



National University of Sciences and Technology

School of Art, Design and Architecture

Course Title:	Language of Design	Course Code:	ID-122
Credit Hours:	3(3-0)	Semester:	First-Fall
Instructor: Email: Website:			
Counseling Hours:			
Research Assistant: Email: Website:		Office: Extension:	

Pre-requisites: None

Course Description:

Course Objectives:

- To generate appreciation of art and design works
- To enable a vocabulary of terms relating to visual communication
- To better understand usage of terms with reference to design and art
- Introduction to semiotics & semantics
- Analyzing and reading products
- Design & emotion

Course Outcomes:

- Understanding of design elements as used in practical terms
- Ability to formulate simple visual interpretations of complex meanings