:**

Contextual design: Upholstery, curtains hedlinen, Table linen, Dress material etc.

### **HAND CRAFTED TEXTILES:**

Loom operation, block printing, Tie and Dye, Batik, Hand pained fabric embroidery

Study of traditional textile: Ajrak, Khes, Durry, Carpets etc.

### **HISTORY OF ART:**

Art of the Indo-Pak subcontinent

## **THIRD YEAR**

### **DRAWING:**

Life drawing / fashion drawing, Nature Study, Environment, Composition

### **FABRIC DESIGN:**

Aesthetics of fabric design, Evolution of design, Colour combination, Thematic textile design.

### **REASERCH PROJECTS:**

Researched design work based on local textile and crafts including written research, motifs from historical buildings, art and craft etc.

### **FABRIC TECHNOLOGY:**

Advanced processes, Dyeing technology

### **PRINTING PROCESSES:**

Student work from design stage through to printing fabric using silkscreen, wood block

Visits to industry including Training (subject to availability)

### **WEAVING:**

Advanced techniques, Variation of weaves, Student should weave complete piece, Visits to industry

### **GRAPHIC PRINTMAKING:**

Etching, Wood cut, Silk Screen, Lithography, Mono prints, Photo silkscreen, Photo Litho

### **PHOTOGRAPHY:**

History of photography, Types of cameras, Part of cameras, Film types, Camera accessories, Exposing – Daylight/Artificial, Dark room equipment, Developing & Printing, Photographic Papers, Enlarging



# FOURTH YEAR

## DRAWING:

Life Drawing, Still Life, Nature Study, Environment, Composition

## DESIGN FOR MACHINE MADE TEXTILE:

Student design specific function textiles  
e.g.

- Linen
- Upholstery

For home, work places, personal clothing etc.  
Work to words final presentation

OR

## HAND CRAFTED TEXTILE:

Student produce textile in any of the following process.

- Handloom
- Block print
- Batik

Embroidery, etc.

Work to words final presentation

(STUDENT CHOSE ONE OF THE ABOVE DISCIPLINES)

# DIGITAL MEDIA





The Digital Media course is strategically designed to cater the ever-growing demand of technically skilled human resource in the industry. This is a streamlined and intense program tailored to equip students with all technical knowledge needed to jumpstart their careers as skilled technicians with a broad vision and understanding of the field. The courses offer extensive hands on training in a variety of industry standard programs with in-depth knowledge of technologies, methodologies and applications relevant to the field of Digital Media.

The primary focus of this course is to interject basic understanding of latest software and programs in the world of digital media. It provides clear understanding of design; digital media and concepts related to 2D and 3D animation, modeling, special effects and video editing.

Additionally the course also provides in-depth theoretical and subjective understanding of the field and related technologies. Industry practitioners as well as skilled educationists in the industry teach this program with the objective of bringing it as close as possible to a real field experience. Guest seminars and special events are regularly arranged for the students in partnership with local digital media entities.

### Course Outline:

| FIRST YEAR |   |                |        |
|------------|---|----------------|--------|
| S#         | Subjects  | Teaching Hours |        |
|            |   | Theory         | Studio |
| 1          | Storyboarding   | 50             | 150    |
| 2          | Advertising & Marketing                                 | 100            | •      |
| 3          | Graphic Design I  | 50             | 150    |
| 4          | Drawing I   | •              | 100    |
| 5          | Photography   | 20             | 80     |
| 6          | Application Software (Illustrator, Photoshop, InDesign) | 100            | 300    |

| SECOND YEAR |   |                |        |
|-------------|---|----------------|--------|
| S#          | Subjects  | Teaching Hours |        |
|             |   | Theory         | Studio |
| 1           | Drawing II  | •              | 100    |
| 2           | Graphic Design II   | 50             | 150    |
| 3           | Major (any one)<br>- Animation<br>- Video Editing / Film          | 100            | 300    |
| 4           | Minor (other than major)<br>- Animation<br>- Video Editing / Film | 25             | 75     |

## Curriculum

### FIRST YEAR

#### Graphic Design - I

Study of the elements & principles of design

Elements: Line. Volume. Shape. Form. Texture. Color. Light.

Principles: Balance. Proportion, Unity. Contrast. Continuity, Harmony

Typography: History of typesets. Classification of Types.

Textures

Visualization & Execution.

Story Illustration

Inspirational Design.

Basic Printmaking

Logo designing

## **Advertising & Marketing**

Introduction to Marketing Management

Marketing Mix

SWOT Analysis

Product Life Cycle

Introduction to Advertising

Types of Advertising

Function of Advertising

The Advertiser (Client)

Working of Advertising Agency

Introduction of Market & Market Research

Target Audience

Planning & executing Advertising Campaign

## **Drawing - I**

Still Life

Introduction to the different media of drawing

Environment study

Perspective drawing: one point, two point, three point perspective

Nature Study (plant, bird)

Product drawing

## **Application Software**

Introduction to computer Graphics / Digital Imaging

Vector Graphics / Raster Graphics

Pixel Depth, Pitch resolution

Overview of various graphics formats and software

Image processing using adobe Photoshop

Designing Objects using Illustrator

Introduction to InDesign

## **SECOND YEAR**

### **Graphic Design - II**

Elements & principal of Design

Collages

Typography

Composition: Layouts, Thumbnails layout. Rough layout comprehensive layout.

Label design (Thumbnail sketches, actual size, Comprehensive)

Stationary

Packaging

Book cover

Press ad

Story illustration



Basic Printing

Photography

### **Drawing - II**

Life & object Drawing.

Environment study

Product sketching.

Perspective Drawing (one point, 2 point perspective)

Nature study.

Study of human figure.

### **Optional Major Course:**

Video Editing (Optional Major)

Non Linear Editing

Software: Adobe Premier and Adobe After Effects

Basic introduction, understanding of interface & the difference b/w offline and online editing

Juxtaposing of layers in premiere and after effects as well

Edge to edge frame work in premiere

Figure creation and animation with making in aftereffects

Text application with or without images

Channel ID's

Channel ID's

Antonymous colour correction and environment adjustment

Short film on 5000 still image with the basic sense of Composition

Capturing portraits with the sense of light

### **Computer Animation (Optional major)**

Introduction to Animation

Animation Software

Software 3D Studio Max (Advance)

Character Animation (MAYA)

Understanding modelling concept

Modelling Method

Understanding Composition concepts

Working with light and camera

Exploring rendering techniques

Managing material library

Working with Maps

Animation with light/ Camera / Rendering

Creating Atmosphere and Environments

Working with Track View