



RIMT

UNIVERSITY

Study Scheme & Syllabus

For

**BFA (applied Art)
(First to Eight Semesters)**

Program Code: FAP 301

(W.e.f. Session 2018-19)

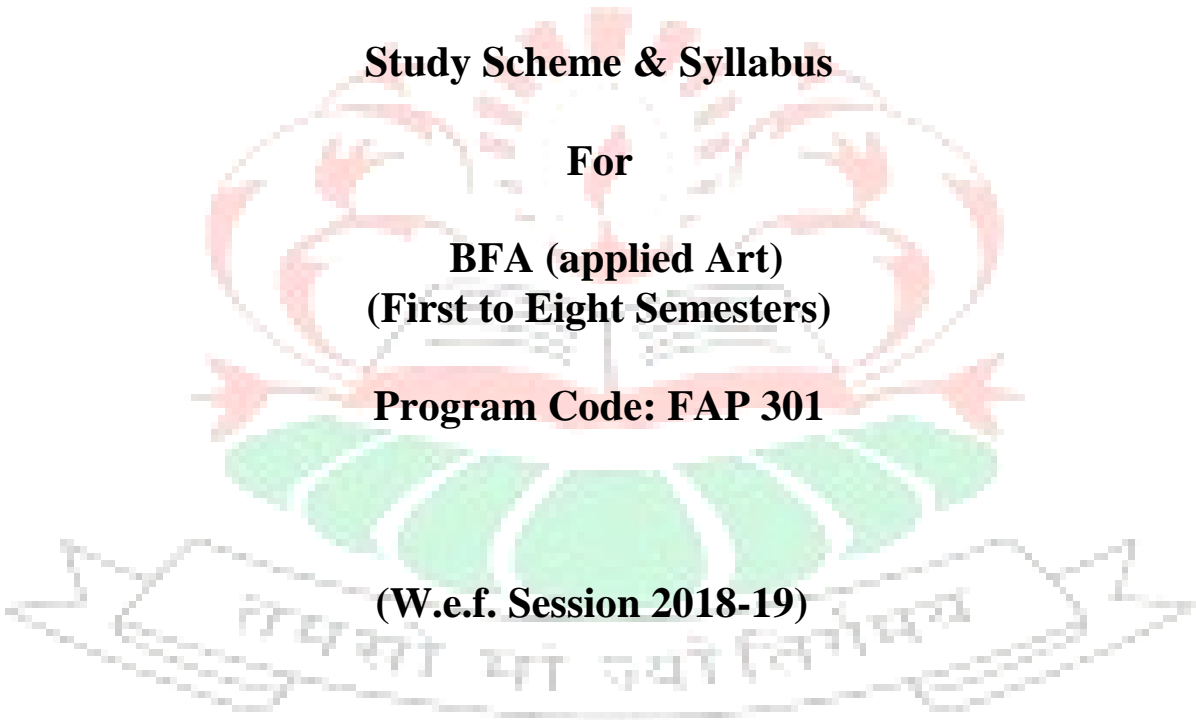


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L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

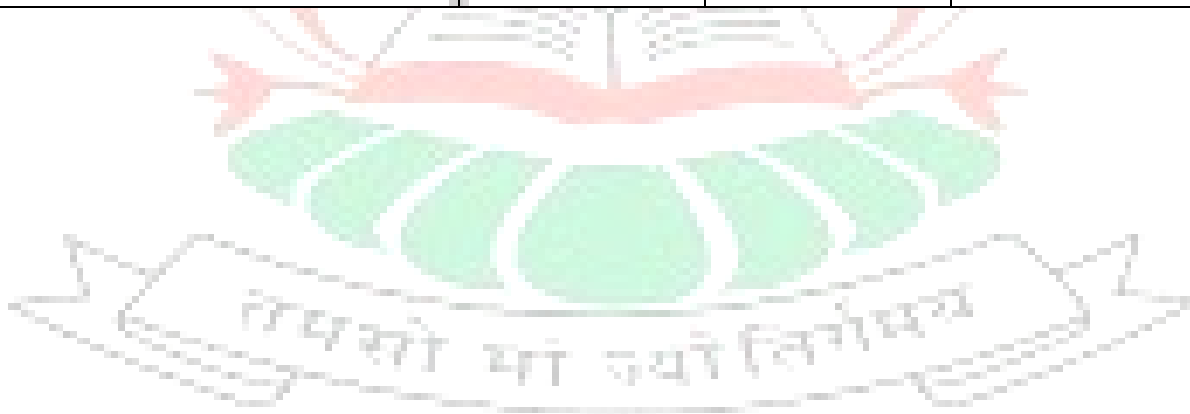
Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Section5

Curriculum/Scheme with Examination Grading Scheme

Semester wise summary of the programme: BFA (Applied Art)

S. No.	Semester	No. of Contact Hours	Marks	Credits
1	I	36	800	20
2	II	30	800	17
3	III	30	800	19
4	IV	30	800	18
5	V	32	800	20
6	VI	34	800	21
7	VII	32	800	18
8	VIII	26	700	15
Total		250	6300	148



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Examination Grading Scheme

Marks Percentage Range	Grade	Grade Point	Qualitative Meaning
80-100	O	10	Outstanding
70-79	A+	9	Excellent
60-69	A	8	Very Good
55-59	B+	7	Good
50-54	B	6	Above Average
45-49	C	5	Average
40-44	P	4	Fail
0-39	F	0	Fail
Absent	AB	0	Fail

Percentage Calculation: CGPA *10



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RIMT UNIVERSITY MANDI GOBINDGARH, PUNJAB

VISION

To become one of the most preferred learning places and a centre of excellence to promote and nurture future leaders who would facilitate the desired change in the society.

MISSION

- To impart teaching and learning through cutting-edge technologies supported by the world class infrastructure
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.



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DEPARTMENT OF BACHELOR OF FINE ARTS

VISION

The department seeks to become an international model for art and design programs within a public research university that stresses cross – disciplinary activities. We envision students as agile, flexible thinkers and civically engaged leaders in a rapidly changing world.

MISSION

The Department of Fine Arts is committed to guiding future artists and design professionals to think independently, work entrepreneurially, and implement creative solutions to real world problems. Our BFA and MFA curricula equip students to push beyond normal parameters as they move skillfully between technologies, processes and mode of thinking

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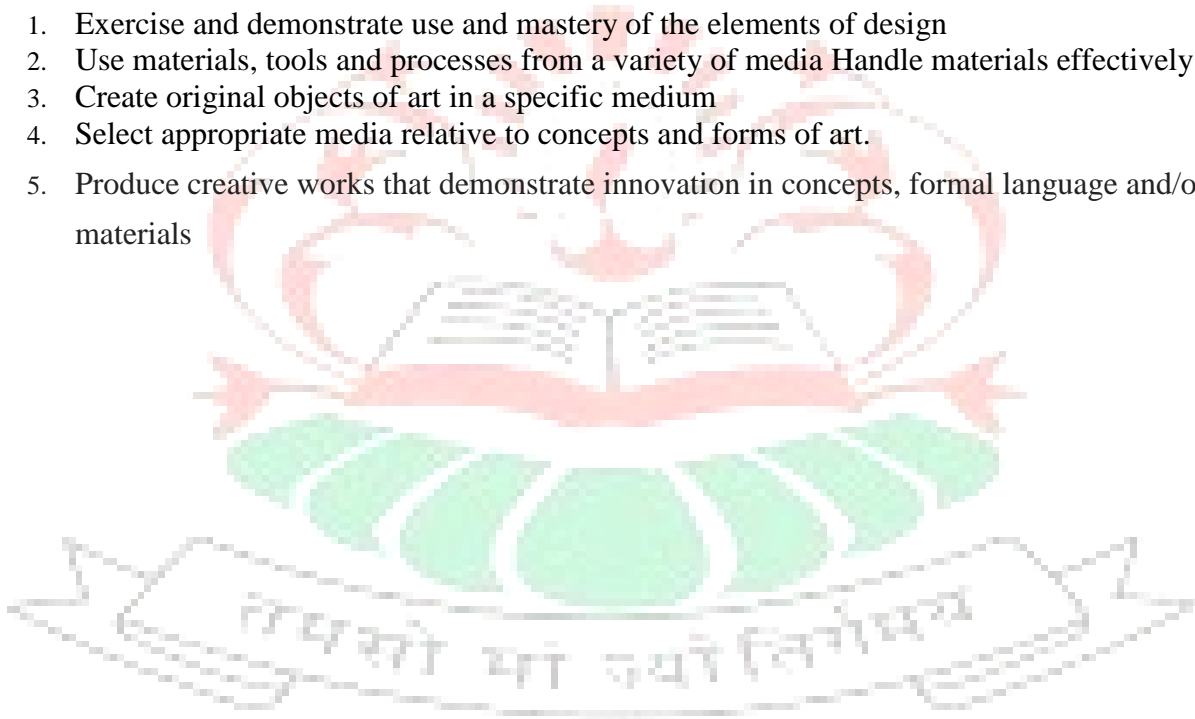
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ABOUT THE PROGRAM

The program will promote the development of artistic skills, the expression of creative processes, and an informed awareness of how art practice intersects with current visual, cultural and societal concerns. A BFA course not only educates but reforms the skills of candidates to enable them become artists in their chosen field.

OBJECTIVES

1. Exercise and demonstrate use and mastery of the elements of design
2. Use materials, tools and processes from a variety of media Handle materials effectively
3. Create original objects of art in a specific medium
4. Select appropriate media relative to concepts and forms of art.
5. Produce creative works that demonstrate innovation in concepts, formal language and/or materials



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The PEOs are broad statements that describe the career and professional accomplishments that the program is preparing its graduates to achieve in four years subsequent to receiving the degree. The PEOs of the '(BFA Applied Art)' program are as follows

PEO1	Ability to demonstrate familiarity with established knowledge in the field of Applied Arts and awareness of the current development therein.
PEO2	Specialization Applied Art covers Print Production, Advertising, Calligraphy, Clay Modeling, Animation, video editing Graphic Designing, etc.
PEO3	Graduates will be highly skilled in art field like Painting's in different medium Mural, Metal and Non-Metallic sculpture, Commercial Art, Digital Screen printing, Engraving and etching and Installation Art.
PEO4	Assist to learners to use artistic and aesthetic sensibility in day –to-day life situation enable learns to achieve a balanced growth as a social being in tune with our culture through project work
PEO5	The programme BFA Applied Art empowers the students and enables them to be well- trained and competent in the relevant field, make them a seasoned practitioner who could envision and create master piece in art by keeping a moderate blend in the traditional and modern aspects of art.

PROGRAM OUTCOMES

PO 1	The students during their bachelors programme, they endeavour to understand nuances of art at a deeper level.
PO 2	Student is able to demonstrated expertise as visual communicators.
PO 3	Demonstrates, through their presentations and writing, that they are aware of contemporary art and relevant historical precedents.
PO 4	Student would gain the theoretical knowledge of studio, printing, Perspective Drawing, outdoor scene, landscapes.
PO 5	Students will learn the ability to work co-operatively in group-based activities.
PO 6	Demonstrate the intention, motivation and skills required to pursue and sustain a career as an artist.
PO 7	Applied Arts candidate will be placed as a Graphic Designer, Animator, web Designer, film maker and many other roles.
PO 8	To develop and understanding of global Environment and its Protection
PO 9	Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from

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	different perspectives.
PO 10	Produce and exhibit a comprehensive body of artwork that demonstrates conceptual rigor and appropriate technical skill
PO 11	Applied Art aim at making the students to achieve Commercial and market oriented Art which will beneficial for them in future.
PO 12	Understand the necessary skills needed to setup a professional practice in art making, including how to organize their studio, look for opportunities to exhibit their work and exhibit their own work.

PROGRAM SPECIFIC OUTCOMES

PSO1	This course emphasizes on a student's imaginative engagement with the world to understand visual elements and various principles of art. The primary focus in foundation course is on creating awareness in the students about the use of art materials and technical processes which are used in creating visual art and ideas.
PSO2	Applied Art is basically a subject for communication, which assumes various forms and an Applied Artist must know how to communicate through various Medias and technologies in modern era.
PSO3	This programme are dedicated to an inter- disciplinary and multimedia approach to art making that embraces painting, drawing and illustration, video and computer generated image making, as well as web based art.
PSO4	Student will understanding the basic and advance visual forms, the media and its reach to the public, various tools for execution like Visualisation, Photography, Animation, Films, and wide range of computer application. Advertising is now a ever fast growing industry.
PSO5	The programme of training in Applied Art is designed to emphasise upon professional aspects, it will not only develop professional skill in students but will also shape the personality of the students where in creative freedom will co-exist with practical requirements.

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Program : B.F.A (Foundation Course)															
2018															
Department : Department of Fine Arts															
Year : 1 (Semester 1)															
Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)					
S. No	Subj ect Code	Course Title	Subjec t Area	Cred its	L	T	P	Theory	Practical	CWA	L W A	MTE	ETE	ETPE	TOTAL
1	BFA 1101	Visualization and Representation-I	Practic al	2	-	-	4	-	4	-	60	-	-	4 0	10 0
2	BFA 1102	Indian Culture and Arts- I	Theory	2	2	-	-	3	-	16	-	2 4	6 0	-	10 0
3	BFA 1103	Clay Modeling-I	Practic al	3	-	-	6	-	6	-	60	-	-	4 0	10 0
4	BFA 1104	Basic Communication skills - I	Theory	2	2	-	-	3	-	16	-	2 4	6 0	-	10 0
5	BFA 1105	Still Life- I	Practic al	2	-	-	4	-	6	-	60	-	-	4 0	10 0
6	BFA 1106	Basic Computer -I	Practic al	4	-	-	8	-	3	-	60	-	-	4 0	10 0
7	BFA 1107	Print Making-I	Practic al	3	-	-	6	-	6	-	60	-	-	4 0	10 0
8	BFA 1108	Integrated Project- I	Generic subject	2	-	-	4	-	2	-	60	-	-	4 0	10 0
Total				20	4	-	3 2	-	-	32	36 0	4 8	1 2 0	2 4 0	80 0

* Subject Code will be allotted by Director Office

L-Lecture

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2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Program Name: Bachelor of Fine arts (Applied Art)
Program Code: FAP 301

Program : B.F.A (Foundation Course) 2018															
Department : Department of Fine Arts															
Year : 1 (Semester 2)															
S.No	Subject Code	Teaching Scheme Course Title	Subject Area	Credits	Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)					TOTAL
					L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	
1	BFA1201	Visualization and Representation -II	Practical	2	-	-	4	-	3	-	60	-	-	40	100
2	BFA1202	Indian Culture and Arts- II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFA1203	Clay Modeling-II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
4	BFA1204	Advance Communication Skill - II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
5	BFA1205	Photography - I	Practical	2	-	-	4	-	6	-	60	-	-	40	100
6	BFA1206	Basic Computer	Practical	2	-	-	4	-	3	-	60	-	-	40	100
7	BFA1207	Drawing And Painting - I	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFA1208	Integrated Project- II	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
		Total		17	4	-	26	-	-	32	360	48	120	240	800

* Subject Code will be allotted by Director Office

L-Lecture

T-Tutorial

P-Practical

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1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Program : B.F.A- II (Applied Art)															118
Department : Department of Fine Arts															
Year : 2 (Semester- 3)															
Teaching Scheme					Contact			Exam Duration		Relative Weights (%)					
					Hours/Week			(Hrs.)							
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BFAA2301	Ancient Indian Art	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA2302	Aesthetics-I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA2303	Marketing management	Theory	4	4	-	-	3	-	16	-	24	60	-	100
4	BFAA2304	Professional Communication	Practical	2	-	-	4	-	3	-	60	-	-	40	100
5	BFAA2305	Drawing Illustration- I	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA2306	Graphic Design	Practical	2	-	-	4	-	6	-	60	-	-	40	100
7	BFAA2307	Print Production-I	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAA2308	Integrated Project- III	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				19	8	-	22	-	-	48	300	72	180	200	800

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2. Assignment: 10
3. Attendance: 5
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<p style="text-align: center;">Program : B.F.A(Applied Art) 2018 Department : Department of Fine Arts Year : 2 (Semester- 4)</p>															
Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)			Relative Weights (%)				
S. No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BFAA2 401	European art	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA2 402	Aesthetics-II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA2 403	Advertising Profession & Practice I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAA2 404	Verbal Communication	Practical	2	-	-	4	-	2	-	60	-	-	40	100
5	BFAA2 405	Drawing illustration - II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA2 406	Typography & Poster Making	Practical	4	-	-	8	-	6	-	60	-	-	40	100
7	BFAA2 407	Graphic Design- II	Practical	2	-	-	4	-	6	-	60	-	-	40	100
8	BFAA2 408	Integrated Project- IV	Generic Subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				18	6	-	4	-	-	48	300	72	180	200	800

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L-Lecture

T-Tutorial

P-Practical

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2. Assignment: 10

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Program Name: Bachelor of Fine arts (Applied Art)
Program Code: FAP 301

2
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1
8

Program : B.F.A(Applied Art)
Department : Department of Fine Arts
Year : 3 (Semester- 5)

Teaching Scheme				Contact			Exam Duration		Relative Weights (%)						
				Hours/Week			(Hrs.)								
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
1	BFAA 3501	History & Appreciation of Art- I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA 3502	Aesthetics- III	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA 3503	Advertising & Sales Management	Theory	4	4	-	-	3	-	16	-	24	60	-	100
4	BFAA 3504	Communication to Different Media	Practical	2	-	-	4	-	3	16	-	24	60	-	100
5	BFAA 3505	Photography	Practical	2	-	-	4	-	6	-	60	-	-	10	100
6	BFAA 3506	Poster & Magazine layout -I	Practical	3	-	-	6	-	6	-	60	-	-	10	100
7	BFAA 3507	Post Production Advanced After Effect	Practical	4	-	-	8	-	6	-	60	-	-	10	100
8	BFAA 3508	Integrated Project- V	Generic subject	1	-	-	2	-	2	-	60	-	-	10	100
Total				20	8	-	24	-	-	64	240	96	240	60	800
Subject Code will be allotted by Director Office															

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<p align="center">Program : B.F.A(Applied Art)</p> <p align="center">2018</p> <p align="center">Department : Department of Fine Arts</p> <p align="center">Year : 3 (Semester- 6)</p>																
Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)	Relative Weights (%)							
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL	
																History & Appreciation of Art-II
1	BFAA 3601	History & Appreciation of Art-II	Theory	2	2	-	-	3	-	6	-	4	6	-	100	
2	BFAA 3602	Aesthetics-IV	Theory	2	2	-	-	3	-	6	-	4	6	-	100	
3	BFAA 3603	Advertising Profession & Practice-II	Theory	4	4	-	-	3	-	6	-	4	6	-	100	
4	BFAA 3604	Workshop on Communication Skills	Practical	2	-	-	4	-	3	60	-	-	-	4	100	
5	BFAA 3605	Poster & Magazine layout - II	Practical	4	-	-	8	-	6	-	60	-	-	4	100	
6	BFAA 3606	Computer Graphic	Practical	3	-	-	6	-	6	-	60	-	-	4	100	
7	BFAA 3607	Printing & Photography	Practical	3	-	-	6	-	6	-	60	-	-	4	100	
8	BFAA 3608	Integrated Project- VI	Generic subject	1	-	-	2	-	2	-	60	-	-	4	100	
Total				21	8	-	6	-	-	64	30	96	80	0	800	

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<p align="center">Program : B.F.A(Applied Art) Department : Department of Fine Arts Year : 4 (Semester- 7)</p>															
Teaching Scheme				Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)						
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LW A	MTE	ETE	ETPE	TOTAL
2	BFAA4702	Aesthetics-V	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA4703	Communication Skills-I	Practical	1	-	-	2	-	2	-	60	-	-	40	100
4	BFAA4704	Video Editing	Practical	3	-	-	6	-	6	-	60	-	-	40	100
5	BFAA4705	Drawing Illustration-III	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA4706	Digital Media (Motion Graphics)	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAA4707	Print Production II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAA4708	Integrated Project- VII	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				18	4	-	8	-	-	32	300	48	120	240	800

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Program: B.F.A (Applied art)															
Department : Department of Fine Arts															201
Year : 5 (Semester- 8)															8
Teaching Scheme										Exam Duration		Relative Weights (%)			
S.No	Subject Code	Course Title	Subject Area	Credits	Contact Hours/Week			Theory	Practical	CWA	LWA	MTE	ETE	ETPE	TOTAL
					L	T	P								
1	BFAA4801	History & Appreciation of Art- IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA4802	Aesthetics- VI	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA4803	Communication Skills II	Practical	1	-	-	2	-	2	-	60	-	-	40	100
4	BFAA4804	Digital Poster	Practical	3	-	-	6	-	6	-	60	-	-	40	100
5	BFAA4805	Drawing Illustration- IV	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA4806	Print Production- III	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAA4807	Integrated Project- VIII	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				15	4	-	2	-	-	32	300	48	120	200	700

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SUBJECT TITLE: Visualization & Representation- I (Practical)

SUBJECT CODE: BFA1101

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Students will learn how to hold and manipulate your pencil so you can draw beautiful lines and shapes. How to develop your Artist's Eye and see your subject in a completely new way.

CO1: Develop new ways of thinking, seeing, and creating. These exercises will include blind contour drawing & Gesture.

CO2: Develop the ability to use critical, analytical, and reflective thinking and reasoning.

CO3: Develop knowledge of representational processes using visual as well as audile material as mediums of representation & also Show a practical and technical command of materials and methods in one or more media of the visual arts.

CO4: Visual representation can be used to express a wide range of emotions and ideas

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Drawing as an extension of seeing: a) Enhancing eye- hand coordination b) Blind drawing- focus on object while drawing on paper. c) Gesture Drawing- focus on movement of wrist and upper arm. d) Image making through recall, observation and imagination.	
UNIT-II	Introduction to visual elements and its application: a) Introduction to different tools b) Exploration of visual elements – line, shape, form, space, light and shade, texture and tones. c) Object & environment drawing- natural and manmade.	
UNIT-III	Introduction to intangible aspects of drawing: a) Visual experience of elements/objects through contextualization or displacement of (out of context/ different context) elements b) Enhancing sensorial perceptions.	
UNIT-IV	Enhancing and expanding the skill of drawing for expression and	

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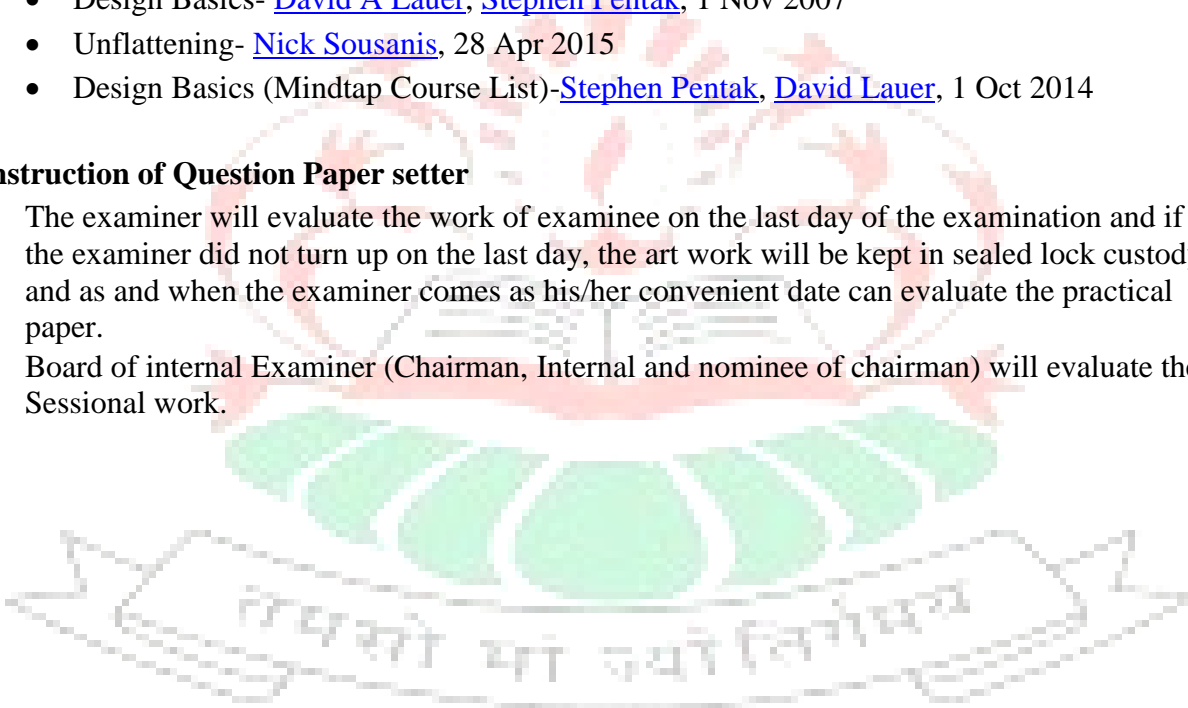
	communication: a)Introduction to Isometric drawings. b)Principles of perspective drawing.(One point, two point and three point) Theory	
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Recommended Books:

- Design Representation- [Gabriela Goldschmidt](#) , [William L. Porter](#), 15 Jan 2004
- The Design of Everyday Things- [Don Norman](#), 5 Nov 2013
- Design Basics- [David A Lauer](#), [Stephen Pentak](#), 1 Nov 2007
- Unflattening- [Nick Sousanis](#), 28 Apr 2015
- Design Basics (Mindtap Course List)-[Stephen Pentak](#), [David Lauer](#), 1 Oct 2014

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Indian Culture and Arts- I (Theory)

SUBJECT CODE: BFA1102

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This course deals with the introduction of History and Appreciation of Art with special reference of Ajanta, Ellora and Bagh caves and detail study of murals, techniques, themes etc of Indus valley civilizations, living culture and detailed study of Maurayan and Shunga art.

CO1: Analyze and compare expositions of theory and criticism relevant to the field.

CO2: To develop contextual understanding of traditional art forms and processes and to be able to correlate and identify its evolution in contemporary times.

CO3: To be able to identify art that belongs to different cultures and periods in Indian history.

CO4: Understanding the historical and cultural significance of Indian art by studying Indian art, students can gain an understanding of the rich cultural heritage and history of India.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Various cults, schools (Buddhist, Jain, Brahmanical) Pre-Historic Art, Cave paintings at Bhimbetka Medium and subjects of cave paintings	
UNIT-II	Proto-Historic Art- Indus Valley Civilization, Mohenjodaro, Harappa Priest head, Dancing girl, Seals etc,	
UNIT-III	Maurayan Art, Stupa Sculptures- Bahrut, Sanchi, Amaravati, Nagarjunkonda, Buddhist Art, Brahmanical Art, Basic	
UNIT-IV	Introduction to : Decorative Arts, Applied Arts Crafts, Cave Sculptures: Ajanta, Ellora, Elephanta.	

Recommended Books:

Maurayan and Post Maurayan Art: NiharRanjanRai

Pre- historic Art in India: H.D. Sankali

Ajanta : Its place in Buddhist art: Sheila L Weiner

Bagh caves: Sir John Marshall

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Clay Modeling – I (Practical)

SUBJECT CODE: BFA1103

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This subject deals with the fundamentals of Clay modeling and about tools used in clay modeling. All aspects like balance, unity, proportion, harmony, rhythm, variety textures deals in this subject. In this subject students are independent to draw shapes in round forms and others.

CO1: This subject deals with the fundamentals of Clay modeling and about tools used in clay modeling.

CO2: Create and implement the concept and basic principles of various modeling techniques.

CO3: All aspects like balance, unity, proportion, harmony, rhythm, variety textures deals in this subject.

CO4 Through studying clay modelling, students can develop a sense of form, volume, and space, which can be applied to other areas of their artistic practice.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Elementary introduction to various type of clay used in pottery.	
UNIT-II	To develop the sense of structure. Operational problems in building up structures.	
UNIT-III	Simple assignments to work with clay to develop three dimensional shapes/structures.	
UNIT-IV	Develop skills to conceive simple figures, group-figures and objects of	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

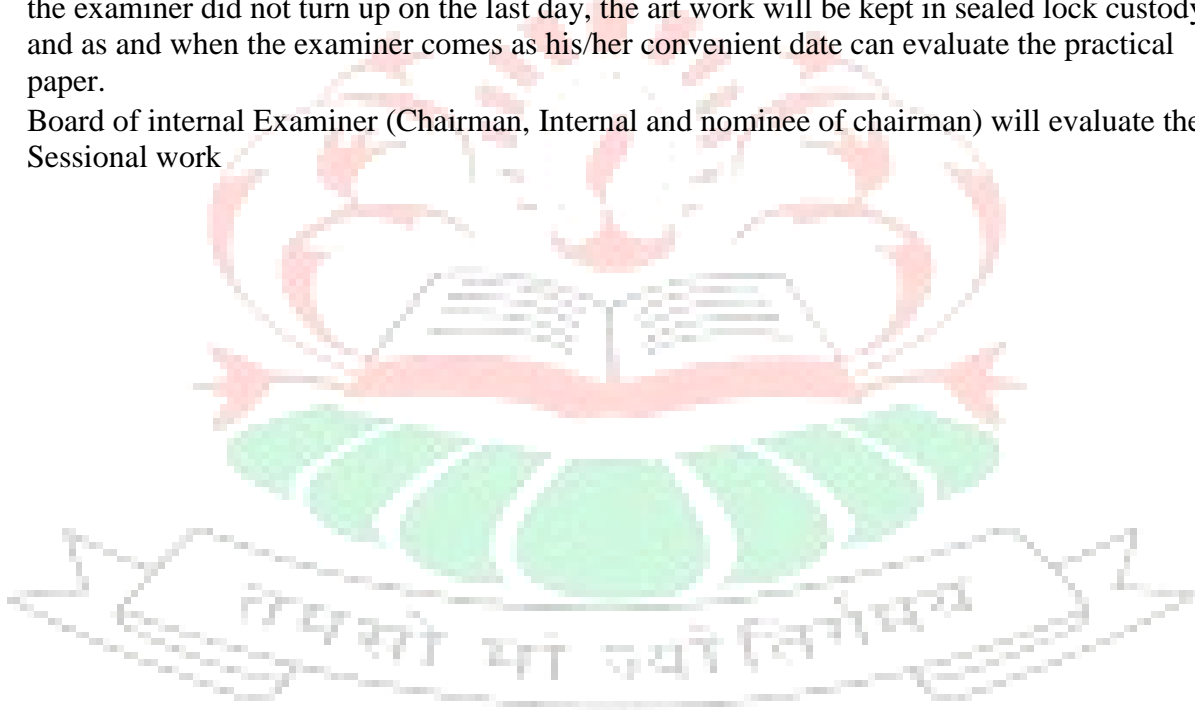
	common use in clay.	
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Recommended Books:

- Modelling a likeness in clay step by step technique capturing character by **Dalsy Grubbus**
- The head Sculptural transformation step by step by Alexander Cherkov

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Basic Communication skills-I (Theory)

SUBJECT CODE: BFA1104

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

CO1 Identify barriers to effective communication, such as language barriers, cultural differences, and emotional barriers.

CO2 Understand the importance of communication in personal and professional settings.

CO3 Demonstrate knowledge of basic grammar, including the parts of speech, tenses, and correct word usage.

CO4 Formulate clear and effective written and oral messages using appropriate grammar, punctuation, and sentence structure.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive	10
UNIT-II	Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms. Business Communication – its meaning & importance. Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication	5
UNIT-III	Basic Model of Communication: History of communication theory, Shannon and Waver’s model of communication, encoding and decoding, feedback, noise. Essentials of effective business communication – 7 C’s of communication.	5

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

UNIT-IV	Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication.	5
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Recommended Books:

1. Wren & Martin, *English Grammar and Composition*, Sultan Chand & Sons.
2. Lesikar, *Business Communication: Making Connections in a Digital World*, McGraw Hill
3. S C Sharma, Shiv N. Bhardwaj, *A Textbook of Grammar and Composition*, Jawahar Book centre
4. Boove, Thill, Chaturvedi, *Business Communication Today*, Pearson Education.
5. Murphy and Hildebrandt, *Effective Business Communication*, Tata McGraw Hill Education

Instruction of Question Paper setter: The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Still life-I (Practical)

SUBJECT CODE: BFA1105

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Upon completion of this lesson, students will be able to:

- Identify still life drawings
- Compare and contrast different types of still life drawings
- Demonstrate still life techniques in drawing

CO1: Understanding the skills of drawing and painting that how to see them with a perceptive awareness of their outline, shape, proportions, tone, color, texture, form and composition.

CO2: Ability to explore the expressive possibilities of various media, and the diverse conceptual modes available to the painter. This may deal with direct painting from nature or with alternative approaches to the making of traditional or innovative two- and, at times, three-dimensional images.

CO3: Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces.

CO4: Students can develop technical skills in drawing and painting, such as shading, colour mixing, and brushwork

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study of various types of forms, textures and light effects in different nonliving objects using line drawing with light and shade effects according to fundamentals and principles.	
UNIT-II	Arrangement of different objects (Geometrical and organic objects) from composition point of view.	
UNIT-III	Study of basic geometrical objects. Drawing from cubes, cones, cylindrical objects, casts, drapery etc. observed and studied in various rendering media (such as pencils, crayons, pastels, charcoal).	
UNIT-IV	Observed and studied in various rendering media (such as pencils, crayons, pastels, charcoal).	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

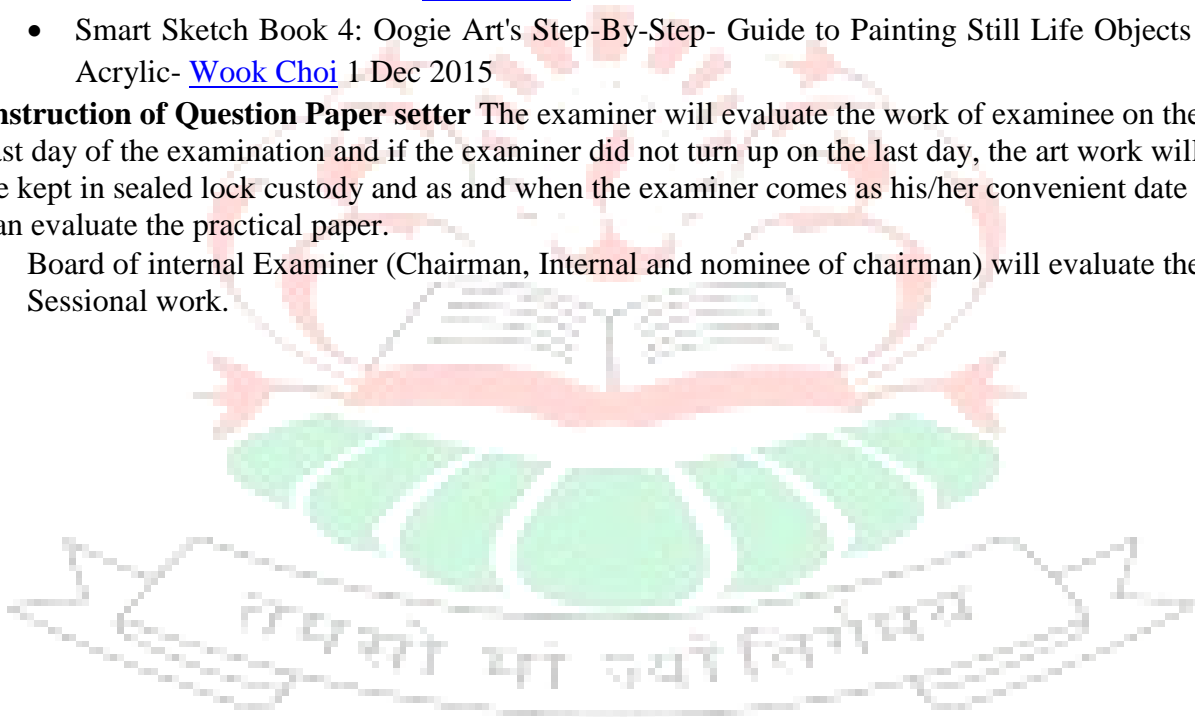
Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Recommended Books:

- DRAWING STILL LIFE- [PROSENJIT SAHA, ARUNDHATI SAHA](#) 1 Jan 2009
- Painting Still Lifes Step by Step- [Mary McLean](#) 26 Mar 2004
- Smart Sketch Book 2: Oogie Art's Step-By-Step Guide to Drawing Still Life Objects in Charcoal- [Wook Choi](#) 1 Dec 2015
- Smart Sketch Book 3: Oogie Art's Step-By-Step Guide to Drawing Still Life Objects with Charcoal and Soft Pastels- [Wook Choi](#) 1 Dec 2015
- Smart Sketch Book 4: Oogie Art's Step-By-Step- Guide to Painting Still Life Objects in Acrylic- [Wook Choi](#) 1 Dec 2015

Instruction of Question Paper setter The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Basic Computer- I (Practical)

SUBJECT CODE: BFA1106

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	8	4

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: To develop skill among students in applications of internet in commerce education.

CO1: To develop skill among students in applications of internet in commerce education.

CO2: From this module student will be able to understand computer technology used in the area of art

CO3: Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.

CO4: Student will be able to identify and explain the different generations of computers, including their distinguishing features.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Computer: Introduction, characteristics, Application and Classification of Computer, generation of computer, Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number System and its Inter Conversion Introduction to Operating System, DOS and WINDOWS, Understanding the control panel, Opening and exiting Windows applications.	10
UNIT-II	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents.	10
UNIT-III	Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	5
UNIT-IV	Introduction to MS Word: Basic Features, Starting and exiting word, Creating Editing and Saving a Word document, Inserting Pictures and Symbols, Working with text, creating a Table, Formatting Documents, Previewing and Printing Documents.	10

Recommended Books:

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

1. Microsoft Office 2000 Complete: BPB Publication.
2. Alexis Leon, Mathews Leon: Introduction to Computers with MS Office 2000, Tata McGraw
3. Implementing Tally: BPB Publication 4. PC Complete, BPB Publications.

Instruction of Question Paper setter: The Question Paper should be divided into three parts. Part A shall consist of 12 MCQ's of 1 mark each. Part B shall consist of 6 short Questions of 4 marks each out of which 3 Questions shall have internal choice & Part C shall consist of 3 long questions of 8 marks each out of which one question shall have internal choice.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Print Making – I (Practical)

SUBJECT CODE: BFA1107

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This course deals with basics techniques of Relief printing in black & white, simple methods of making blocks with wood and also about tools used in print making.

CO1: This is the indicatory course for students in which they learn about the basic fundamentals of printmaking.

CO2: This course deals with basics techniques of Relief printing in black & white, simple methods of making blocks with wood and also about tools used in print making.

CO3: Student will be able to apply the principles of printmaking to create drawing one more color.

CO4: Through experimentation with different techniques and materials, students should develop their own personal style and creative vision, and be able to articulate their ideas and goals for their work.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction of materials and its use for making a design based on gathering impressions from various surfaces.	
UNIT-II	Drawings of simple sketches containing single or double object like flower and leave, fruit single or double for wood block printing and lino cut.	
UNIT-III	Engraving with tools and wood block cutting with reference of sketches. Different types of composition with experiments	
UNIT-IV	Complete Process of taking out black and white relief print from carved plane wood block and lino. Using daily routines topics as well as observation.	

Recommended Books:

- Wood Engraving and Linocut by [Ann Hayward](#), 11 Dec 2018
- The Wood Cut Artist Handbook: Technique and tools for Relief Printmaking by – [George A Walker](#), 26 Mar 2004

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- German Expressionist Woodcuts by - [Shane Weller](#), 1 Dec 2015

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Integrated Project-I (Generic Subject)

SUBJECT CODE: BFA1108

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester .
- (ii) Review about art exhibitions.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Visualization and Representation -II (Practical)

SUBJECT CODE: BFA1201

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Students will learn how to hold and manipulate your pencil so you can draw beautiful lines and shapes. How to develop your Artist's Eye and see your subject in a completely new way.

CO1: In this module the students will be able to understand the concept of colors. They will be able to paint and handle different kinds of colors and mediums.

CO2: Student will learn how to hold and manipulate your pencil so you can draw beautiful lines and shapes.

CO3: They will understand the composition of the form, space, line, shade and light for the design.

CO4 Visual representation can be used to express a wide range of emotions and ideas.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	To understand basic principles of free hand drawing and Rendering in color media - a) Introduction to color application based on colour theory (Pigment theory) b) Introduction to various color media Dry colour media – colour pencils, pens, crayons, oil pastels, dry pastels, Wet colour media- water colors, poster colours, photo colour inks etc.	
UNIT-II	To understand the advantages of each medium c) Focusing on colour mixing and achieving different nuances of colour. To understand how colors react and combine to give an intended effect/experience.	
UNIT-III	Introduction to principles of composition as an extension of basics from 'elements of design' - a) Real objects as visual elements and its relationship (Composition) / proportion / scale / ratio. b) Exploration of visual elements – line, shape, form, space, light and shade, texture and tones in real arrangements. c) Visual composition as interpreting non tangible feel or emotion.	
UNIT-IV	Introduction to basics of representation of human body - a) Understanding and effective representation of body proportions. b) Understanding (in terms of representation of body parts in their	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

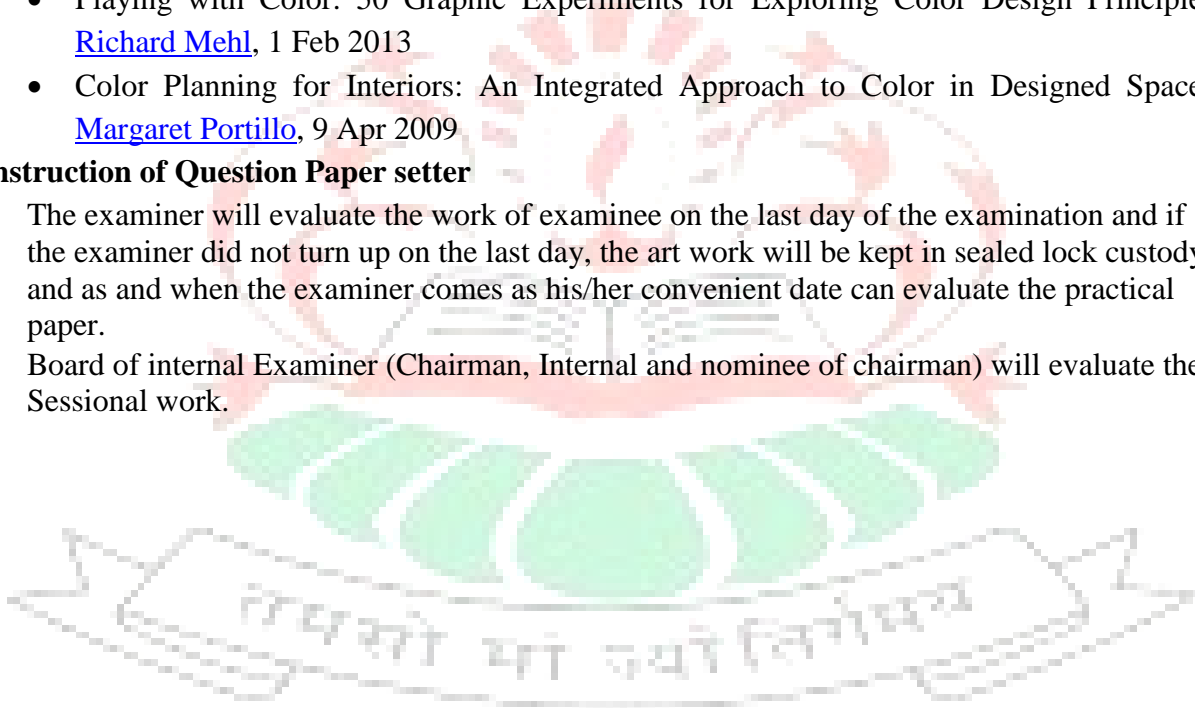
	cohesive relationship) of the human anatomy, form and movement. c) Representation of physical characteristics of Male and Female figure in comparison. d) Representation of human figure in drape/ clothes in dry media.	
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Recommended Books:

- Color A Course in Mastering the Art of Mixing Colors- [Betty Edwards](#), 23 Sep 2004
- The Secret Lives of Color- [Kassia St Clair](#), 24 Oct 2017
- The Colour Scheme Bible: Inspirational Palettes for Designing Home Interiors- [Anna Starmer](#), 23 May 2016
- Playing with Color: 50 Graphic Experiments for Exploring Color Design Principles- [Richard Mehl](#), 1 Feb 2013
- Color Planning for Interiors: An Integrated Approach to Color in Designed Spaces- [Margaret Portillo](#), 9 Apr 2009

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Indian Culture and Arts- II (Theory)

SUBJECT CODE: BFA1202

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This course deals with the introduction of History and Appreciation of Art with special reference of Pallava, Rashtrakuta, Orissan Art, and detail study of murals, techniques, themes etc of Khajuraho, Pala and Sen Sculptures.

CO1: This course deals with the introduction of History and Appreciation of Art with special reference of Pallava, Rashtrakuta, Orissan Art.

CO2: Detail study of murals, techniques, themes etc of Khajuraho, Pala and Sen Sculptures.

CO3: To develop an understanding of culture and context during different historical periods in India.

CO4 Studying Indian art can inspire students to use their artistic skills to address social and environmental issues in their communities.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Early Structural temple Pallava, Rashtrakuta,	
UNIT-II	Early Structural temple Rashtrakuta, Orissan Art	
UNIT-III	Central Indian Art, Khajuraho	
UNIT-IV	Central Indian Art, Pala and Sen Sculptures.	

Recommended Books:

- History of Medieval India by [Satish Chandra, 1 Jan 2007](#)
- India's Ancient Past by – R.S. Sharma, 20 Oct 2006
- Indian Arts and Culture by - [Nitin Singhania, 25 Oct 2017](#)

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks $3 \times 8 = 24$

SUBJECT TITLE: Clay Modeling- II (Practical)

SUBJECT CODE: BFA1203

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This subject deals with the fundamentals of Clay modeling/Plaster of Paris and about tools used in clay modeling/ Plaster of Paris. All aspects like balance, unity, proportion, harmony, rhythm, variety textures deals in this subject. In this subject

CO1: This subject deals with the fundamentals of Clay modeling/Plaster of Paris and about tools

used in clay modeling/ Plaster of Paris.

CO2: students will be able to understand the concept of modeling and volume in the given time and space.

CO3: They will develop skills to use the tools available, the quality of material, their behavior, maintenance and durability. Their hand and eye will be synchronized with the proportion and volume of the object.

CO4 Students can learn the fundamental principles of working with clay, such as shaping, carving, and joining. Students are independent to draw shapes in round forms and others

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Body parts of human (male, female and child) individually like nose, ear, lips, hands, feet etc	
UNIT-II	Complete face of male, female and child arranging those individual parts.	
UNIT-III	Composition in relief and round using subtraction method in Clay based on natural and geometrical objects.	
UNIT-IV	Composition in relief and round using subtraction method in Plaster of Paris based on natural and geometrical objects.	

Recommended Books:

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- Modelling a likeness in clay step by step technique capturing character by **Dalsy Grubbus**
- The head Sculptural transformation step by step by Alexander Cherkov

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Advance Communication Skill-II (Theory)

SUBJECT CODE: BFA1204

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their intellectual, personal and professional abilities. Acquire basic language skills (listening, speaking, reading and writing) in order to communication with speakers of English language. Acquire the linguistic competence necessarily required in various life situations.

CO1 Identify barriers to effective communication, such as language barriers, cultural differences, and emotional barriers.

CO2 Understand the importance of communication in personal and professional settings.

CO3 Demonstrate knowledge of basic grammar, including the parts of speech, tenses, and correct word usage.

CO4 Formulate clear and effective written and oral messages using appropriate grammar, punctuation, and sentence structure.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	The main objective of the course is to introduce the concept and the essential elements of communication.	
UNIT-II	It aims to enhance behavioral approaches in communication such as presentation skills, facing an interview or group discussions. This course enables students to transform individual communication abilities. Developing effective presentation skills.	
UNIT-III	Enhance Group Discussion Strategies and Interview skills.	
UNIT-IV	Develop assertiveness and influential communication.	

Recommended Books:

- Confessions of a Public Speaker 2e- Scott Berkun, 4 Feb 2011
- How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications (Better Business English) - Fiona Talbot, 3 Feb 2016

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

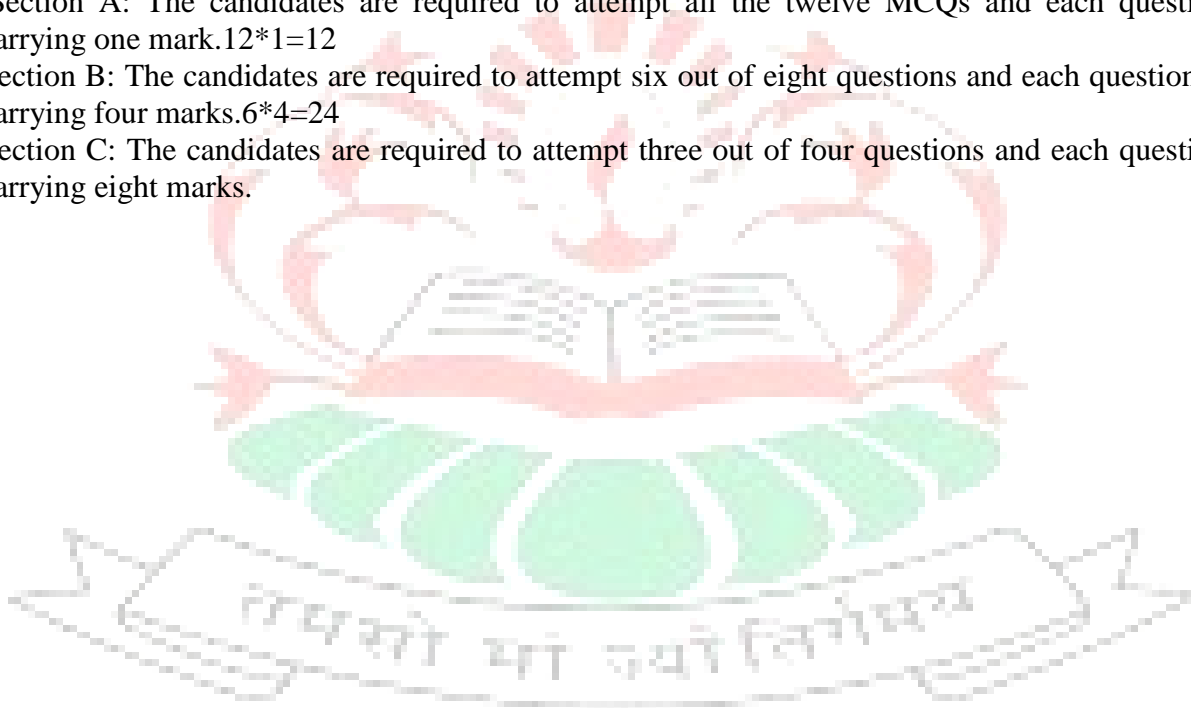
- Write to Influence!: Personnel Appraisals, Resumes, Awards, Grants, Scholarships, Internships, Reports, Bid Proposals, Web Pages, Marketing, and More- Carla D Bass, 15 Nov 2016
- You've got 8 Seconds: Communication Secrets for a Distracted World- Paul Hellman
Success under Stress: Powerful Tools for Staying Calm, Confident, and Productive When the Pressure's On- [Sharon Melnick Ph.D.](#)

Instruction of Question Paper setter Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Photography-I (Practical)

SUBJECT CODE: BFA1205

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This subject deals with the fundamentals Photography. How to m **CO1:** Learning different techniques of photography in different contexts and environments. **CO2:** understanding photography as an integral and essential part of Visual Communication. **CO3:** Develop their own style and technique and learn how to express their views about their own style. **CO4** Learn to analyze and critique photographs based on technical and aesthetic criteriaake frame. Composition of frame etc.

.Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Basics of Photography	
UNIT-II	Knowledge of natural and Artificial Light.	
UNIT-III	Outdoor practise of photography.	
UNIT-IV	Submission of digital Prints.	

Recommended Books:

- Modern Printmaking: A Guide to Traditional and Digital Techniques Book by Sylvie Covey
- Printmaking: A Complete Guide to Materials & Processes Book by Beth Grabowski and Bill Fick
- Block Print Magic: The Essential Guide to Designing, Carving, and Taking Your Artwork Further with Relief Printing Book by Emily Louise Howard

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Drawing and Painting- I (Practical)

SUBJECT CODE: BFA 1207

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This module is prescribed in the course to impart knowledge of the study of Drawing and painting .Different steps to draw a sketch

CO1: This module is prescribed in the course to impart knowledge of the study of Drawing and painting different steps to draw a sketch.

CO2: Upon successful completion of this course, student will demonstrate an ability to draw through observation.

CO3: Student will be able to applying an understanding of line, volume, proportion, and perspective in a unified Composition.

CO4 Through practice, you can develop problem-solving skills that can be applied in other areas of your life.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study of basic geometric objects. Study from day to day life objects	
UNIT-II	Drawing cubes, cones , cylindrical objects,casts , drapery etc	
UNIT-III	Use different methods of reendering the still life. Detailed syudy of different rendering styles	
UNIT-IV	Painting of objects using different perspectives and multiple objects	

Recommended Books:

- **STILL LIFE BY Louis penny**
- Still Life Before Still Life Book by David Ekserdjian
- Impressionist Still Life Book by Eliza E. Rathbone and George T. M. Shackelford

Instruction of Question Paper setter: The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work

SUBJECT TITLE: Integrated Project-II (Generic Subject)

SUBJECT CODE: BFA1208

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4 Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Ancient Indian Art (Theory)

SUBJECT CODE: BFAA2301

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Students will possess knowledge of the monuments and art & architectural styles of major art periods of Indian History. They will gather knowledge about the vivid kingdoms and their peculiar styles and materials. This course will help the students to understand the value of Indian Art and Style. This will result in developing the aesthetic sense of the students.

CO1: Students will possess knowledge of the monuments and art & architectural styles of major art periods of Indian History.

CO2: They will gather knowledge about the vivid kingdoms and their peculiar styles and materials.

CO3: This course will help the students to understand the value of Indian Art and Style. This will result in developing the aesthetic sense of the students.

CO4 Studying ancient Indian art can help students appreciate and understand the aesthetic value of art and enhance their own ability to appreciate beauty in art and life.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Sculpture (Buddhism as an Exponent of the art activity during this era.)Kushana Art :Mathura Art, Gandhara Art Bagh Caves (Excavation, Location, Paintings)	
UNIT-II	Sculpture (Buddhism as an Exponent of the art activity during this era) Gupta Art Badami (Temple Caves, Location)	
UNIT-III	Mahabalipuram- study of the Rathas, Caves and Rock Reliefs	
UNIT-IV	Sculpture- Elephanta- Khajuraho Mount Kailash	

Recommended Books:

- Temples of South IndiaK.R. Srinivasan
- The wonders of EloraJohn B. Seely

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- The DharamrajaRatha and - K.R. Srinivasan
- It's Sculptures- Mahabalipuram

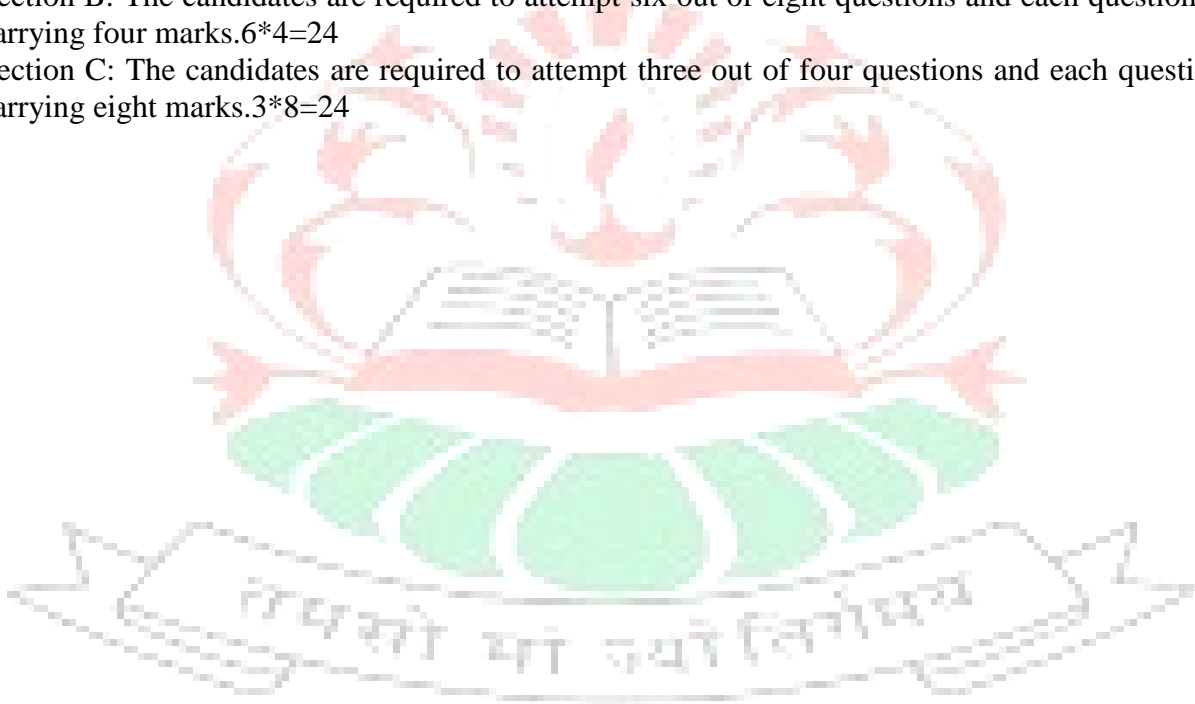
Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Aesthetics –I (Theory)

SUBJECT CODE: BFAA2302

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO1: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty.

CO2: This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 Aesthetics involves the examination of various forms of communication, such as visual arts, music, literature, and film.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	An introduction to Indian Aesthetic and brief historic background. Understanding of terms and terminologies related to art. Rasa- Bhava, Mudra,	
UNIT-II	Indian view of Life and Art.	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

	Principles of Art, Form of content	
UNIT-III	Asana, Bhangima, Drishti, Chiroscuro, Line, Colour, Hue and Tint. . Theory of Colour.	
UNIT-IV	Basic Religion System- Hindu Introduction to Iconography- Hindu	

Recommended Books: SaundryaSastraKeTatva (Hindi) - Kumar Vikal

Art Beauty and Creativity - Shyamala Gupta

Comparti Aesthetic - Dr. K.C. Pandey

Kala KeSidhant (Hindi) - R.G Kalingwood

SaundryaKaTatparya (Hindi) - Dr. Ram TirathShukal

Bhartya Kala Aayam (Hindi) - NiharRanjanRai

The dances of Shiva - AnandCoomarswamy

An approach for Indian – ShehPandit theory of Art and Aesthetes

Marxist Aesthetes - A Zis

Aesthetes - S.K. Saxena

Instruction of Question Paper setter: Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

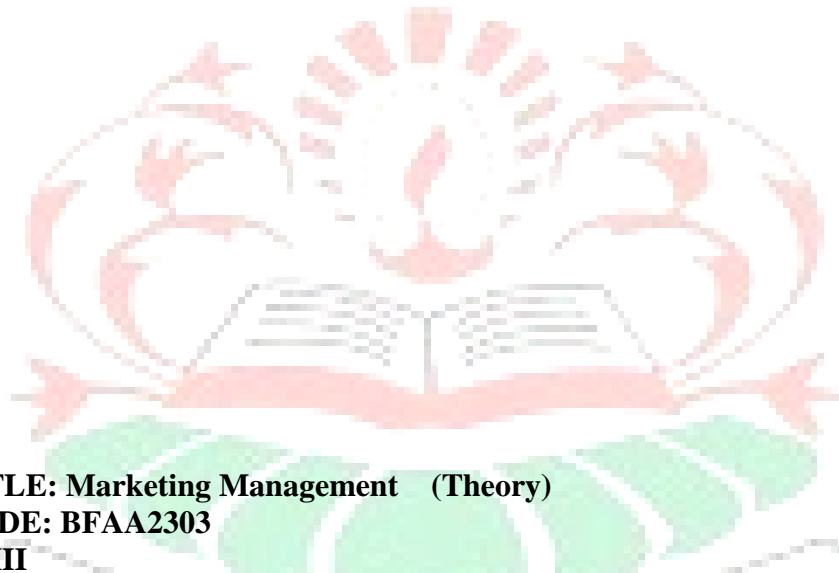
1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.



SUBJECT TITLE: Marketing Management (Theory)

SUBJECT CODE: BFAA2303

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to provide fundamental knowledge and exposure to the concepts, various theories and practices in the field of management. The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management

CO1: The aim of the subject is to provide fundamental knowledge and exposure to the concepts, various theories and practices in the field of management.

CO2: The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

CO3: To understand the nature and scope of Markets, Market Research and Marketing.
CO4 Studying marketing management can help individuals develop the skills and knowledge necessary to create successful marketing plans.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advertising: Definition, role and its importance. Advertising as a means of Communication, Setting advertising objectives , kinds of advertising, advertising appeals, advertising copy Creative copy strategies, message structures, Advertising art & layout. Media planning & scheduling, Advertising Budget, Advertising agencies: Role, Types and Functions. Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising,	
UNIT-II	Sales Management: Definition, Nature, Scope and Importance of Sales Management, difference Between selling and marketing and sales management and marketing, Evolution of Sales	
UNIT-III	Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.	
UNIT-IV	Sales Force: Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information, Technology in Sales Management.	

Recommended Books:

- Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
- Border, W.H, Advertising, John Wiley N.Y.
- Ogilvy D. Ogilvy on Advertising, Longman publication
- Chunnawala : Advertising Management, Himalaya Publishing

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$



SUBJECT TITLE: Professional Communication (Practical)

SUBJECT CODE: BFAA2304

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit I
-	-	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam: 3 Hrs

Objective and outcome of course: At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

CO1 Studying professional communication can help individuals develop the confidence necessary to express their ideas and opinions clearly and effectively.

CO2 It can help individuals develop the skills necessary to resolve conflicts in a constructive and productive manner.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

CO3 It can help individuals develop the skills necessary to advance in their careers, such as public speaking, networking, and leadership.

CO4 Studying professional communication can help individuals develop cultural competence and improve their ability to communicate effectively with individuals from different cultural backgrounds.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Basics of Communication: Meaning, Objectives Importance and Role of Communication; The Communication Process; Types of Communication: Oral & Written, Internal & External , Verbal & Non verbal ,Upward & Downward, Body Language & Gestures Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch, Space, Time, color, Vocalization. 	
UNIT-II	<ul style="list-style-type: none"> • Barriers and Gateways to Communication: Overcoming Barriers. Group communication, Tenses in a Nutshell – Structures of Present, Past & Future Tenses, Uses of Tenses in English, Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes, Vocabulary Building - Antonyms and Synonyms; Prefixes and Suffixes, Tactful Use of Language: Asking for action, talking about errors, Techniques of Emphasis. 	
UNIT-III	<ul style="list-style-type: none"> • Routine Business Letters: Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter ,Complaint Letter , Inquiry Letter, Order Placing Letters. 	
UNIT-IV	<ul style="list-style-type: none"> • Email & Other Organizational Communication- Email etiquette, Advantages & Characteristics of Emails, E-mail-Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions Reports, Essay Writing. 	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

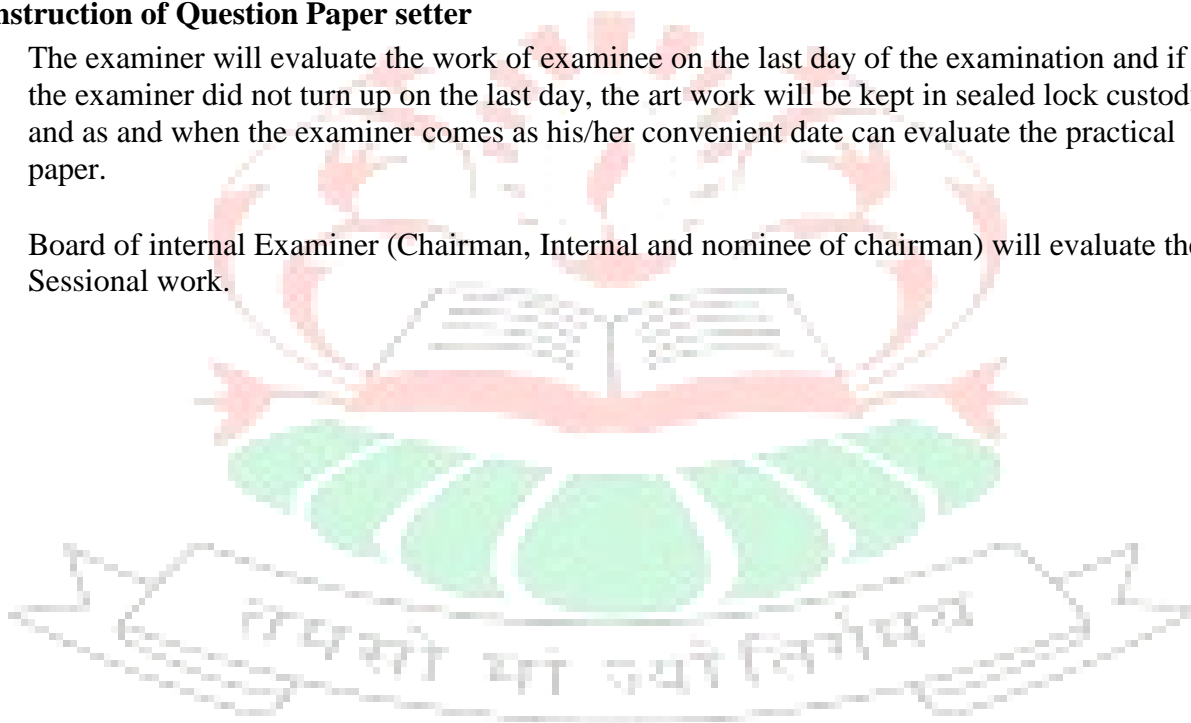
Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Recommended Books:

Sl. No.	Name of Books / Authors	Year of Publication
1.	• Soft Skills- Know You and Know the World, Author-Dr.K.Alex	

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Drawing Illustration – I (Practical)

SUBJECT CODE: BFAA2305

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Internal Assessment: 60
End Term Exam: 40
Duration of Exam;6 Hrs

Objective and outcome of course: A well articulated study of drawing creates for the student an essential visual vocabulary for the making of art as well as individual development of skills which is necessary for the generation of artistic expression. For many working artists, drawing is a lifetime study. This subject will impart the develop both, the skill as well as the visual vocabulary of the student.

CO1: A well articulated study of drawing creates for the student an essential visual vocabulary for the making of art as well as individual development of skills which is necessary for the generation of artistic expression.

CO2: This subject will impart the develop both, the skill as well as the visual vocabulary of the student.

CO3: Developing skills of drawing from memory and rendering different environments.

CO4 Observing the world around us and interpreting it visually.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Drawing exercises are to learn accurate observation and skills of graphic presentation. Introduction to various aspects and techniques of drawing Time bound exercises.	
UNIT-II	Head Study: Construction of the skull: planes and masses of the head from Different angles and eye levels; adding of details and finishing.	
UNIT-III	Figure & Outdoor: Study of Human anatomy, proportion, planes and masses, Poster and rhythmic unity of body parts; foreshortening, quick time Sketches and finished drawings.	
UNIT-IV	Selection of spot, picture frame observation and study of Variations in nature, addition and eliminations, simplification, eye levels and perspective, balance and rhythms for use in composition. Medium: Pencil, Ink, Charcoal and Crayons, Poster/Water Color, Photo Color, Pastel (Oil/Dry)	

Recommended Books

- Drawing Illustration: A complete guide by John Moranz
- Sketching Masterclass by Ruzaimi Mat Rani & Ezihaslinda Ngah
- The Complete Guide to Drawing & Illustration by Peter Gray
- Drawing on the Right Side of the Brain by Betty Edwards

Instruction of Question Paper setter

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper. Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Graphic Design (Practical)

SUBJECT CODE: BFAA2306

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Computers are used now days in all aspects of our life. The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

CO1. Create illustrations from the development of the original concept to final execution.

CO2. Apply theories and principles of design and communication to the development of effective Illustrations

CO3. Communicate visually using drawing as a means of visual exploration, idea analysis, problem Solving and expression of thought.

CO4. Use a variety of technologies to create, capture and manipulate illustration elements in producing a final product.

CO5. Work in a professional manner, maintaining professional relationships and communicating Effectively with clients, co-workers, supervisors, and others.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Information Technology and networking like email, website. Introduction to software Corel Draw. Practicing of Corel Draw its tools, and its applications and creation of 2 digital art work using simple Corel tools demonstrated in class.	
UNIT-II	Principles of design - Unity, Harmony, Balance, Emphasis, Rhythm, Proportion,	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

	Distribution of Space, light and tonality in depicting space line in nature. Abstract lines as symbol, line as form, line as pattern	
UNIT-III	Handling the 3-dimensional space with an imaginative sense of design the exercise should be conducted in various medium. Understanding of various materials and their combination such as paper, cardboard, wood, clay, paper Mache, plastic cane, thermo coal, etc. Three dimensional form development, process and logic behind it. Utility articles.	
UNIT-IV	Introduction of Design Software (Coral & Photoshop) according to latest version available from time to time.	

Recommended Books:

- Thinking with Type by Ellen Lupton
- How to be a Graphic Designer without losing your soul by Abrian Shaughnessy
- The Elements of Typographic Style by Robert

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Print Production-I (Practical)

SUBJECT CODE: BFAA2307

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Introduction to Printmaking is an introduction of the basic printmaking techniques and materials to create original prints. For centuries artists working in many different media and styles have worked in printmaking as a means to discover new ways to visualize their work. The objective of this subject is to introduce the basics of various print making techniques to the students.

CO1: Introduction to Printmaking is an introduction of the basic printmaking techniques and materials to create original prints.

CO2: For centuries artists working in many different media and styles have worked in Printmaking as a means to discover new ways to visualize their work.

CO3: This subject is to introduce the basics of various print making techniques to the students.

CO4: Through experimentation with different techniques and materials, students should develop their own personal style and creative vision, and be able to articulate their ideas and goals for their work.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	This subject will help students to have general printing production knowledge in rapidly changing printing industry.	
UNIT-II	The applied art students must have knowledge and Understanding of basic printing process. Like Offset (Sheet & Web), Letter Press, Roto- Gravure, Flexo, Screen Printing,	
UNIT-III	Introduction to 2 basic printing methods - relief, intaglio.	
UNIT-IV	Introduction to 2 basic printing methods-litho and stencil/serigraphy.	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

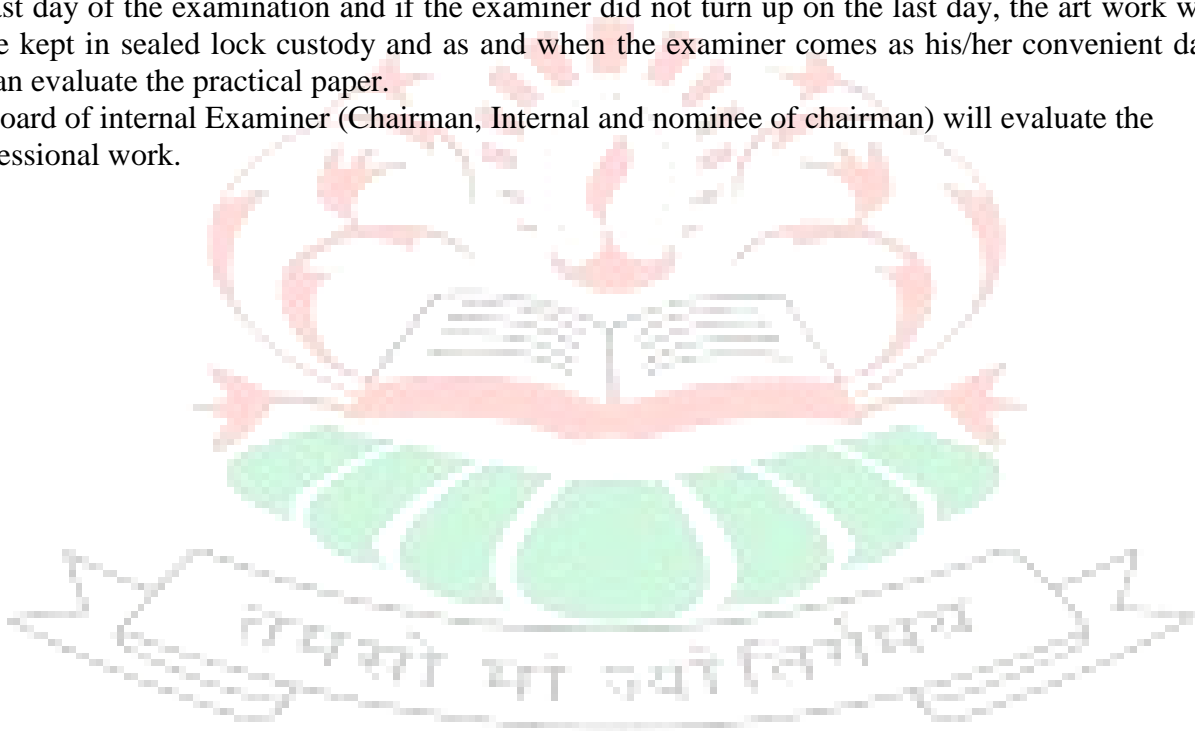
Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Recommended Books:

- The All New Print Production Handbook by David Bann
- Guide to Graphic Print Production by Kaj Johansson, Peter Lundberg, Robert Ryberg
- Print Matters: The Cutting Edge of Print by Viction Workshop

Instruction of Question Paper setter: The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Integrated Project-III (Generic Subject)

SUBJECT CODE: BFAA2308

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	
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Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: European Art (Theory)

SUBJECT CODE: BFAA2401

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The subject of history will provide students with an understanding of the past and knowledge of specific historical periods. Students will possess knowledge of the monuments and art & architectural styles of major art periods of the past. They will gather knowledge about the vivid kingdoms in the world around and also about their peculiar styles and materials. This course will help the student to understand the value of Art and Style of different civilizations which have occurred around the world. This will familiarize the students with art on global level.

CO1: The subject of history will provide students with an understanding of the past and knowledge of specific historical periods.

CO2: They will gather knowledge about the vivid kingdoms in the world around and also about their peculiar styles and materials.

CO3: This course will help the student to understand the value of Art and Style of different

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Civilizations which have occurred around the world.

CO4 Analyze the role of art in shaping cultural identity in different historical periods, from the Egyptian and Greek civilizations to the Roman Empire and the medieval European period

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Egyptian Art-Sculptures (Relief and 3-D) Greek Art (Geometric and Archaic)	
UNIT-II	Greek Art (Classical) Roman Art	
UNIT-III	Early Christian Art Byzantine Art	
UNIT-IV	Romanesque Art Gothic Art	

Recommended Books:

- History of Art - H.W. Janson
- Art through the Ages - Gardner
- The Art of Rome - Bernard Andreae
- Egypt - K. Lange and M. Hirmer
- Byzantium - Cassell, London
- Ancient Rome - Nigel Rodgers
- Byzantine Art in the making - Ernst Kitzinger
- Pre Historic Europe - Philip Van Doren Stern
- The Greek Stones Speak - Paul Mackendrick
- How to recognize Roman Art - Mac Donald
-

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Aesthetics-II (Theory)

SUBJECT CODE: BFAA2402

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Aesthetics is a branch of [Philosophy](#) that explores the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. It is more scientifically defined as the study of [sensory](#) or sensori – emotional, values, sometimes called [judgments](#) of [sentiment](#) and taste.

CO1: Aesthetics is a crucial part of art. Dealing with emotions like beauty, taste and art, this subject will help the students develop a sense of aesthetics in the artist's consciousness.

CO2: This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 Aesthetics involves the examination of various forms of communication, such as visual arts, music, literature, and film.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Principles of Art Appreciation.	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

	Stylistic analysis of important works of Art.	
UNIT-II	The Six Limbs of Indian Art “Shadanga” Hinyana Buddhism.	
UNIT-III	Art and Society Art and Religion	
UNIT-IV	Basic Religious System –Jain Introduction to Jain Iconography.	

Recommended Books:

SaundryaSastraKeTatva (Hindi) - Kumar Vikal
Art Beauty and Creativity - Shyamala Gupta
Comparti Aesthetic - Dr. K.C. Pandey
Kala Ke Sidhant (Hindi) - R.G Kalingwood
Saundrya Ka Tatparya (Hindi) - Dr. Ram TirathShukul
Bhartya Kala Aayam (Hindi) - NiharRanjanRai
The dances of Shiva - AnandCoomarswamy
An approach for Indian – ShehPandit theory of Art and Aesthetes
Marxist Aesthetes - A Zis
Aesthetes - S.K. Saxena

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Advertising Profession & Practice-I (Theory)

SUBJECT CODE: BFAA2403

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Objective is to understand how product differentiation works in competitive industries and how firms use advertising to differentiate their products, understanding impact on elasticity

CO1: To understand the history of communication and the role it played on the evolution of advertising

CO2: To understand the basic principles of advertising and relationship to audience

CO3: To understand simple narrative structure and the role it plays in Advertising

CO4: Ability to develop and design effective advertising campaigns across various media channels.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	History of Advertising: Early Printed Advertising, The Industrial Revolution, Development in the 20 th Century, Development of the Concept and Practice of Advertising, Emergence of the Factory System, Role of the Trade mark in early periods, Trade mark in modern Business, Consumer Psychology of Brand Preference, Manufacture's Desire for	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

	Brand Control.	
UNIT-II	History of Writing: The historical development of writing calligraphy - Indian & European script, Gothic & Roman writing, introduction of movable type and birth of typography, Basic principles of typography -Study of type families, design suitability, legibility and readability, typographic measurement and specifications	
UNIT-III	Printing Technique: Layout, sequence in creativity, the printing processes, the letterpress, offset Lithography, gravure, line reproduction, Halftone reproduction, setting the types, production and designing Paper, varieties of Paper, ream, basic size, basic weight, gram-age, thickness, making art work, Processing, Planning, Plate making, Printing, Post Print .process Cutting, Creasing, Folding, lamination, varnishing, gumming, dye cutting, embossing Costing/Estimation	
UNIT-IV	Media for advertising: Types of media, Broadcast media, non-broadcast media, print media, outdoor media, Transit or vehicular media, specialty media, point of purchase or in-shop media, Internet (world wide web), Exhibition, trade show, Demonstration and local road Show, Directories and yellow pages, miscellaneous media.	

Recommended Books:

- Innovation in marketing- T. Levitt
- Advertising Hand Book- Barton-Roger Boviton
- Modern Advertising- Hepnar
- Advertising- John S. Wright, Daniel S. Marner, Wills L. Winter Jr. And S.K. Zeigler
- Confessions of an Advertising Man-David Ogilvy
- Ogilvy on Advertising- David Ogilvy
- The Applied art handbook- Luthra, S.K.
- Vigyapan Kala Aur Takneek- NarenderYadav
- Advertising Art & Ideas- G.M. Rege
- Advertising- What it is and How to do it- R. White

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$

SUBJECT TITLE: Verbal Communication

SUBJECT CODE: BFD2404

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

CO1 Developing effective letter writing skills, including knowledge of formats and language, as well as the ability to write different types of letters such as personal, business, applications, thanks, invitation, condolence, requests, and complaints, and understanding email etiquette

CO2 Understanding the nature, importance, and role of communication, including the communication process and the various barriers and gateways to effective communication.

CO3 Developing effective group communication skills, including features of fluent speech, regular practice, role-play, extempore-situational conversations, greetings, requests, demands, instructions, and enquiries.

CO4 Developing report writing and essay writing skills.

Contents of Syllabus:

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication. 	
UNIT-II	<ul style="list-style-type: none"> Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations Greetings, requests, demands, instructions and enquiries 	
UNIT-III	<ul style="list-style-type: none"> Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Reading comprehension strategies. 	

UNIT-IV	<ul style="list-style-type: none"> Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-Email etiquette. Reports, Essay Writing. 	
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Recommended Books:

S. No.	Name of Books / Authors	Year of Publication
1.	<ul style="list-style-type: none"> Soft Skills- Know You and Know the World, Author-Dr.K.Alex. 	.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.



Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Drawing Illustration-II (Practical)

SUBJECT CODE: BFAA2405

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Course which presents a strong introduction to basic drawing concepts. It is designed for both experienced art students who want to develop portfolios for transfer and for non-art majors who have little or no previous experience in art and want to develop aesthetic understanding and drawing skills.

CO1: Course which presents a strong introduction to basic drawing concepts.

CO2: It is designed for both experienced art students who want to develop portfolios for transfer

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

and for non-art majors who have little or no previous experience in art and want to develop aesthetic understanding and drawing skills.

CO3: Developing skills of drawing from memory and rendering different environments.

CO4 Developing the ability to create artwork for different media and platforms, such as print, Web, and mobile

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
UNIT-II	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
UNIT-III	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
UNIT-IV	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	

Recommended Books:

- Drawing Illustration: A complete guide by John Moranz
- Sketching Masterclass by Ruzaimi Mat Rani & Ezihaslinda Ngah
- The Complete Guide to Drawing & Illustration by Peter Gray
- Drawing on the Right Side of the Brain by Betty Edwards

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

SUBJECT TITLE: Typography & Poster Making (Practical)
SUBJECT CODE: BFAA2406
SEMESTER: IV
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	8	4

Internal Assessment:60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: This course will provide the groundwork for innovative and effective typographic design practice upon which other concentrated courses within the Graphic Design area can build. The primary objective of Typography relies upon the exploration of letterforms in both theoretical and practical aspects.

CO1: Introduction of typography Roman & Gothic type and their classification.

CO2 This course will provide the groundwork for innovative and effective typographic design practice upon which other concentrated courses within the Graphic Design area can build.

CO3: Explore the theoretical and applied use of type as an integral part of Applied Art. Students also explore typographical Magazine Ad in print media

CO4 Developing an understanding of branding and its role in poster design.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	The historic development or writing calligraphy (Indian & European script Gothic, humanistic, round hand and rush point). Principles of letter forms, basic principles of typography, study of Type families, design suitability, legibility and readability of printed matter, study of typography measurements and specifications.	
UNIT-II	Free hand lettering and calligraphy practice, Logotype, signature writing, Creation of Font Design, Instrumental lettering practice in Gothic, Sans serif & serif type. Italic & script type. Stationary design (Letter head , Logo type, Visiting Card, envelop) Symbol, Pictogram, Monogram, Emblem, Icon, Mascot	
UNIT-III	History of poster/hoarding/campaign (Introduction, Mass Production, Developing Art Form, Golden Age of Posters Different influences on poster design (Commercial uses)	
UNIT-IV	Exercises to make different kinds of poster (Movie Posters, Travel Posters, Railway Posters, Event Posters - Boxing Posters, Concert Posters)	

Recommended Books:

- [Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students](#) (Ellen Lupton)
- [Stop Stealing Sheep & Find Out How Type Works](#) (Erik Spiekermann)
- [The Anatomy of Type: A Graphic Guide to 100 Typefaces](#) (Stephen Cole)
- [On Web Typography](#) (Jason Santa Maria)
- [Why Fonts Matter](#) (Sarah Hyndman)
- [Designing with Type: The Essential Guide to Typography](#) (James Craig)
-

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Integrated Project-IV (Generic Subject)

SUBJECT CODE: BFAA2408

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact
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L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

		Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: History & Appreciation of Art- I (Theory)

SUBJECT CODE: BFAA3501

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: To make students aware about History and Appreciation of Art with special reference of Indian miniature painting, Jain & Pala miniature painting, Mughal miniature painting', Rajasthan & pahari miniature painting and detail study of miniature painting, techniques, themes etc.

CO1: To make students aware about History and Appreciation of Art with special reference of Indian miniature painting, Jain & Pala miniature painting, Mughal miniature painting', Rajasthan & Pahari miniature painting

CO2: Detail study of miniature painting, techniques, themes etc.

CO3: To develop an understanding of culture and context during different historical periods in India.

CO4 Developing critical thinking and analysis skills through the analysis of historical and

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

contemporary miniature paintings.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Pal and jain miniature painting History & themes Painting techniques	
UNIT-II	Mughal period miniature Paintings, History, Themes, Techniques of Mughal Paintings, Material used in Mughal miniature painting- Babar, Humayun, Akbar & Jahangir period miniature painting	
UNIT-III	Rajput miniature painting -Rajsthani miniature painting: Study Of miniature painting and technique, Major schools Art:- Kishangarh, Bundi, Jaipur Alwar	
UNIT-IV	Kangra miniaturre painting : technique pahari miniaturepainting and main text related to ragas and ragini , Art pahari schools :- Basholi, Chamba, Guler ,Jammu Company School Miniature Painting	

Recommended Books:

Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
Bhartiya Murtikala_ Ramanath Mishra.
Bhartiya Kala- A. L. Srivastava.
Bhartiya Chitrangan- R. K. Vishwakarma.
Arts and Architecture of India - Benjamin Rowland
History of Indian Art - Haumtington
Indian Sculpture - SteHakramrisch
A History of far Eastern Art - Thames and Hudson

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Aesthetics-III (Theory)
SUBJECT CODE: BFAA3502
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO1: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [Art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty.

CO2: This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 Aesthetics involves the examination of various forms of communication, such as visual arts, music, literature, and film.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Vatsayan:- Social & Psychological Aspects of Aesthetic Art & Beauty	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

UNIT-II	Fundamental of Indian Art based on Hindu silpa texts such as Vishnu Dharmotram purana, Shukranitisar, Samarana Sutracharana and silparatham	
UNIT-III	Art & Education	
UNIT-IV	Poroksha Abhas	

Recommended Books:

- SaundryaSastraKeTatva (Hindi) - Kumar Vikal
- Art Beauty and Creativity - Shyamala Gupta
- Comparti Aesthetic - Dr. K.C. Pandey
- Kala Ke Sidhant (Hindi) - R.G Kalingwood
- Saundrya Ka Tatparya (Hindi) - Dr. Ram TirathShukal
- Bhartya Kala Aayam (Hindi) - NiharRanjanRai
- The dances of Shiva - AnandCoomarswamy
- An approach for Indian – ShehPandit
- Theory of Art and Aesthetes- Marxist Aesthetes
- Aesthetes - S.K. Saxena

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Advertising & Sale Management (Theory)
SUBJECT CODE: BFAA3503
SEMESTER: V
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This subject will be imparting the knowledge about the social interaction skills and media experience in designing and executing the advertisements, capturing the attention of huge audience and providing a convincing note for the product value. This will help develop the potential and expertise of the student towards the development of the

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

organization.

CO1: This subject will be imparting the knowledge about the social interaction skills and media experience in designing and executing the advertisements, capturing the attention of huge audience and providing a convincing note for the product value.

CO2: This will help develop the potential and expertise of the student towards the development of the organization.

CO3: Understanding organizational functions and roles in Advertising industry.

CO4: Understanding the impact of advertising on society and the responsibility of advertisers to promote ethical advertising practices.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Advertising, truth and fundamentals of Advertising, ethics in advertising. Media of Advertising. Technical terms of Advertising.	
UNIT-II	Principles of Design. Elements of design, its role and effect in Advertising layouts and its elements.	
UNIT-III	Printing: introduction of main printing processes such as Letterpress, Lithography, Gravure, Offset, Silk-screen, its history and development, latest techniques of printings.	
UNIT-IV	Typography and its basic rules. Importance of typography, different types of typography. Technical Terms of advertising (USP, Burning, Dodging, Imposition, Registration Mark, CMYK, RGB etc.)	

Recommended Books:

- Foundation of Advertising (Theory and Practice) – SA Chunawala & KC Sethia
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan
- Advertising and Sales Management – Mukesh Trehan & Ranju Trehan (Hindi Edition)
- Packaging Design: Graphics, Material Technology – Steven Sonsino.
- Sign Design : Graphics, Materials & Techniques – Mitzi Sims

Instruction of Question Paper setter

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$



SUBJECT TITLE: Photography (Practical)

SUBJECT CODE: BFAA3505

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Learning different techniques of photography in different contexts and environments.

CO2: understanding photography as an integral and essential part of Visual Communication.

CO3: Develop their own style and technique and learn how to express their views about their

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

own style.

CO4 Learn to analyze and critique photographs based on technical and aesthetic criteria.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: i) Still Life ii) Portrait	
UNIT-II	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: iii) Landscape iv) Composition	
UNIT-III	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: v) Abstract Composition vi) Texture	
UNIT-IV	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: vii) Digital Manipulation viii) Black & White Photography ix) Architectural Photography	

Recommended Books:

- Understanding Exposure by Bryan Peterson
- How to create Stunning Digital Photography by Toy Northrup
- The Digital Photography Book by Scott Kelby
- The Creative Digital Darkroom by Katrin Sean Duggan
- Collins Complete Photography by Johan Garret
- The Photographer’s Story: The Art of Visual Narrative by Michael Freeman
- The digital Photography Handbook: An Illustrated Step by Step Guide b Doug Harman

Instruction of Question Paper setter

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Poster and Magazine Layout –I (Practical)

SUBJECT CODE: BFAA3506

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Objective and outcome of course: Students will learn to create cover of magazine, newspaper, story books and poem books and posters making

CO1: Students will learn to create cover of magazine, newspaper, story books and poem books and posters making.

CO2: Understand the articulation of aesthetic principles (Balance, Rhythm, Harmony, order & movement, Placement, Size, Alignment & orientation) through letter forms and typographical layouts.

CO3: To develop clear messages with good communication.

CO4 Understand the ethical considerations and cultural context of creating designs for diverse audiences.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines and posters	
UNIT-II	Study and selection of typefaces for different layouts; use of letters and words as a visual element/form; calculation of copy according to given space.	
UNIT-III	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids and posters for social problems.	
UNIT-IV	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids and posters for food games etc.	

Recommended Books:

- [Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students](#) (Ellen Lupton)
- [Stop Stealing Sheep & Find Out How Type Works](#) (Erik Spiekermann)
- [The Anatomy of Type: A Graphic Guide to 100 Typefaces](#) (Stephen Cole)
- [On Web Typography](#) (Jason Santa Maria)
- [Why Fonts Matter](#) (Sarah Hyndman)
- [Designing with Type: The Essential Guide to Typography](#) (James Craig)
- 25 of the Best Design Books of 2015 by: [Zachary Petit](#)
- Art Chantry Speaks by: Art Chantry, edited by Monica Rene Rochester
- The Art of Typewriting by: Marvin and Ruth Sackner
- [The Best American Infographics 2015](#) Edited by: Gareth Cook

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Post Production Advanced After Effect (Practical)

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT CODE: BFAA3507

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	8	4

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Computers are used now days in all aspects of our life. The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

CO1. Student will be able to create In and Out Transitions for Explainer Videos

CO2. Student will learn Motion Graphics Techniques used by Professional to create animated movies

CO3. Student will be able to create animations like a pro animator

CO4. Student will learn lots of Motion Graphics techniques to level up his/her skills.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Computer, Working with MS Word preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-II	Introduction to Computer, Working with paint brush, preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-III	Introduction to Computer, Working with PageMaker preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-IV	Introduction to Computer, Working with CorelDraw; preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	

Recommended Books:

- Thinking with Type by Ellen Lupton
- How to be a Graphic Designer without losing your soul by Abrian Shaughnessy
- The Elements of Typographic Style by Robert

Instruction of Question Paper setter

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Integrated Project-V (Generic Subject)

SUBJECT CODE: BFAA3508

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO3: Ability to exhibit and present their art works in professional manner.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: History & Appreciation of Art- II (Theory)

SUBJECT CODE: BFAA3601

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To make students aware about history of western art with special reference of painting, techniques, themes etc.

CO1: To make students aware about history of western art with special reference of painting, techniques, themes etc.

CO2: Understanding the art of High Renaissance, Baroque, Mannerism, Rococo and Neoclassicism Period.

CO3: To analyze and interpret various styles and historical forms according to the context.

CO4: Demonstrating the ability to discuss and critique artworks from these periods using appropriate terminology and critical frameworks.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	High Renaissance, Leonardo, Michaelangelo, Raphael, Titian, Durer, Bruegel	
UNIT-II	Mannerism: (16th C): Painters: Rosso, Tintoretto, El Greco, Sculptors: Bologna, Cellini Baroque: (17th C): Carracci, Caravaggio, Frans Hals,	
UNIT-III	Rembrandt, Vermeer, Rubens, Velasquez,	
UNIT-IV	Rococo (18th C): Watteau, Boucher, Gainsborough, Hogarth, and	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

- 1. Mid Semester Exams: 20
- 2. Assignment: 10
- 3. Attendance: 5
- 4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

	Reynolds.	
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Recommended Books:

- Razanl, Modern Paining, Skira – Useful references from plates and text.
- Lake and Maillard – Dictionary of Modern Painting.
- Herbert Road – A concise History of Modern Paining.
- William Vaughan – Romantic Art.
- European Modern Movements in Encyclopedia of World Art.
- Leymarie – Impressionism (Skira).
- J. Rewald – History of impressionism – Museum of Modern Art, New York.
- J. Rewald – Post Impressionism (Both these books are indispensable for the respective periods).
- Roger Fry – Vision and Design.
- Madsen – Art Nouveau.

Instruction of Question Paper setter

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Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 * 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 * 8 = 24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Aesthetics-IV (Theory)

SUBJECT CODE: BFAA3602

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO1: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty.

CO2: This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 Understand the purpose of aesthetics and its importance in the study of art and its history

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Plato: Art, Aesthetics & Theory of Imitation. Aristotle: Catharsis	
UNIT-II	Plotinus, Augustine, David Hume: Essays on Beauty & Ugly. Important Philosophers like Longinus, Burke & Bradley on Sublimation	
UNIT-III	Art as - 1) Social Phenomenon. 2) Perception.	
UNIT-IV	Art as 3) Emotions & Feelings. 4) Purpose of Aesthetics.	

Recommended Books:

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- Bharata's Natyashastra.
- Bhartiya Chitrakala - By B.M. Dabhade.
- Heinrich Zimmer : Philosophies of India.
- Rasa Bhava Vichar - By R.P. Kangale.
- Republic of Plato.
- S.H. Butcher : Aristotles Theory of Preetty & Fine Arts.
- Western Aesthetics : Dr. Kantichandra Pande.

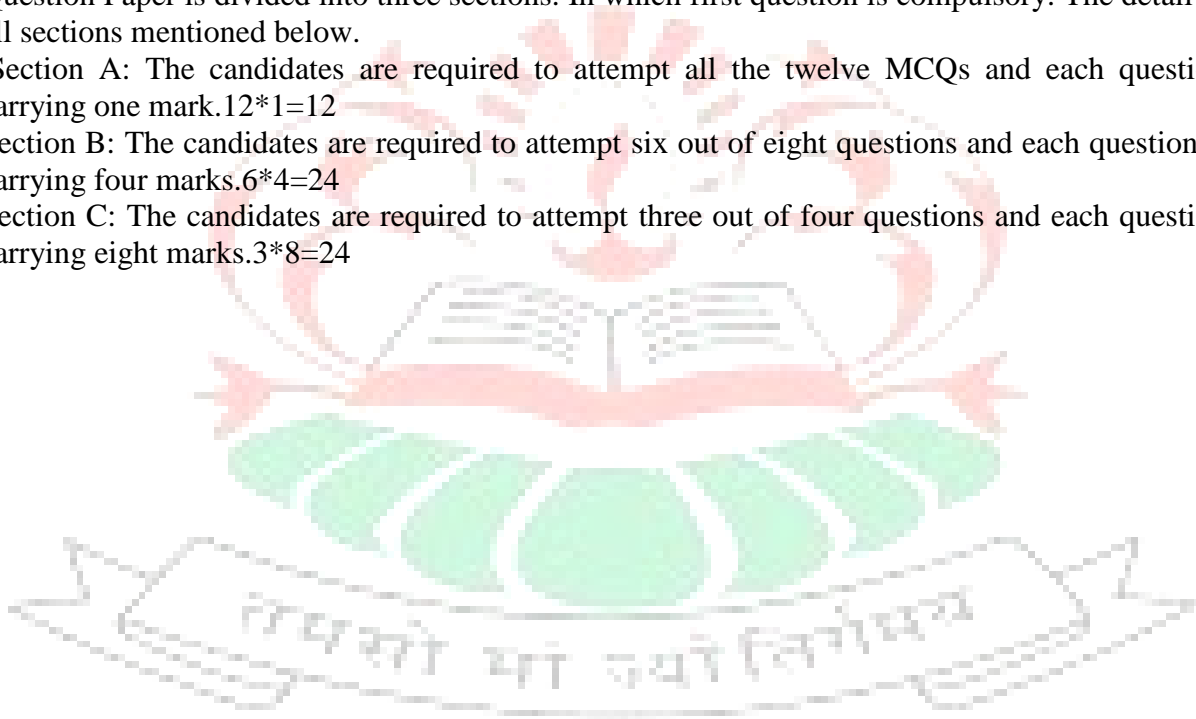
Instruction of Question Paper setter

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Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT TITLE: Advertising Profession & Practice-II (Theory)

SUBJECT CODE: BFAA3603

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	0	0	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This subject will be imparting the knowledge about the social interaction skills and media experience in designing and executing the advertisements, capturing the attention of huge audience and providing a convincing note for the product value. This will help develop the potential and expertise of the student towards the development of the organization.

CO1: This subject will be imparting the knowledge about the social interaction skills and media experience in designing and executing the advertisements, capturing the attention of huge audience and providing a convincing note for the product value.

CO2: This will help develop the potential and expertise of the student towards the development of the organization.

CO3: Using digital and technical skills to create effective advertising material.

CO4: Gain knowledge about the structure of an advertising agency and the role of different departments, including the art studio.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Trends and developments of Modern Advertising, Types of Advertising, Justification of Advertising for expenditure and growth.	
UNIT-II	Advertising for Nation-Building and Social welfare. Concept Planning	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

	and Creative Research.	
UNIT-III	Advertising Agency, its structure and different departments. Function of different departments. Role of art studio in the Agency.	
UNIT-IV	Different Media of Advertising – Indoor, outdoor, Direct mail etc. Knowledge about camera, its function and process. Technical terms of photography.	

Recommended Books:

- Paste up for Graphic Arts Production – Kenneth F. Hird
- Making a Good Layout – Lorisieber & Lisa Balla
- Type in Use – Alex White
- The Image and the Eye – E.H. Gombrich
- Air Brushing and Photo Retouching – Brett Breckon

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Workshop on Communication Skills (Practical)

SUBJECT CODE: BFAA3604

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam: 3 Hrs

Objective and outcome of course: Course Objective:

The course aims at developing the desired English Language skills of Engineering and Technology so that they become proficient in communication to excel in their professional lives. The student will acquire basic proficiency in English with special emphasis on listening and speaking skills both at social and professional platforms.

CO1 Developing effective letter writing skills, including knowledge of formats and language, as well as the ability to write different types of letters such as personal, business, applications, thanks, invitation, condolence, requests, and complaints, and understanding email etiquette

CO2 Understanding the nature, importance, and role of communication, including the communication process and the various barriers and gateways to effective communication.

CO3 Developing effective group communication skills, including features of fluent speech, regular practice, role-play, extempore-situational conversations, greetings, requests, demands, instructions, and enquiries.

CO4 Developing report writing and essay writing skills.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Communication through Art & design – Describing works of art, Describe various moods in art, How do you critique an art work?	6
UNIT-II	Vocabulary & Grammar : Idioms, One word substitution, Usage of Tenses, Translation in practice.	5

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

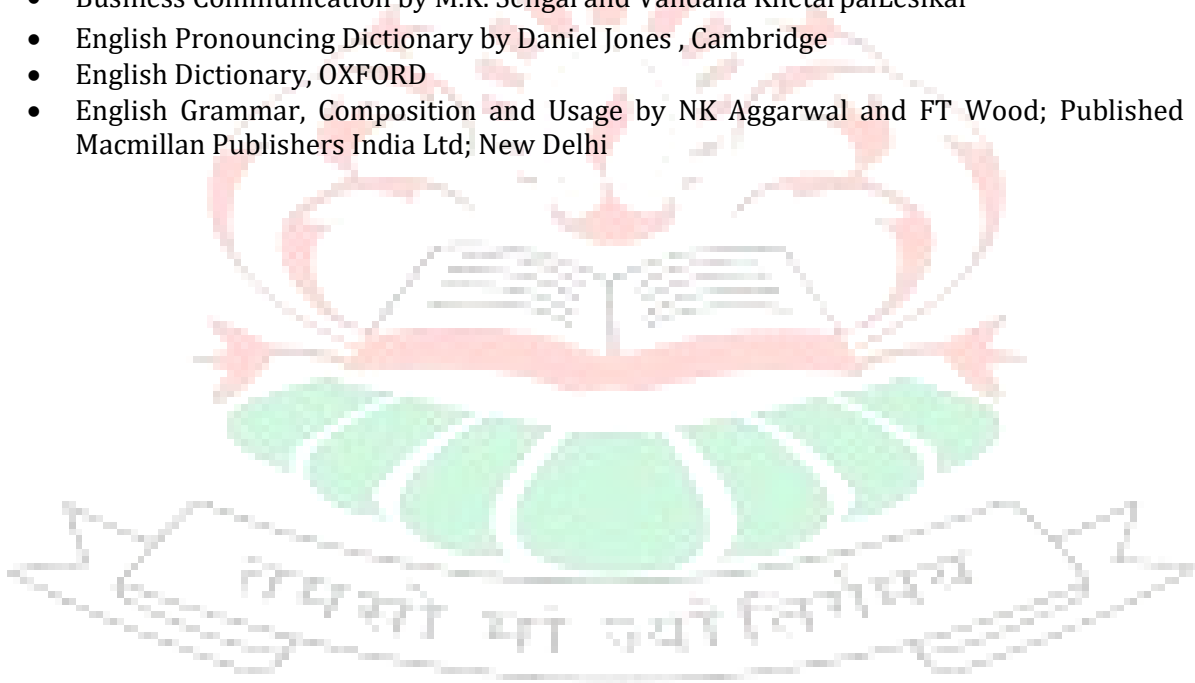
1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

UNIT-III	Listening Skills - Comprehension & Note-taking Speaking Skills : Essentials of Good speech, Art of Public speaking, Seminar & Debate	8
UNIT-IV	Personality development : Intrapersonal Skills – Self-esteem, Self- confidence & Attitude.	6

Recommended Books:

- Business Communication by Varinder Kumar and Bodh Raj
- Personality Development and Soft Skills by Achhru Singh and Dharminder Singh Ubha
- Business Communication by M.K. Sehgal and Vandana KhetarpalLesikar
- English Pronouncing Dictionary by Daniel Jones , Cambridge
- English Dictionary, OXFORD
- English Grammar, Composition and Usage by NK Aggarwal and FT Wood; Published by Macmillan Publishers India Ltd; New Delhi



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Poster & Magazine Layout- II (Practical)

SUBJECT CODE: BFAA3605

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	8	4

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Students will learn to create cover of magazine, newspaper, story books and poem books.

CO1: Understand of graphical composition of Poster Design.

CO2: Understand the articulation of aesthetic principles (Balance, Rhythm, Harmony, order & movement, Placement, Size, Alignment & orientation) through letter forms and typographical layouts.

CO3: Explore poster design with Image and text, and have to understand uses of typography with headline (tagline) to attract target audience, they should understand the objective of Poster Design and how to approach target audience on behalf of client.

CO4 Understand the ethical considerations and cultural context of creating designs for diverse audiences.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
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L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

UNIT-I	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines.	
UNIT-II	Study and selection of typefaces for different layouts; use of letters and words as a visual element/ form; calculation of copy according to given space. Study of different schools of posters and their application to the project; making of posters, show cards, multi-sheet posters etc.	
UNIT-III	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids.	
UNIT-IV	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids. Study of different schools of posters and their application to the project; making of posters, show cards, multi-sheet posters etc.	

Recommended Books:

- [Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students](#) (Ellen Lupton)
- [Stop Stealing Sheep & Find Out How Type Works](#) (Erik Spiekermann)
- [The Anatomy of Type: A Graphic Guide to 100 Typefaces](#) (Stephen Cole)
- [On Web Typography](#) (Jason Santa Maria)
- [Why Fonts Matter](#) (Sarah Hyndman)
- [Designing with Type: The Essential Guide to Typography](#) (James Craig)

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

L-Lecture

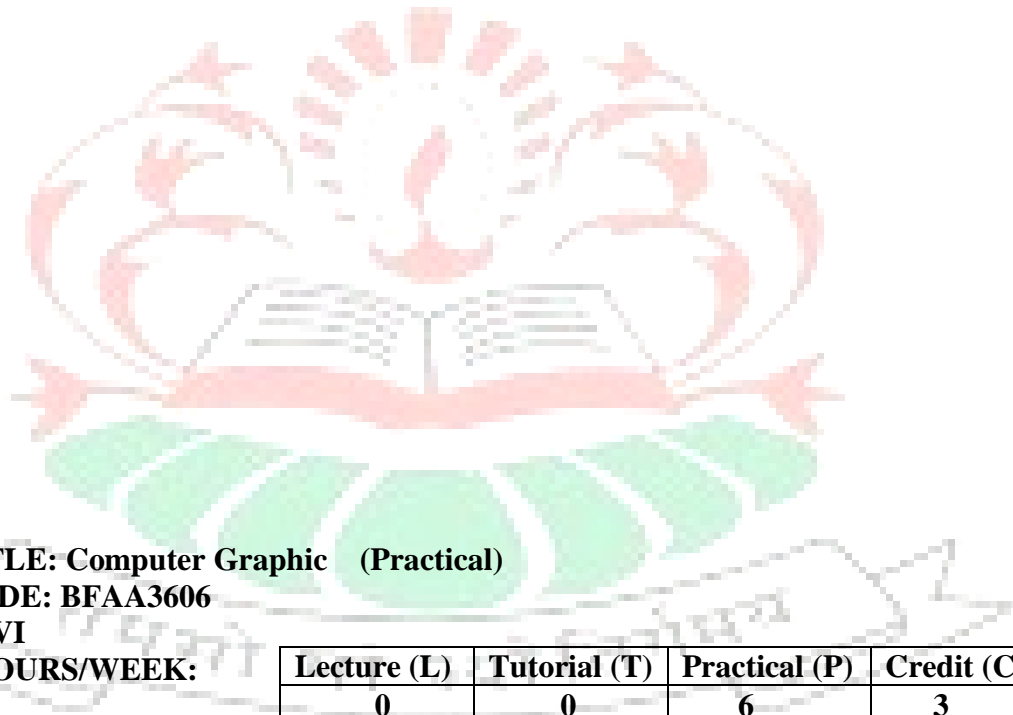
T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.



SUBJECT TITLE: Computer Graphic (Practical)

SUBJECT CODE: BFAA3606

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Computers are used now days in all aspects of our life. The objective of this is to create an awareness of computer application in the students and also to make them familiar with the working of computer system. This exposure will enable the students to enter the world with confidence, live in these environments in a harmonious way and contribute to the productivity.

CO1 Gain knowledge of different file formats and how to export designs for print and digital

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

media.

CO2 Develop problem-solving skills and creativity to design visually appealing and effective designs.

CO3 Develop time-management skills to complete design projects within deadlines.

CO4 Understand the basics of computer hardware and software and learn how to operate a computer.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Computer, Working with MS Word preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-II	Introduction to Computer, Working with paint brush, preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-III	Introduction to Computer, Working with PageMaker preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
UNIT-IV	Introduction to Computer, Working with CorelDraw; preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	

Recommended Books:

- Thinking with Type by Ellen Lupton
- How to be a Graphic Designer without losing your soul by Abrian Shaughnessy
- The Elements of Typographic Style by Robert

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Printing & Photography (Practical)

SUBJECT CODE: BFAA3607

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: Understand of graphical composition of images. The course develops understanding & articulation of aesthetic principles (Balance, Depth and field and its control) mega pixels and its importance.

CO3: Create visual images with illustration, painting, computer generated image but photography is one of most important medium to capture images.

CO4: Understanding of how to use texture to create interest in photographs.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: i) Still Life ii) Portrait	
UNIT-II	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: iii) Landscape iv) Composition	
UNIT-III	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: v) Abstract Composition vi) Texture	
UNIT-IV	Use of camera; observation and selection of subject, composition; exposing outdoors and indoors. Knowledge of ISO, Shutter speed, aperture, depth of field etc. Use of Photoshop and other Software related to photography. Subject: vii) Digital Manipulation viii) Black & White Photography ix) Architectural Photography	

Recommended Books:

- Understanding Exposure by Bryan Peterson
- How to create Stunning Digital Photography by Toy Northrup
- The Digital Photography Book by Scott Kelby
- The Creative Digital Darkroom by Katrin Sean Duggan
- Collins Complete Photography by Johan Garret

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- The Photographer's Story: The Art of Visual Narrative by Michael Freeman
- The digital Photography Handbook: An Illustrated Step by Step Guide b Doug Harman

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Integrated Project-VI (Generic Subject)

SUBJECT CODE: BF3608

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO3: Ability to exhibit and present their art works in professional manner.

CO4 :Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: History & Appreciation of Art- III (Theory)

SUBJECT CODE: BFAA4701

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To make students aware about History of Western with special reference of painting theme and technique etc.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

CO1: Understanding and appreciation of various modern art movements and the major artists of Post Impressionism, Fauvism and Expressionism.

CO2: To make students aware about History of Western with special reference of painting theme and technique etc.

CO3: To analyze and interpret various styles and historical forms according to the context.

CO4 Understanding of the impact of these movements and artists on the development of modern and contemporary art.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Impressionism, Manet, Monet, Degas, Renoir. Post-Impressionism: Cezanne, Van Gogh, Gauguin Neo-Impressionism: George Seurat, Camille Passarro	
UNIT-II	Cubism: Picasso and Braque. Futurism Fauvism: Matisse	
UNIT-III	Expressionism: Edvard Munch, Wassily Kandinsky, Paul Klee Dada and Surrealism: Duchamp, Dali, Miro.	
UNIT-IV	Abstractionism: Jackson Pollock, Vasareily, David Hockney Eminent Sculptors of the Modern period: Rodin, Picasso, Brancusi, Henry. Moore, Barbara Hepworth, Smith	

Recommended Books:

- Ritchie – German 20th Century Art – Museum of Modern Art.
- Barr – Fantastio Art; Dada and Surrealism.
- Scuphor – Dictionary of Abstract Art.
- Motherwell Dada Poets and Painters (Anthology of Dada Writings).
- Marcel Jean – A History of Surrealist Painting (Comprehensive Study)
- Herber Read – Surrealism (Mainly documents)
- Rubin – Dada & Surrealism.
- F.Pepper – Kinetic Art.
- L. Lippart – Pop Art.
- Poggioli – Theory of the Avant Garde (Concepts of modernity)
- MC Muller – Art, Affluence and Alienation (Contemporary developments in various Arts).
- A.M. Haftman – 20th Century Painting.
- Cold water : Primitivism in Modern Art.
- Hamilton – Painting & Sculpture in Europe – 1880-1940.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- Pevsner – Pioneers of Modern Design, 1965.
- Zigrosser – Expressionism – A Survey of their Graphic Work, 1957.
- Seitz – The Responsive Eye, 1965.
- Myers – Modern Painting in our time – 1956.
- Gray – The Great Experiment: Russian Art – 1863-1922, 1962.
- Rose Barbara – American Painting since 1900, 1967.
- Goodrich and Baur – American Art of the Twentieth Century, 1962.
- Roseberg – The Tradition of the New, 1959.
- Steinberg Leo – Other Criteria.
- Arnason : History of Modern Art.

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$

SUBJECT TITLE: Aesthetics-V (Theory)

SUBJECT CODE: BFAA4702

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

End Term Exam: 60
Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO1: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty.

CO2: To understand and apply the concepts and philosophies of Indian Aesthetic as required.

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 Developing skills in articulating ideas and arguments related to beauty and art through written and verbal communication

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Nature of Beauty: Plato, Aristotle, Plotinus	
UNIT-II	Kant, Hegel, Alberti, Ghiberti	
UNIT-III	Theories relating to origin of Art. Imitation, Play and Intuition	
UNIT-IV	Role of Sub-conscious and conscious mind in artistic creation.	

Recommended Books:

- Aesthetic meaning – Rekha Jhanji
- Philosophy of Art (Foundations of Philosophy series)
- Comparative Aesthetics: Eastern & Western – G. Hanumantha Rao and DVK Murthy
- Philosophy of Art – Aldrich Virgil
- Aesthetics from classical Greece to the present: A Short History – Monsore C Beardsley.
- Art as Experience – John Dewey.
- Introductory Readings in Aesthetics – Hospers John.
- Art and Illusion – E. H. Gombrick.
- Ideals and Idols – E.H. Gombrick.
- Ways of World Making – Nelson Goodman.
- Critical Theory – Pyne
- Truth in Painting – Jaques Devida.
- Approaches to Indian Art – Nihar Ranjan Ray
- Idea and Images – Nihar Rangan Ray.
- Aesthetic Theory and Art – Ranjan K. Ghosh
- Mimesis as Make – Believe – Aurther Danto

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Video Editing (Practical)

SUBJECT CODE: BFAA4704

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: The purpose of this course is to teach students to identify if shooting a film is an important part while making a film, the video editing part too plays a vital role in processing and finalizing a video movie. The art of video editing is no longer is hidden art as it was the case before, it is now a very well known fact and the essence of Film Making. It is the video Editor who makes the final decision about what is essential and what is not while making the film. It is through the art of video editing that enables you to control the rhythm and pace of a movie.

CO1: The purpose of this course is to teach students to identify if shooting a film is an important part while making a film; the video editing part too plays a vital role in processing and finalizing a video movie.

CO2: The art of video editing is no longer is hidden art as it was the case before, it is now a very well known fact and the essence of Film Making.

CO3: It is the video Editor who makes the final decision about what is essential and what is not while making the film. It is through the art of video editing that enables you to control the rhythm and pace of a movie.

CO4 Developing a basic understanding of key video editing concepts and techniques, including linear and non-linear editing, film and television editing, and sound editing.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to overview and History of Video Editing, Basic Concepts in Video Editing, Different Techniques in Video Editing, Importance of Video Editing	
UNIT-II	Introduction to Different Types of Editing including Linear and Non Linear, Film and Television editing, Understanding the Cables, Tapes & Video Tape Recorder, Understanding the Monitors and Timeline.	
UNIT-III	Introduction to Sound Editing, Transitions and Filters, Understanding Titles and	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

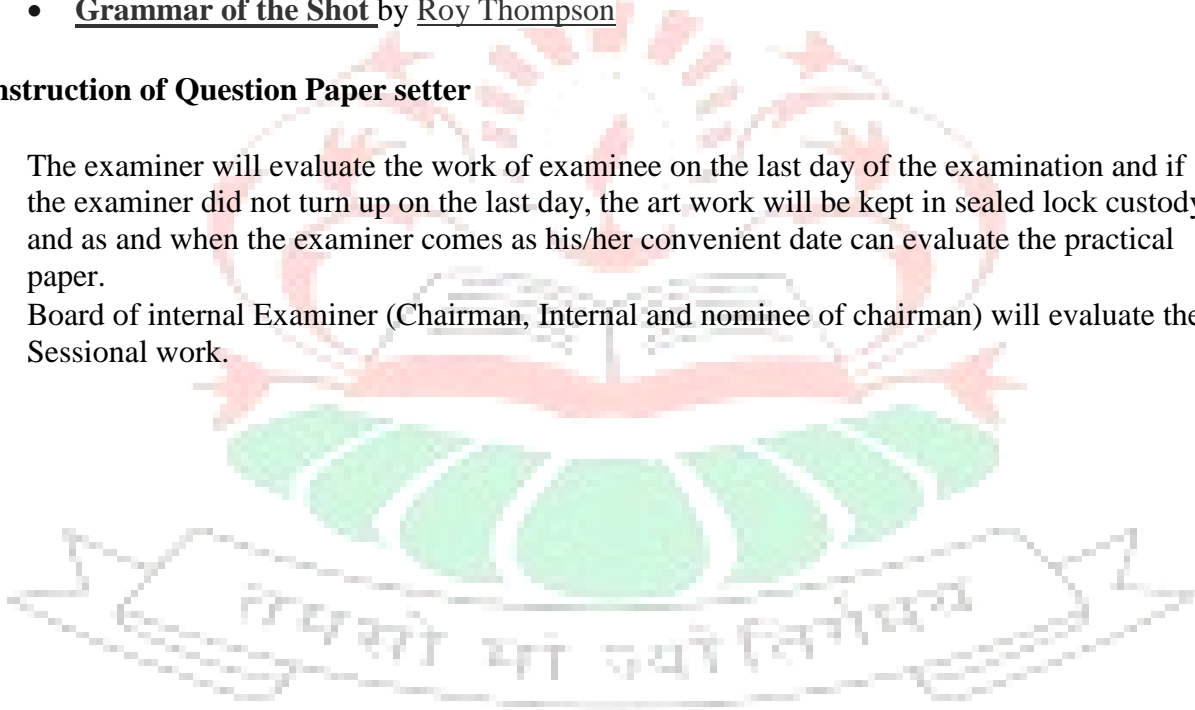
	Graphics,Composition and Key Framing	
UNIT-IV	Introduction to Color Correction , Finishing ,Basic Effects, Hands on Practice on Premier Pro	

Recommended Books:

- In the Blink of an Eye by Walter Murch
- Grammar of the Shot by Roy Thompson

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Drawing Illustration-III (Practical)

SUBJECT CODE: BFAA4705

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This subject will impart knowledge about complete aspect of Drawing Illustration. This course examines the historical and applied application of visual art for publication and mass media. A series of practical assignments investigate a variety of sub-themes routinely practiced by illustrators such as advertising, editorial, scientific and book illustration.

CO1: This subject will impart knowledge about complete aspect of Drawing Illustration.

CO2: This course examines the historical and applied application of visual art for publication and mass media.

CO3: A series of practical assignments investigate a variety of sub-themes routinely practiced by illustrators such as advertising, editorial, scientific and book illustration.

CO4 Developing the ability to create artwork for different media and platforms, such as print, web, and mobile.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Analyze formal principles of drawing and explore how they relate to illustration	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

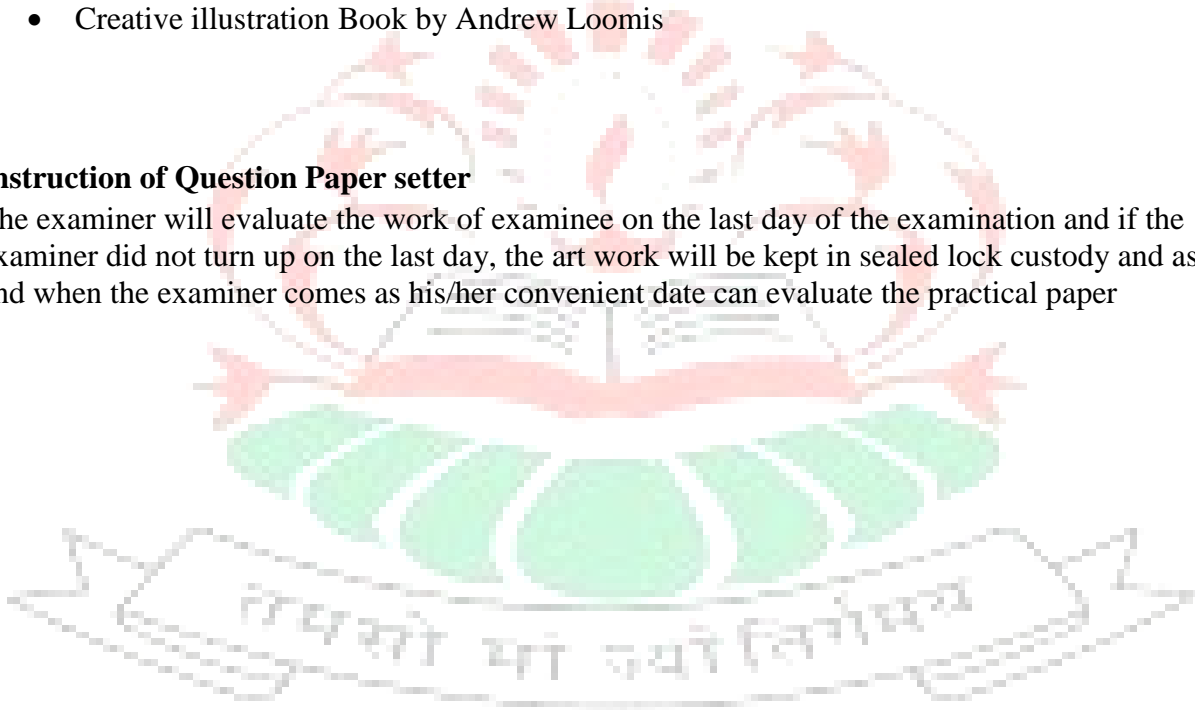
UNIT-II	Create conceptual solutions in a variety of the following media, including but not limited to: pencil, ink, water media, acrylics, oils, markers, pastels, charcoal, paper, or collage	
UNIT-III	Create illustration for story books	
UNIT-IV	Create illustration for 2d advertisements .	

Recommended Books:

- Drawing and Illustration: A Complete Guide Book by John Moranz
- Creative illustration Book by Andrew Loomis

Instruction of Question Paper setter

The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Digital Media (Motion Graphics) (Practical)
SUBJECT CODE: BFAA4706
SEMESTER: VII
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: : Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital media. Knowledge of motion graphics. Motion Graphics is a basic motion design subject aimed at Motion Graphics majors. This subject teaches several different approaches to animation with the goal of refined movement to tell stories and deliver messaging while maintaining a highly designed approach. Students can apply skills learned in this class to other design and animation classes.

CO1: Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital media.

CO2: Knowledge of motion graphics. Motion Graphics is a basic motion design subject aimed

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

at Motion Graphics majors.

CO3: This subject teaches several different approaches to animation with the goal of refined movement to tell stories and deliver messaging while maintaining a highly designed approach. Students can apply skills learned in this class to other design and animation classes.

CO4 Students can apply skills learned in this class to other design and animation classes.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Create motion graphics from a variety of static sources. Recognize and define common animation techniques	
UNIT-II	Apply common animation techniques to simulate realistic movement	
UNIT-III	Create a short visual story from a script	
UNIT-IV	Use audio, typography and design to make a visual production	

Recommended Books:

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

SUBJECT TITLE: Print Production II — (Practical)

SUBJECT CODE: BFAA4707

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course : Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital photographs. Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

CO1 Students will be able to demonstrate an understanding of the principles of advertising

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

photography and its role in marketing.

CO2 Students will be able to demonstrate an understanding of the principles of modeling and fashion photography and the ability to create images that meet industry standards.

CO3 Students will be able to demonstrate an understanding of the principles of product photography and the ability to create images that showcase products effectively.

CO4 Students will be able to create images that tell a story or convey a message in the context of advertising or other media.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advance work for advertising in Photography Subject: Photography for advertising Photography for modeling /Fashion photography	
UNIT-II	Advance work for advertising in Photography Subject: Product Photography Digital Manipulation	
UNIT-III	Advance work for advertising in Photography Subject: Travel Photography Photography for Journalism Black & White photography	
UNIT-IV	Advance work for advertising in Photography Subject: Photo series / Photo essay (based on a particular theme) Photography for illustration /Story Board.	

Recommended Books:

- Understanding Exposure by Bryan Peterson
- How to create Stunning Digital Photography by Toy Northrup
- The Digital Photography Book by Scott Kelby
- The Creative Digital Darkroom by Katrin Sean Duggan
- Collins Complete Photography by Johan Garret
- The Photographer’s Story: The Art of Visual Narrative by Michael Freeman
- The digital Photography Handbook: An Illustrated Step by Step Guide b Doug Harman

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



SUBJECT TITLE: Integrated Project-VII (Generic Subject)

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT CODE: BFAA4708
SEMESTER: VII
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO3: Ability to exhibit and present their art works in professional manner.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: History & Appreciation of Art- IV (Theory)

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

SUBJECT CODE: BFAA4801
SEMESTER: VIII
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To make students aware about History of Western with special reference of painting theme and technique etc

CO1: To make students aware about History of Modern Indian art with special reference of painting theme and technique etc.

CO2: Basic introduction to Modern Indian art from Pre Independence era, focusing on Bengal School, Madras and south group ,Delhi shilpi chakra ,Baroda group, Narrative group etc.

CO3: Understanding the language of Modern Indian Art in sociological, political and other contexts and using it accordingly.

CO4 Students will be able to analyze the impact these collectives had on Indian art.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Bengal School of Art: Ravindra nath Tagore, Abinder Nath Tagore, Gagnider Nath Tagore, Nand lal Bose Progressive Artist Group: M. F. Hussain, S.H. Raza, F. N. Souza	
UNIT-II	Calcutta Group Paritosh Sen, Bikash Bhattacharya, Prodosh Das Gupta	
UNIT-III	Madras and South: KCS Panniker, Sultan Ali, Nandagopal, PT Reddy	
UNIT-IV	Delhi Shilpi Chakra, Group 1890 & Narrative Group, Baroda Independent developments and some contemporary trends in Contemporary Indian Art.	

Recommended Books:

- Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.
- Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.
- Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma
- Bhartiya Murtikala_ Ramanath Mishra.
- Bhartiya Kala- A. L. Srivastava.
- Bhartiya Chitrakan- R. K. Vishwakarma.
- Arts and Architecture of India - Benjamin Rowland

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- History of Indian Art - Haumtington
- Indian Sculpture - SteHakramriscch
- A History of far Eastern Art - Thames and Hudson

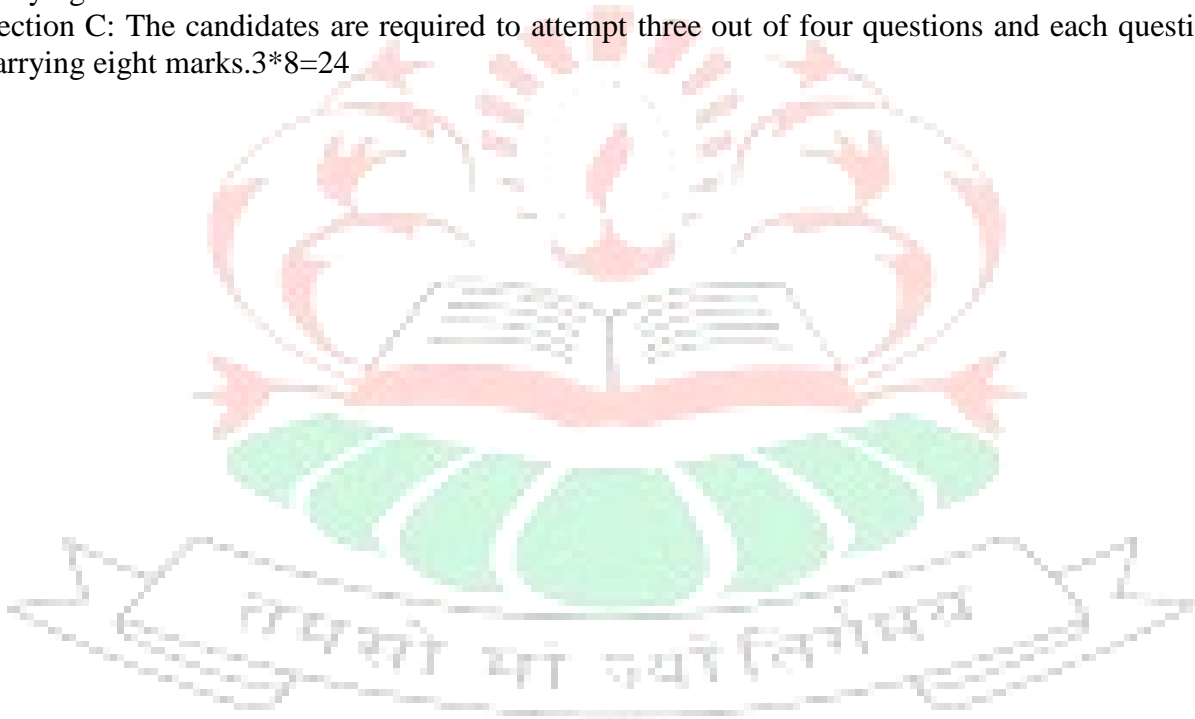
Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12 \times 1 = 12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6 \times 4 = 24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3 \times 8 = 24$



SUBJECT TITLE: Aesthetics-VI (Theory)

SUBJECT CODE: BFAA4802

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

End Term Exam: 60
Duration of Exam; 3 Hrs

Objective and outcome of course: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty. This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO1: The aim of the subject is to introduce the students to the role of Aesthetics in life which will guide him to explore the nature of [art](#), [beauty](#), and [taste](#), with the creation and appreciation of beauty.

CO2: This will further help the student in understanding the [judgments](#) of [sentiments](#).

CO3: Student shall be acquainted with art form an expansive viewpoint.

CO4 These are theoretical concepts that relate to how we experience art. Psychological distance refers to the psychological space between the viewer and the artwork, while empathy relates to the viewer's ability to understand and identify with the emotions expressed in the artwork.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Theories related to works of Art: Form & Content, Organic structure, Expressiveness	
UNIT-II	Marx, Croce, Herbert Read, Art & Society	
UNIT-III	Globalization in Art, Art and Environment	
UNIT-IV	Psychical Distance, Empathy, Pleasure, Anti-Aesthetics and Art	

Recommended Books:

- Aesthetic meaning – Rekha Jhanji
- Philosophy of Art (Foundations of Philosophy series)
- Comparative Aesthetics: Eastern & Western – G. Hanumantha Rao and DVK Murthy
- Philosophy of Art – Aldrich Virgil
- Aesthetics from classical Greece to the present: A Short History – Monsore C. Beardsley.
- Art as Experience – John Dewey.
- Introductory Readings in Aesthetics – Hospers John.
- Art and Illusion – E. H. Gombrick.
- Ideals and Idols – E.H. Gombrick.
- Ways of World Making – Nelson Goodman.
- Critical Theory – Pyne
- Truth in Painting – Jaques Devida.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- Approaches to Indian Art – Nihar Ranjan Ray
- Idea and Images – Nihar Rangan Ray.
- Aesthetic Theory and Art – Ranjan K. Ghosh
- Mimesis as Make – Believe – Aurther Danto

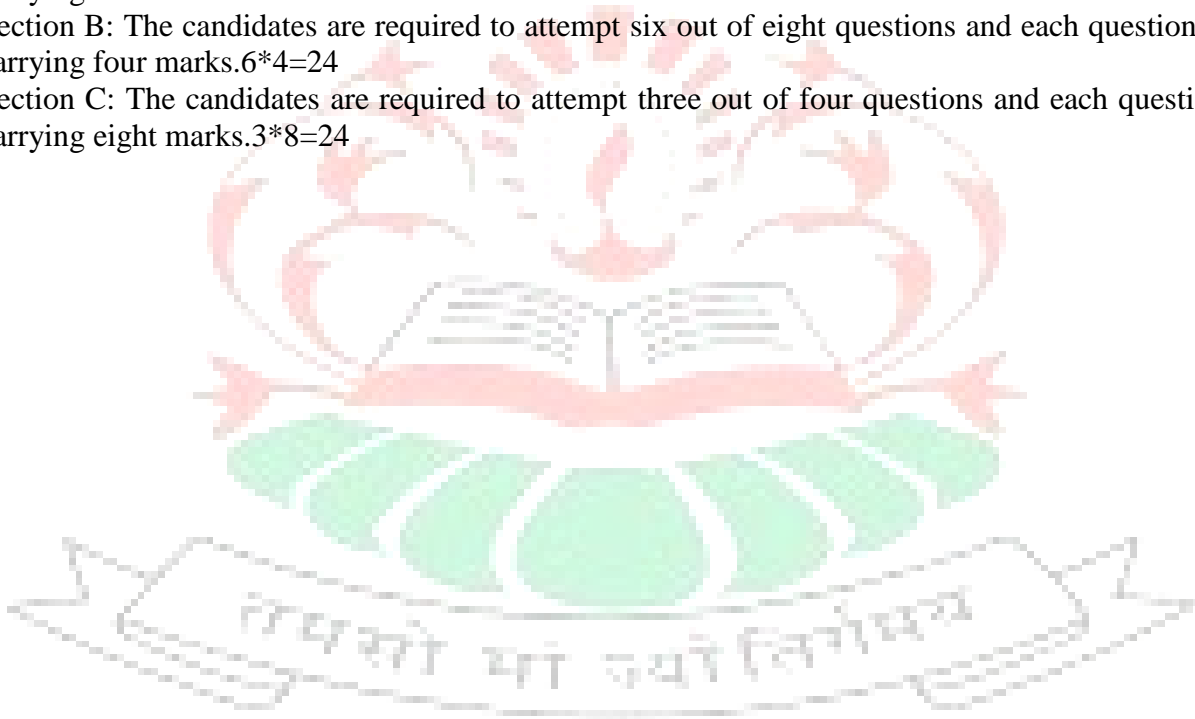
Instruction of Question Paper setter

Question Paper is divided into three sections. In which first question is compulsory. The detail of all sections mentioned below.

Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark. $12*1=12$

Section B: The candidates are required to attempt six out of eight questions and each question is carrying four marks. $6*4=24$

Section C: The candidates are required to attempt three out of four questions and each question carrying eight marks. $3*8=24$



SUBJECT TITLE: Communication Skills - II (Practical)

SUBJECT CODE: BFAA4803

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 40

End Term Exam: 60

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

Duration of Exam; 3 Hrs

Objective and outcome of course: To equip the students with Professional communication skills needed in professional/academic world and to inculcate human/ethical values in them. This course is designed to make student conversant with the basic forms, formats and techniques of Professional communication skills.

CO1 Developing effective letter writing skills, including knowledge of formats and language, as well as the ability to write different types of letters such as personal, business, applications, thanks, invitation, condolence, requests, and complaints, and understanding email etiquette

CO2 Understanding the nature, importance, and role of communication, including the communication process and the various barriers and gateways to effective communication.

CO3 Developing effective group communication skills, including features of fluent speech, regular practice, role-play, extempore-situational conversations, greetings, requests, demands, instructions, and enquiries.

CO4 Developing report writing and essay writing skills.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Communication through Art & design; Group Discussion – Introduction, communication skills in GD, Do's & Dont's of GD.	5
UNIT-II	Interview Skills- Purpose of Interview, Various types of Interview , Do's & Dont's of Interview; Presentation & Public Speaking Skills – Planning and Techniques of Presentation, Presentation in front of class; Telephone Skills	8
UNIT-III	Listening comprehension ; Professional writing skills : Job Applications, Resume writing & E-mail Writing	5
UNIT-IV	Work Place Success : Language Etiquette, Professional Etiquette, Professional relationship, Leadership & Team Management, Time Management & Stress Management	7

Recommended Books:

- Facing Job Interviews by Marry Stella, Lotus Press Publishers
- Soft Skills by Gajendra S. Chauhan and Sangeeta Sharma , Wiley Publications
- Business Communication by Varinder Kumar and Bodh Raj
- Personality Development and soft Skills by Achhru Singh and Dharminder Singh Ubha

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

- Business Communication by M.K. Sehgal and Vandana KhetarpalLesikar



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Digital Poster (Practical)

SUBJECT CODE: BFAA4804

SEMESTER: VII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: To impart knowledge about the contemporary ways of digital poster making.

CO1: Students will be able to explore poster design with Image and text, and have to understand uses of typography with headline (tagline) to attract target audience. Students should understand the objective of Poster Design and how to approach target audience on behalf of client.

CO2: Work with computer using different software to create attractive and useful poster to communicate their idea to the target audience.

CO3: Understand of graphical composition of Poster Designative of Poster Design and how to approach target audience on behalf of client.

CO4 The poster could examine the impact of digital technology on society, including issues such as digital addiction, cyber bullying, and the digital divide.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Knowledge Using software for making digital posters.	
UNIT-II	Study of different kinds of digital posters	
UNIT-III	To study the contemporary poster making in the film industry	
UNIT-IV	To study the contemporary poster making in different industries like food, health clothing etc	

Recommended Books:

- Draplin Design Co: Pretty Much Everything by Aaron Draplin

Instruction of Question Paper setter

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.

The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper

SUBJECT TITLE: Drawing Illustration-IV (Practical)

SUBJECT CODE: BFAA4805

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: This subject will impart knowledge about complete aspect of Drawing Illustration. This course examines the historical and applied application of visual art for publication and mass media. A series of practical assignments investigate a variety of sub-themes routinely practiced by illustrators such as advertising, editorial, scientific and book illustration.

CO1: This subject will impart knowledge about complete aspect of Drawing Illustration.

CO2: This course examines the historical and applied application of visual art for publication and mass media.

CO3: A series of practical assignments investigate a variety of sub-themes routinely practiced by illustrators such as advertising, editorial, scientific and book illustration.

CO4 Developing the ability to create artwork for different media and platforms, such as print, web, and mobile.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Analyze formal principles of drawing and explore how they relate to illustration Construct conceptual solutions for various applications, sizes, and formats	
UNIT-II	Create conceptual solutions in a variety of the following media, including but not limited to: pencil, ink, water media, acrylics, oils, markers, pastels, charcoal, paper, or collage	
UNIT-III	Appraise and defend choice of media and technique appropriate for intended concept	
UNIT-IV	Question conceptual appropriateness of solutions based on intent, audience, and use.	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

Recommended Books:

- Drawing and Illustration: A Complete Guide Book by John Moranz
- Creative illustration Book by Andrew Loomis

Instruction of Question Paper setter

The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper



L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

SUBJECT TITLE: Print Production – III (Practical)

SUBJECT CODE: BFAA4806

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 6 Hrs

Objective and outcome of course: : Knowledge artistic and commercial of applications of digital photography in respect of methods and techniques necessary to make successful digital photographs. Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

CO1: Knowledge artistic and commercial of applications of digital photography in respect of methods and techniques necessary to make successful digital photographs.

CO2: Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

CO3: Applying suitable and innovative digital skills.

CO4 Students will be able to create images that tell a story or convey a message in the context of advertising or other media.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advance work for advertising in Photography Subject: Photography for advertising	

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20

2. Assignment: 10

3. Attendance: 5

4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

	Photography for modeling /Fashion photography	
UNIT-II	Advance work for advertising in Photography Subject: Product Photography Digital Manipulation	
UNIT-III	Advance work for advertising in Photography Subject: Travel Photography Photography for Journalism Black & White photography	
UNIT-IV	Advance work for advertising in Photography Subject: Photo series / Photo essay (based on a particular theme) Photography for illustration /Story Board.	

Recommended Books:

- Understanding Exposure by Bryan Peterson
- How to create Stunning Digital Photography by Toy Northrup
- The Digital Photography Book by Scott Kelby
- The Creative Digital Darkroom by Katrin Sean Duggan
- Collins Complete Photography by Johan Garret
- The Photographer's Story: The Art of Visual Narrative by Michael Freeman
- The digital Photography Handbook: An Illustrated Step by Step Guide b Doug Harman

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 "Regulation for Academic Evaluation" RIMT University.



SUBJECT TITLE: Integrated Project-VIII (Generic Subject)

SUBJECT CODE: BF AA4807

SEMESTER: VIII

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.

own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The students have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: Building a portfolio of artwork to showcase progress and development throughout the course.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

L-Lecture

T-Tutorial

P-Practical

The Breakup for internal evaluation (40Marks) is as follows:

1. Mid Semester Exams: 20
2. Assignment: 10
3. Attendance: 5
4. Class Participation: 5

Note: For Evaluation scheme ordinance number 8 “Regulation for Academic Evaluation” RIMT University.