

SCHEME OF STUDIES FOR B-Des(4-YEAR) PROGRAM	
Red	Foundation Studies
Green	Communication Design
Blue	Interior Design
Orange	Industrial Design
Purple	Media Arts

B-Des 4-Year Program Outline (Total Credit Hours: 144) (Communication Design Major)

Semester – I			Semester – II		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1303	History of Art	3	BDIN1004	Basic Design and Materials - II	3
BDIN1003	Basic Design and Materials - I	3	BDMA1002	Drawing and Drafting - II	3
BDMA1001	Drawing and Drafting - I	3	BSCS2021	Web App Development	3
BDMA1301	Computer Graphics - I	2	ENTR3062	Digital Marketing	3
BSCS1011	Introduction to Programming	3+1	LART1031	Islamic Studies	3
LART1011	English - I	3	LART2012	English - II	3
Total Credit Hours		18	Total Credit Hours		18

Semester – III			Semester – IV (Communication Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1302	Graphic Design - I	3	BDCD1302	Graphic Design - II	3
BDMA1304	Illustration	3	BDCD1404	Typography	3
ENTR1051	Introduction to Entrepreneurship	2	BDID1401	Industrial Design - I	3
ENTR3015	Entrepreneurial Finance	3	BDIN1402	Interior Design - I	3
LART1051	Urdu: Language, Literature & Society	3	BDMA1403	Film and Video - I	3
LART1021	Pakistan Studies	3	ENTR2063	Art of Storytelling and Pitching	1
--	--	--	LART2022	Political thought & Political action	3
Total Credit Hours		17	Total Credit Hours		19

Semester – V(Communication Design Major)			Semester – VI(Communication Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD2501	Communication Design Studio - I	6	BDCD2502	Communication Design Studio - II	6
BDCD2503	User Experience Design	2	BDCD2609	Computer Graphics - III (Website Design)	3
BDCD2506	Advertising	3	BDID2610	Product Design	2+2
BDMA2508	Computer Graphics - II (Animation)	3	BDMA1405	Introduction to Photography	3
LART XXXX	Liberal Arts Elective	3	BDMA2611	Film and Video - II	3
--	--	--	--	--	--
--	--	--	--	--	--
Total Credit Hours		17	Total Credit Hours		19

Semester – VII(Communication Design Major)			Semester – VIII(Communication Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD3701	Interaction Design	2	BDES3801	Summer Internship	0+2
BDES3702	Thesis/Dissertation	4	BDES3802	Final Project	7
BDESXXXX	BDES Studio Elective - I	6	BDESXXXX	BDES Studio Elective - II	6
BDESXXXX	BDES Open Elective - I	3	BDESXXXX	BDES Open Elective - II	3
--	--	--	BDESXXXX	BDES Open Elective - III	3
--	--	--	--	--	--
Total Credit Hours		15	Total Credit Hours		21

B-Des 4-Year Program Outline (Total Credit Hours: 144) (Interior Design Major)

Semester – I			Semester – II		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1303	History of Art	3	BDIN1004	Basic Design and Materials - II	3
BDIN1003	Basic Design and Materials - I	3	BDMA1002	Drawing and Drafting - II	3
BDMA1001	Drawing and Drafting - I	3	BSCS2021	Web App Development	3
BDMA1301	Computer Graphics - I	2	ENTR3062	Digital Marketing	3
BSCS1011	Introduction to Programming	3+1	LART1031	Islamic Studies	3
LART1011	English - I	3	LART2012	English - II	3
Total Credit Hours		18	Total Credit Hours		18

Semester – III			Semester – IV (Interior Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1302	Graphic Design – I	3	BDID1401	Industrial Design - I	1
BDMA1304	Illustration	3	BDIN1402	Interior Design - I	3
ENTR1051	Introduction to Entrepreneurship	2	BDIN1404	History of Architecture	3
ENTR3015	Entrepreneurial Finance	3	BDMA1403	Film and Video - I	3
LART1051	Urdu: Language, Literature & Society	3	BDMA1405	Introduction to Photography	3
LART1021	Pakistan Studies	3	ENTR2063	Art of Storytelling and Pitching	3
--	--	--	LART2022	Political thought & Political action	3
Total Credit Hours		17	Total Credit Hours		19

Semester – V(Interior Design Major)			Semester – VI(Interior Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD2503	User Experience Design	2	BDCD2609	Computer Graphics - III (Website Design)	3
BDIN2501	Interior Design Studio - I	6	BDID2610	Product Design	2+2
BDIN2506	Form Studies	3	BDIN2502	Interior Design Studio - II	6
BDMA2508	Computer Graphics - II (Animation)	3	BDIN2507	Visualization Techniques	3
LART XXXX	Liberal Arts elective	3	BDMA2611	Film and Video - II	3
Total Credit Hours		17	Total Credit Hours		19

Semester – VII(Interior Design Major)			Semester – VIII(Interior Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD3701	Interaction Design	2	BDES3801	Summer Internship	0+2
BDES3702	Thesis/Dissertation	4	BDES3802	Final Project	7
BDESXXXX	BDES Studio Elective - I	6	BDESXXXX	BDES Studio Elective - II	6
BDESXXXX	BDES Open Elective - I	3	BDESXXXX	BDES Open Elective - II	3
--	--	--	BDESXXXX	BDES Open Elective - III	3
Total Credit Hours		15	Total Credit Hours		21

B-Des 4-Year Program Outline (Total Credit Hours: 144) (Industrial Design Major)

Semester – I			Semester – II		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1303	History of Art	3	BDIN1004	Basic Design and Materials - II	3
BDIN1003	Basic Design and Materials - I	3	BDMA1002	Drawing and Drafting - II	3
BDMA1001	Drawing and Drafting - I	3	BSCS2021	Web App Development	3
BDMA1301	Computer Graphics - I	2	ENTR3062	Digital Marketing	3
BSCS1011	Introduction to Programming	3+1	LART1031	Islamic Studies	3
LART1011	English - I	3	LART2012	English - II	3
Total Credit Hours			Total Credit Hours		
18			18		

Semester – III			Semester – IV (Industrial Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1302	Graphic Design – I	3	BDID1401	Industrial Design - I	1
BDMA1304	Illustration	3	BDIN1402	Interior Design - I	3
ENTR1051	Introduction to Entrepreneurship	2	BDIN1404	History of Architecture	3
ENTR3015	Entrepreneurial Finance	3	BDMA1403	Film and Video - I	3
LART1051	Urdu: Language, Literature & Society	3	BDMA1405	Introduction to Photography	3
LART1021	Pakistan Studies	3	ENTR2063	Art of Storytelling and Pitching	3
--	--	--	LART2022	Political thought & Political action	3
Total Credit Hours			Total Credit Hours		
17			19		

Semester – V(Industrial Design Major)			Semester – VI(Industrial Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD2503	User Experience Design	2	BDCD2609	Computer Graphics - III (Website Design)	3
BDID2501	Industrial Design Studio - I	6	BDID2610	Product Design	2+2
BDID2506	Design Research	3	BDID2502	Industrial Design Studio - II	6
BDMA2508	Computer Graphics - II (Animation)	3	BDID2507	Manufacturing Processes	3
LART XXXX	Liberal Arts elective	3	BDMA2611	Film and Video - II	3
Total Credit Hours			Total Credit Hours		
17			19		

Semester – VII(Industrial Design Major)			Semester – VIII(Industrial Design Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD3701	Interaction Design	2	BDES3801	Summer Internship	0+2
BDES3702	Thesis/Dissertation	4	BDES3802	Final Project	7
BDESXXXX	BDES Studio Elective - I	6	BDESXXXX	BDES Studio Elective - II	6
BDESXXXX	BDES Open Elective - I	3	BDESXXXX	BDES Open Elective - II	3
--	--	--	BDESXXXX	BDES Open Elective - III	3
Total Credit Hours			Total Credit Hours		
15			21		

B-Des 4-Year Program Outline (Total Credit Hours: 144) (Media Arts Major)

Semester – I			Semester – II		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1303	History of Art	3	BDIN1004	Basic Design and Materials - II	3
BDIN1003	Basic Design and Materials - I	3	BDMA1002	Drawing and Drafting - II	3
BDMA1001	Drawing and Drafting - I	3	BSCS2021	Web App Development	3
BDMA1301	Computer Graphics - I	2	ENTR3062	Digital Marketing	3
BSCS1011	Introduction to Programming	3+1	LART1031	Islamic Studies	3
LART1011	English - I	3	LART2012	English - II	3
Total Credit Hours		18	Total Credit Hours		18

Semester – III			Semester – IV (Media Arts Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD1302	Graphic Design – I	3	BDID1401	Industrial Design - I	1
BDMA1304	Illustration	3	BDIN1402	Interior Design - I	3
ENTR1051	Introduction to Entrepreneurship	2	BDMA1403	Film and Video - I	3
ENTR3015	Entrepreneurial Finance	3	BDMA1404	History of Film	3
LART1051	Urdu: Language, Literature & Society	3	BDMA1405	Introduction to Photography	3
LART1021	Pakistan Studies	3	ENTR2063	Art of Storytelling and Pitching	3
--	--	--	LART2022	Political thought & Political action	3
Total Credit Hours		17	Total Credit Hours		19

Semester – V(Media Arts Major)			Semester – VI(Media Arts Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD2503	User Experience Design	2	BDCD2609	Computer Graphics - III (Website Design)	3
BDMA2501	Media Arts Design Studio - I	6	BDID2610	Product Design	2+2
BDMA2506	Script and Storytelling for Film	3	BDMA2502	Media Arts Design Studio - II	6
BDMA2508	Computer Graphics - II (Animation)	3	BDMA2507	Photography - II	3
LART XXXX	Liberal Arts elective	3	BDMA2611	Film and Video - II	3
Total Credit Hours		17	Total Credit Hours		19

Semester – VII(Media Arts Major)			Semester – VIII(Media Arts Major)		
Code	Course Title	Credit Hrs	Code	Course Title	Credit Hrs
BDCD3701	Interaction Design	2	BDES3801	Summer Internship	0+2
BDES3702	Thesis/Dissertation	4	BDES3802	Final Project	7
BDESXXXX	BDES Studio Elective - I	6	BDESXXXX	BDES Studio Elective - II	6
BDESXXXX	BDES Open Elective - I	3	BDESXXXX	BDES Open Elective - II	3
--	--	--	BDESXXXX	BDES Open Elective - III	3
Total Credit Hours		15	Total Credit Hours		21