

Program Name: Bachelor of fine arts Applied & Painting

Program Code:FAP 301



RIMT

UNIVERSITY

Study Scheme & Syllabus

For

BFA (Painting & Applied Art)

(First to Eight Semester)

ProgramCode: FAP 301

(W.e.f. Session 2019-20)

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

School of Art & Design

RIMT UNIVERSITY MANDI GOBINDGARH, PUNJAB



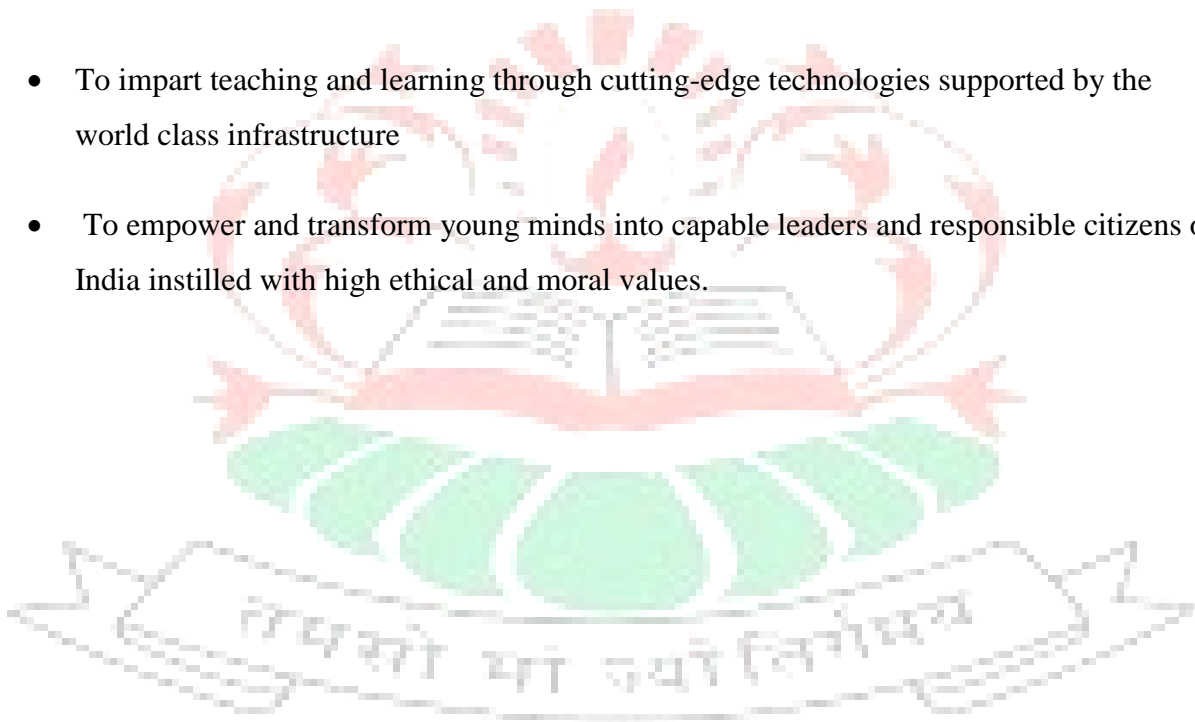
RIMT UNIVERSITY MANDI GOBINDGARH, PUNJAB

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.



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



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



BFA PROGRAM

ART &DESIGN

PROGRAM EDUCATION OBJECTIVES

BFA (APPLIED ART)

PEO1	Develop and demonstrate a strong foundation in the techniques, theories, and history of painting, and use this knowledge to create original, expressive works of art.
PEO2	Cultivate a strong sense of artistic identity and professional practice, and develop the ability to articulate and present their ideas to diverse audiences.
PEO3	Build a portfolio of work that demonstrates a high level of technical skill, creative expression, and originality, and showcases their ability to work in a range of styles and media
PEO4	Develop the ability to analyze and critique their own work, and to engage in constructive critique and collaboration with peers and other artists.
PEO5	Pursue opportunities to exhibit their work, participate in residencies, and engage in other professional development activities that contribute to their growth and success as artists.

PROGRAM OUTCOMES

PO 1	History of Art: Appreciate, understand and apply concepts of Art history to different design solutions
PO 2	Aesthetic Analysis: Talent to classify, significantly evaluate and prepare complex aesthetics using fundamentals of Art and Design concepts with contextual understanding of the same.
PO 3	Advertising Principles and Theory: Ability to transform composite production scenarios with brand awareness and present-day issues into problems, explore, recognize and propose appropriate solutions using rising technologies.
PO 4	Accomplish Practical Graphic Design Solutions : Ability to invent and explore different approaches to a problem and coming up with Graphic Design solutions.
PO 5	Current Implement Procedure: Skill to select recent computing tools, skills and techniques compulsory for original software solutions
PO 6	Drawing and Illustration skills: Facility to apply and execute expert principles of illustrative technique.
PO 7	Image Creation: Ability and understanding of photography techniques to implement as design solutions.
PO 8	Administration and team building: Skill to recognize administration and design philosophy with necessary technical skills to supervise projects in multidisciplinary environments.
PO 9	Announcement Usefulness: Converse successfully with the Art and Design community as well as culture by being able to know successful documentations and presentations.
PO 10	Develop the ability to reflect on their artistic practice and engage in self-assessment, and the ability to set goals and develop strategies for achieving those goals.
PO 11	Develop a strong sense of community and collaboration with peers and other artists, and demonstrate the ability to engage in constructive critique and dialogue about their work.

PO 12	Demonstrate proficiency in professional practices related to painting, including portfolio development, artist statements, self-promotion, and exhibition practices.
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PROGRAM SPECIFIC OUTCOMES

PSO1	Concepts of Art and Design : Appreciate and apply design concepts
PSO2	Difficulty Analysis: Talent to classify
PSO3	Drawing / Improvement of Solutions: Facility to transform composite production scenarios and present-day issues into problems
PSO4	Accomplish Investigations of Complex Design problems: Ability to invent
PSO5	Current Implement Procedure: Skill to select recent computing tools

**BFA APPLIED ART
PROGRAMME SPECIFIC OUTCOMES (PSO)**

PSO1: Concepts of Art and Design : Appreciate and apply design concepts, computer skills and art information for the conceptualization of appropriate applied art solutions .

PSO2: Difficulty Analysis: Talent to classify, significantly evaluate and prepare complex design problems using fundamentals of art and design with computer knowledge.

PSO3: Drawing / Improvement of Solutions: Facility to transform composite production scenarios and present-day issues into problems, explore, recognize and propose included solutions using rising technologies.

PSO4: Accomplish Investigations of Complex Design problems: Ability to invent , research and experiment to interpret data and present well up to date conclusions.

PSO5: Current Implement Procedure: Skill to select recent computing tools, skills and techniques compulsory for original software solutions

PSO6: Proficient Principles: Facility to apply and give expert brand context to complex advertising requirements.

PSO7: Ultimate Education: Identify the need for and enlarge the ability to appoint in permanent education as a Applied Art qualified.

PSO8: Mission Administration: Skill to recognize administration and Design philosophy with artistic ability to supervise projects in multidisciplinary environments.

PSO9: Announcement Usefulness: Converse successfully with the Advertising and design society as well as culture by being able to know successful documentations and presentations.

PSO10: Public & Ecological Alarm: Ability to implement ethical, cost-effective, green, and sustainable solutions targeted to client benefit and requirement

PSO11: Personality & Group Job: Ability to job as a part or manager in various teams in multidisciplinary situations.

PSO12: Modernization and Private Enterprise: Classify opportunities, private enterprise dream and use of original thoughts to build worth and means for the betterment of the human being and the world.

BFA PAINTING

PEO1	Develop and demonstrate a strong foundation in the techniques, theories, and history of painting, and use this knowledge to create original, expressive works of art.
PEO2	Cultivate a strong sense of artistic identity and professional practice, and develop the ability to articulate and present their ideas to diverse audiences.
PEO3	Build a portfolio of work that demonstrates a high level of technical skill, creative expression, and originality, and showcases their ability to work in a range of styles and media
PEO4	Develop the ability to analyze and critique their own work, and to engage in constructive critique and collaboration with peers and other artists.
PEO5	Pursue opportunities to exhibit their work, participate in residencies, and engage in other professional development activities that contribute to their growth and success as artists.

PROGRAM OUTCOMES

PO 1	History of Art: Appreciate, understand and apply concepts of Art history to different design solutions
PO 2	Aesthetic Analysis: Talent to classify, significantly evaluate and prepare complex aesthetics using fundamentals of Art and Design concepts with contextual understanding of the same.
PO 3	Advertising Principles and Theory: Ability to transform composite production scenarios with brand awareness and present-day issues into problems, explore, recognize and propose appropriate solutions using rising technologies.
PO 4	Accomplish Practical Graphic Design Solutions : Ability to invent and explore different approaches to a problem and coming up with Graphic Design solutions.
PO 5	Current Implement Procedure: Skill to select recent computing tools, skills and techniques compulsory for original software solutions
PO 6	Drawing and Illustration skills: Facility to apply and execute expert principles of illustrative technique.
PO 7	Image Creation: Ability and understanding of photography techniques to implement as design solutions.
PO 8	Administration and team building: Skill to recognize administration and design philosophy with necessary technical skills to supervise projects in multidisciplinary environments.
PO 9	Announcement Usefulness: Converse successfully with the Art and Design community as well as culture by being able to know successful documentations and presentations.
PO 10	Develop the ability to reflect on their artistic practice and engage in self-assessment, and the ability to set goals and develop strategies for achieving those goals.
PO 11	Develop a strong sense of community and collaboration with peers and other artists, and demonstrate the ability to engage in constructive critique and dialogue about their work.
PO 12	Demonstrate proficiency in professional practices related to painting, including portfolio development, artist statements, self-promotion, and exhibition practices.

PROGRAM SPECIFIC OUTCOMES

PSO1	Visual research. Locating precedence in history and ability to analyze and think critically.
PSO2	Developing a personal visual language.
PSO3	Application of research and creating a body of work for Final Degree show.
PSO4	Skills pertaining to selection, presentation and exhibition.
PSO5	Public & Ecological Alarm: Ability to implement ethical, cost-effective, green, and sustainable solutions targeted to client benefit and requirement



Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

Program : B.F.A (Foundation Course)

<p align="center">Program : B.F.A (Foundation Course) Department : Department of Fine Arts Year : 1 (Semester 1)</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	BFA1101	Basic Communication	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFA1102	Indian Culture and Arts- I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFA1103	Clay Modeling-I	Practical	2	-	-	4	-	6	-	60	-	-	40	100
4	BFA1104	Visual Representation-I	Practical	3	-	-	6	-	3	-	60	-	-	40	100
5	BFA1105	Still Life	Practical	2	-	-	4	-	6	-	60	-	-	40	100
6	BFA1106	Basic Computer	Practical	2	-	-	4	-	3	-	60	-	-	40	100
7	BFA1107	Print Making-I	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFA1108	Integrated Project- I	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
		Total		17	4	-	26	-	-	32	360	48	120	240	800

1. CWA : Class Work Assessment
2. LWA : Lab Work Assessment
3. MTE : Mid Term Examination
4. ETE : End Term Examination
5.ETPE : End Term Practical Exam
* Subject Code will be allotted by Director Office

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

Program : B.F.A (Foundation Course) Department : Department of Fine Arts Year : 1 (Semester 2)																
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	BFA1201	Business Communication	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
2	BFA1202	Indian Culture and Arts- II	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
3	BFA1203	Clay Modeling-II	Practical	2	-	-	4	-	6	-	60	-	-	40	100	
4	BFA1204	Visual Representation-II	Practical	3	-	-	6	-	3	-	60	-	-	40	100	
5	BFA1205	Drawing and Painting	Practical	3	-	-	6	-	6	-	60	-	-	40	100	
6	BFA1206	Computer Application	Practical	2	-	-	4	-	3	-	60	-	-	40	100	
7	BFA1207	Print Making-II	Practical	3	-	-	6	-	6	-	60	-	-	40	100	
8	BFA1208	Integrated Project- II	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100	
		Total		18	4	-	28	-	-	32	360	48	120	240	800	

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

Program: B.F.A- II (Applied Art)
Department : Department of Fine Arts
Year : 2 (Semester- 3)

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	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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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

Program : B.F.A (Painting)
Department : Department of Fine Arts
Year : 2 (Semester- 3)

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	BFAP2301	Ancient Indian Art	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAP2302	Aesthetics-I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAP2303	Method and Materials-I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAP2304	Professional Communication	Practical	2	-	-	4	-	2	-	60	-	-	40	100
5	BFAP2305	Drawing/Portrait	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAP2306	Digital Representation -I	Practical	2	-	-	4	-	6	-	60	-	-	40	100
7	BFAP2307	Creative Painting	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAP2308	Integrated Project- III	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
		Total		17	6	-	22	-	-	48	300	72	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<p align="center">Program : B.F.A (Applied Art) 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	BFAA2401	European art	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA2402	Aesthetics-II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA2403	Advertising Profession & Practice-I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAA2404	Verbal Communication	Practical	2	-	-	4	-	2	-	60	-	-	40	100
5	BFAA2405	Drawing illustration- II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA2406	Typography & Poster Making	Practical	4	-	-	8	-	6	-	60	-	-	40	100
7	BFAA2407	Graphic Design-II	Practical	2	-	-	4	-	6	-	60	-	-	40	100
8	BFAA2408	Integrated Project- IV	Generic Subject	1	-	-	2	-	2	-	60	-	-	40	100
		Total		18	6	-	24	-	-	48	300	72	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<p align="center">Program : B.F.A (Painting) 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	Cred its	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BFAP2401	European art	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAP2402	Aesthetics-II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAP2403	Method and Materials-II	Theory	2	2	-	-	-	3	16	-	24	60	-	100
4	BFAP2404	Verbal Communication	Practical	2	-	-	4	-	2	-	60	-	-	40	100
5	BFAP2405	Digital Representation- II	Practical	2	-	-	4	-	2	-	60	-	-	40	100
6	BFAP2406	Drawing Full Figure	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAP2407	Creative &Figurative Composition	Practical	4	-	-	8	-	6	-	60	-	-	40	100
8	BFAP2408	Integrated Project- IV	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				18	6	-	24	-	-	48	300	72	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

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

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)					Total
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	
1	BFAA3501	History & Appreciation of Art- I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAA3502	Aesthetics- III	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA3503	Advertising & sales Management	Theory	4	4	-	-	3	-	16	-	24	60	-	100
4	BFAA3504	Communication to Different Media	Practical	2	-	-	4	-	3	-	60	-	-	40	100
5	BFAA3505	Photography	Practical	2	-	-	4	-	6	-	60	-	-	40	100
6	BFAA3506	Poster & Magazine layout- I	Practical	4	-	-	8	-	6	-	60	-	-	40	100
7	BFAA3507	Post Production Advanced After Effect	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAA3508	Integrated Project- V	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				20	8	-	24	-	-	48	300	96	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<p align="center">Program : B.F.A (Painting) Department : Department of Fine Arts Year : 3 (Semester- 5)</p>															
Teaching Scheme					Contact Hours/Week			Exam Duration(Hr)		Relative Weights (%)					
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	ETPE	Total
1	BFAP3501	History & Appreciation of Art- I	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAP3502	Aesthetics-III	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAP3503	Method and Materials - III	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAP3504	Communication to Different Media	Practical	2	-	-	4	-	3	-	60	-	-	40	100
5	BFAP3505	Photography	Practical	2	-	-	4	-	6	-	60	-	-	40	100
6	BFAP3506	Creative Mural & Composition - I	Practical	4	-	-	8	-	6	-	60	-	-	40	100
7	BFAP3507	Post Production Advanced After Effect	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAP3508	Integrated Project-V	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				18	6	-	24	-	-	48	300	96	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<p align="center">Program : B.F.A (Applied Art) Department : Department of Fine Arts 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	
1	BFAA3601	History & Appreciation of Art- II	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
2	BFAA3602	Aesthetics-IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
3	BFAA3603	Advertising Profession & Practice-II	Theory	4	4	-	-	3	-	16	-	24	60	-	100	
4	BFAA3604	Workshop on Communication Skills	Practical	2	-	-	4	-	3	-	60	-	-	40	100	
5	BFAA3605	Poster & Magazine layout- II	Practical	4	-	-	8	-	6	-	60	-	-	40	100	
6	BFAA3606	Computer Graphic	Practical	3	-	-	6	-	6	-	60	-	-	40	100	
7	BFAA3607	Printing & Photography	Practical	3	-	-	6	-	6	-	60	-	-	40	100	
8	BFAA3608	Integrated Project- VI	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100	
Total				21	8	-	26	-	-	48	300	96	180	200	800	

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<p align="center">Program : B.F.A (Painting) Department : Department of Fine Arts 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
1	BFAP3601	History & Appreciation of Art- II	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAP3602	Aesthetics-IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAP3603	Method and Materials IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAP3604	Workshop on Communication Skills	Practical	2	-	-	4	-	3	-	60	-	-	40	100
5	BFAP3605	Life Study	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAP4606	Creative mural & Composition -II	Practical	4	-	-	8	-	6	-	60	-	-	40	100
7	BFAP3607	Drawing and Painting	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAP3608	Integrated Project- VI	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
Total				19	6	-	26	-	-	48	300	72	180	200	800

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Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<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	LWA	MTE	ETE	ETPE	Total
1	BFAA4701	History & Appreciation of Art- III	Theory	2	2	-	-	3	-	16	-	24	60	-	100
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	-	2	-	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	-	28	-	-	32	360	48	120	240	800

1. CWA : Class Work Assessment
 2. LWA : Lab Work Assessment
 3. MTE : Mid Term Examination
 4. ETE : End Term Examination
 - 5.ETPE : End Term Practical Exam
- * Subject Code will be allotted by Director Office

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

<p align="center">Program : B.F.A (Painting) 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	LWA	MTE	ETE	ETPE	Total	
1	BFAP4701	History & Appreciation of Art- III	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
2	BFAP4702	Aesthetics-V	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
3	BFAP4703	Method and Materials -V	Theory	2	2	-	-	3	-	16	-	24	60	-	100	
4	BFAP4704	Communication Skill-I	Practical	1	-	-	2	-	2	-	60	-	-	40	100	
5	BFAP4705	Creative Mural & Composition-III	Practical	4	-	-	8	-	3	-	60	-	-	40	100	
6	BFAP4706	Creative Drawing -I	Practical	3	-	-	6	-	3	-	60	-	-	40	100	
7	BFAP4707	Nature Study -I	Practical	3	-	-	6	-	3	-	60	-	-	40	100	
8	BFAP4708	Integrated Project- VII	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100	
		Total		18	6	-	24	-	-	48	300	72	180	200	800	

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

1. CWA : Class Work Assessment
 2. LWA : Lab Work Assessment
 3. MTE : Mid Term Examination
 4. ETE : End Term Examination
 - 5.ETPE : End Term Practical Exam
- * Subject Code will be allotted by Director Office

<p align="center">Program : B.F.A (Applied art) Department : Department of Fine Arts Year : 5 (Semester- 8)</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	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	-	-	1	-	2	-	60	-	-	40	100
4	BFAA4804	Digital Poster	Practical	3	-	-	6	-	3	-	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

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

		Total		16	6	-	20	-	-	32	300	48	120	200	700
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1. CWA : Class Work Assessment
2. LWA : Lab Work Assessment
3. MTE : Mid Term Examination
4. ETE : End Term Examination
5.ETPE : End Term Practical Exam
* Subject Code will be allotted by Director Office

Program : B.F.A (Painting)
Department : Department of Fine Arts
Year : 4 (Semester- 8)

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	BFAP4801	History & Appreciation of Art- IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFAP4802	Aesthetics-VI	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAP4803	Method and Materials - VI	Theory	2	2	-	-	3	-	16	-	24	60	-	100
4	BFAP4704	Communication skills-II	Practical	1	-	-	1	-	2	-	60	-	-	40	100
5	BFAP4705	Creative Composition	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAP4706	Creative Drawing- II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAP4707	Nature Study- II	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAP4708	Integrated Project- VIII	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100

		Total		17	6	-	21	-	-	48	300	72	180	200	800
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|--|
| 1. CWA : Class Work Assessment
2. LWA : Lab Work Assessment
3. MTE : Mid Term Examination
4. ETE : End Term Examination
5.ETPE : End Term Practical Exam |
|--|

SUBJECT TITLE: Basic Communication (Theory)

SUBJECT CODE: BFA1101

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

CO1: The course provides fundamental knowledge and exposure to the concepts, theories and practices in the field of communications.

CO2: To be able to conversant with the basic forms, formats and techniques of business communications.

CO3: Identify Common Errors and Rectify Them

CO4: Develop and Expand Writing Skills through Controlled and Guided Activities

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
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

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.

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

Course Objective: Lectures with presenting visuals plates. (Prehistory to modern art- Europe and India)assignments in form of descriptive or practices.

CO 1: Evaluate the process of Prehistoric Art in India with its geographical areas with special reference to Bhim Bhetka Caves.

CO 2: Describe the various artistic skills of Indus Valley people in various artistic fields.

CO 3: Identify the socio cultural and artistic activities under Mauryan period. The emergence of Buddhism in Indian soil analyze by the students.

CO 4: Evaluate the architectural details of Buddhist architecture and other features of Buddhism.

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, Mohenjo-Daro, Harappa Priest head, Dancing girl, Seals etc,	
UNIT-III	Mauryan 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

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: Clay Modeling - I (Practical)

SUBJECT CODE: BFA1103

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: 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.

CO 1: Build basic structure in claylike spherical, conical and cylindrical.

CO 2: Differentiate between the properties of cement and terracotta.

CO 3: Explain the term relief sculpture with the technique of shilpakar.

CO 4: Make use of Clay in making any art work

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 common use in clay.	

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

SUBJECT TITLE: Visual Representation – I (Practical)

SUBJECT CODE: BFA1104

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; 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.

CO 1: Understand and explain structure of human figures.

CO 2: Draw painting of flower, plants, & insects.

CO 3: Differentiate between the basic discipline of beautiful handwriting, sense of letter writing and basic study of calligraphy style in English and Hindi.

CO 4: Illustrate landscape & nature of clouds. Shading, rendering, hatching etc.

Contents of Syllabus:

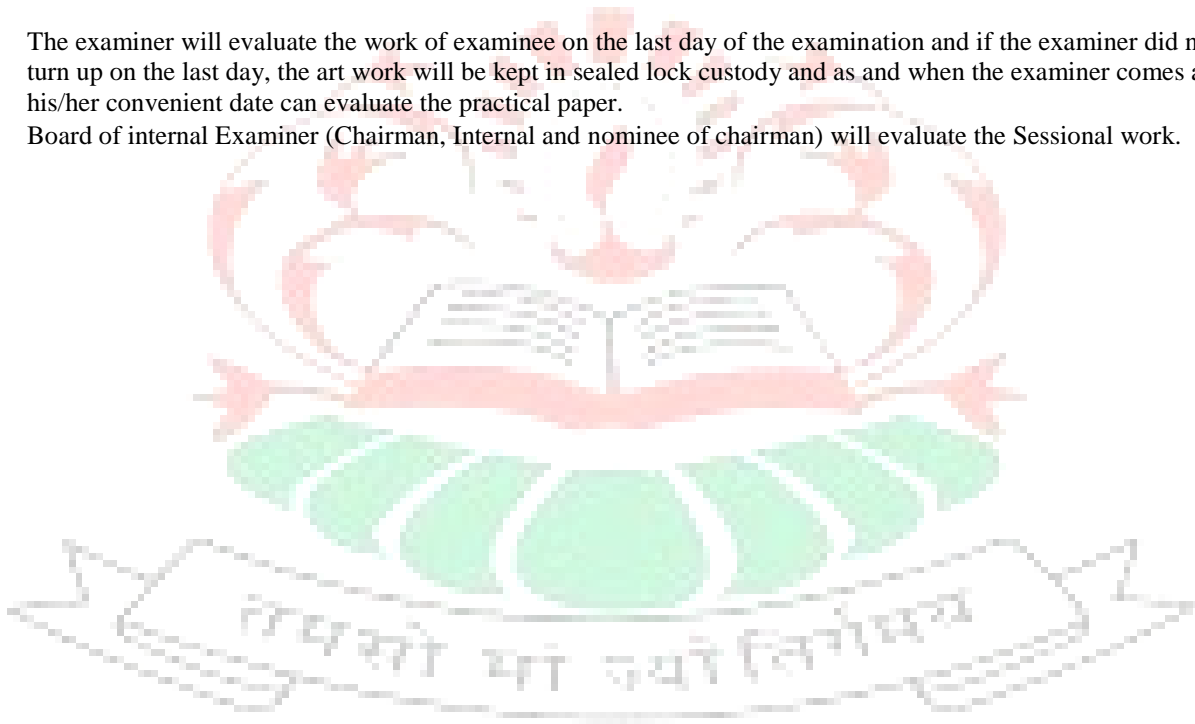
Sr. No	Contents	Contact Hours
UNIT-I	Drawing as an extension of seeing: a) Enhancing eye- hand coordination b) Blind drawing- focus on object while drawing on paper. c) Gesture Drawing- focus on movement of wrist and upper arm. d) Image making through recall, observation and imagination.	
UNIT-II	Introduction 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 communication: a)Introduction to Isometric drawings. b)Principles of perspective drawing.(One point, two point and three point) Theory	

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.



SUBJECT TITLE: Still life (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: Evaluate different types of still life objects and will impart knowledge to understand proportion, volume, texture and light & shade.

CO 2: Analyze the elements of arts

CO 3: Differentiate among the line, drawing, colour, texture, form & space

CO 4: Understand the Compositional exercise based on objects

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).	

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.

SUBJECT TITLE: Basic Computer (Practical)

SUBJECT CODE: BFA1106

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

CO 1: Create pictures and films using computers. Usually, the term refers to computer generated image data created with help from specialized graphical hardware and software.

CO 2: Design logo, brochure design, flex board, pamphlets etc.

CO 3: Prepare visiting card using various tools of Adobe Photoshop.

CO 4: Demonstrate the process of masking and its types.

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:

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.

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.

CO 1: Anticipate the process of gathering Impressions with the various things like rice paper, handmade paper etc.

CO 2: Differentiate between various surfaces and textures of various fabrics.

CO 3: Demonstrate the process of Lino and the techniques of taking prints.

CO 4: Take prints in the process of screen printing.

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

- 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.

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	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.

CO 1: Learn about developing the designs whatever is planned or thought, an implementation to the thinking is given.

CO 2: Various design techniques & styles are combined and explored.

CO3: Learn about developing the designs whatever is planned or thought, an implementation to the thinking is given.

CO4: Various design techniques & styles are combined and explored.

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: Business Communication (Theory)

SUBJECT CODE: BFA1201

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: Develop a resume for oneself

CO2: Ability to handle the interview process confidently

CO3: Communicate fluently and sustain comprehension of an extended discourse.

CO4: Demonstrate ability to interpret texts and observe the rules of good writing.

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
- 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.

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: Identify the socio cultural and artistic activities under Pallava, Rashtrakuta, Orissan Art. The emergence of Buddhism in Indian soil analyze by the students.

CO 2: Evaluate the architectural details of Buddhist architecture and other features of Buddhism.

CO 3: Illustrate the various styles of Buddhist sculptural art and its characteristics with the jataka stories and other episodes of Buddha's life in Snachi.

CO4: Evaluate the architectural details study of murals, techniques, themes etc of Khajuraho, Pala and Sen Sculptures.

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](#) Singhanian, 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*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: Clay Modeling- II (Practical)

SUBJECT CODE: BFA1203

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 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 students are independent to draw shapes in round forms and others

CO 1: The students will learn to build basic structure in claylike spherical, conical and cylindrical.

CO 2: They will acquire the knowledge related to process of making wood block structure.

CO 3: They will understand the term relief sculpture with the technique of Plaster of Paris.

CO 4: They will learn how the medium metal sheet is useful in making any art work.

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:

- 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

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SUBJECT TITLE: Visual Representation II (Practical)

SUBJECT CODE: BFA1204

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; 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.

CO 1: Interpret their self with the concepts of color in art and to what ends artists use it.

CO 2: Identify works with color, value, hue, etc. as predominant themes or techniques in the work

CO 3: Create their own work that demonstrates an understanding of color.

CO 4: Understand and analyze two dimensional space and its organizational possibilities

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 color theory (Pigment theory) b) Introduction to various color media Dry color media – color pencils, pens, crayons, oil pastels, dry pastels, Wet color media- water colors, poster colors, photo color inks etc.	
UNIT-II	To understand the advantages of each medium c) Focusing on color mixing and achieving different nuances of color. 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 cohesive relationship) of the human anatomy, form and movement. c) Representation of physical characteristics of Male and	

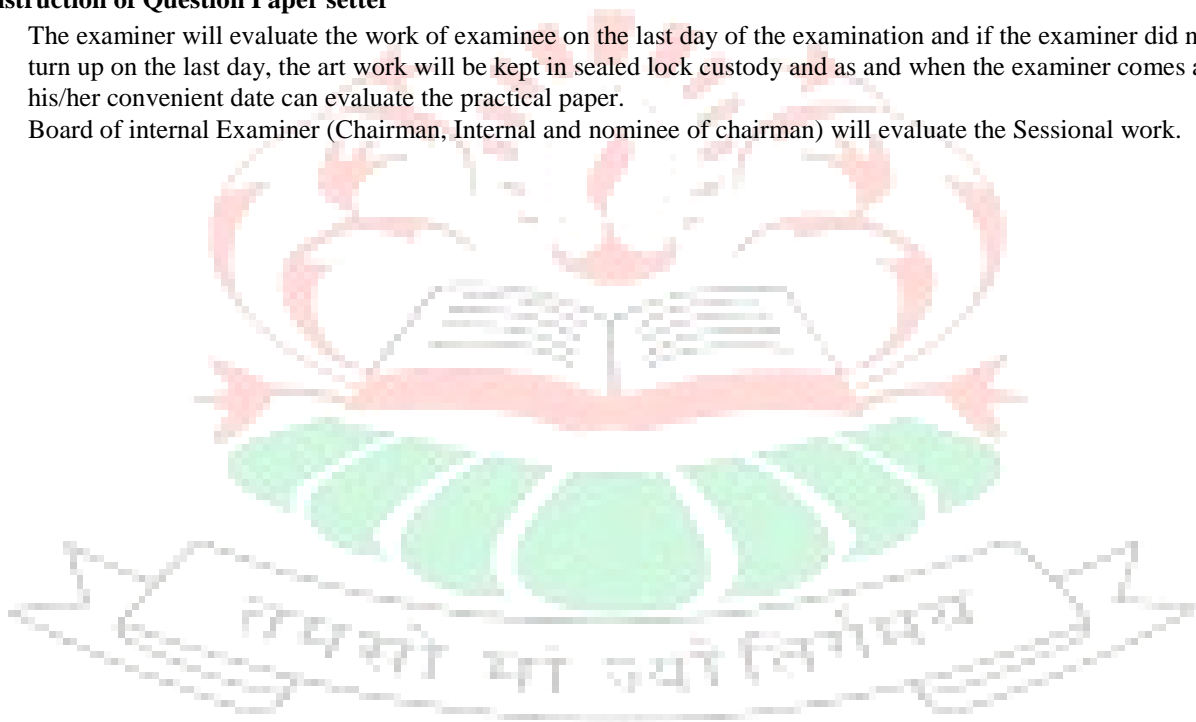
	Female figure in comparison. d) Representation of human figure in drape/ clothes in dry media.	
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Recommended Books:

- 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

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SUBJECT TITLE: Drawing and Painting (Practical)

SUBJECT CODE: BFA 1205

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 ..

CO 1: Explain elements of pictorial expression related to concepts of space and forms.

CO2: Determine the pictorial elements such as point, line, shape, volume, texture, light and color, Basic design problems.

CO 3: Draw various types of objects into flat pictorial images.

CO4: Explain elements and different steps to draw a composition

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 rendering the still life. Detailed study 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.

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SUBJECT TITLE: Computer Application – I (Practical)

SUBJECT CODE: BFA 1206

SEMESTER: II

CONTACT HOURS/WEEK:

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

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 computers and its applications in the real world.

CO1: Recognize various modules of Photoshop

CO2: Recognize and use different functions of Word Photoshop.

CO3: Write, Edit, Print letter, application, report, spreadsheet.

CO4: Evaluate worksheet created using data, formulas, graphics etc

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	To represent and create visuals using image editing and object creation/ manipulation capabilities of Adobe Photoshop. Principles of bitmap graphics and file formats, Image size & resolutions	
UNIT-II	Tools and Palettes: (a) Selections and Channels (b) Saving, Importing and Exporting and (c) Image Editing	
UNIT-III	Using Layers, Transforming Images, Using Type, Painting and Coloring, Paths and Vector shapes	
UNIT-IV	Applying Filters, Color Tone Adjustments & Management, Automation, Preparing Graphic for the Web Printing from Photoshop	

Recommended Books:

- Adobe Photoshop CS6 Bible- [Brad Dayley](#), [DaNae Dayley](#), 4 May 2012
- Adobe Photoshop CC Classroom in a Book (2018 release)- [Andrew Faulkner](#), [Conrad Chavez](#), 22 Dec 2017

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.

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SUBJECT TITLE: Print Making-II (Practical)

SUBJECT CODE: BFA1207

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 Print Making. Printmaking classes in particular can tend to focus on the basic technical skills and neglect to encourage students to develop their own interests. While this course has objectives which must be met, we are going to work together to meet those objectives in a way that allows you to explore your interests

CO 1: Anticipate the process of gathering Impressions with the various fundamental methods of taking prints.

CO 2: Differentiate between various surfaces and textures of natural and man-made things.

CO 3: Understand the use of Lino, Wood and the techniques of taking prints.

CO 4: Create prints in monochrome.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Understand the history of printmaking as a distinctive form of art production. Understanding different aspects of print making	
UNIT-II	Learn and apply different printmaking techniques and processes with proficiency. - Knowledge of content in prerequisite or transfer courses, as well as preparation for a career.	
UNIT-III	The basic principles of plate making and ink transfer. The basic techniques of color registration.	
UNIT-IV	The traditions and terminology of original print production and how these may be applied to the development of personal work. Preparation of monoprints.	

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

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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: Presentations of the work of art

CO2: Display and explore art work of various artist

CO3: Attend workshops and Industrial visit.

CO4: Explore various Art Exhibitions

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: Ancient Indian Art (Theory)

SUBJECT CODE: BFAA2301/BFAP2301

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.

CO 1: Categorize artistic creativity of sculptural art of Mathura and Gandhara under Kushana Dyanasty.

CO 2: Evaluate the various knowledge about the artistic skills in terms of architecture, sculpture, painting and it will also enhance the ability of students to learn about the socio political scenario of Gupta dynasty especially in Mathura and Sarnath.

CO 3: Illustrate the Techniques of wall painting, the nature of colors and modes of various themes in Ajanta and Bagh Caves

CO 4: Analyze the various sculptural characteristics of art of Hoysallas and Badami

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 India K.R. Srinivasan
- The wonders of Elora John B. Seely
- The Dharamraja Ratha 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. $12 \times 1 = 12$

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 –I (Theory)

SUBJECT CODE: BFAA2302/BFAP2302

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.

CO 1: Classify the growth of "Art", their Functions and Aims of art.

CO 2: Analyze the classification development of the Categories of Art - Visual and Performing Arts. It will enable them to analyze the Inter-relationship between Visual and Performing Arts.

CO 3: Identify, describe and compare/contrast between Art and Craft.

CO 4: Understand the Elements of art-line, form, colour, texture and tone.

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. 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

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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

SUBJECT TITLE: Marketing Management (Theory)

SUBJECT CODE: BFAA2303

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
4	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 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. Students will be able to identify the scope and significance of Marketing In Domain Industry

CO2. Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.

CO3. Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

CO4. Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

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

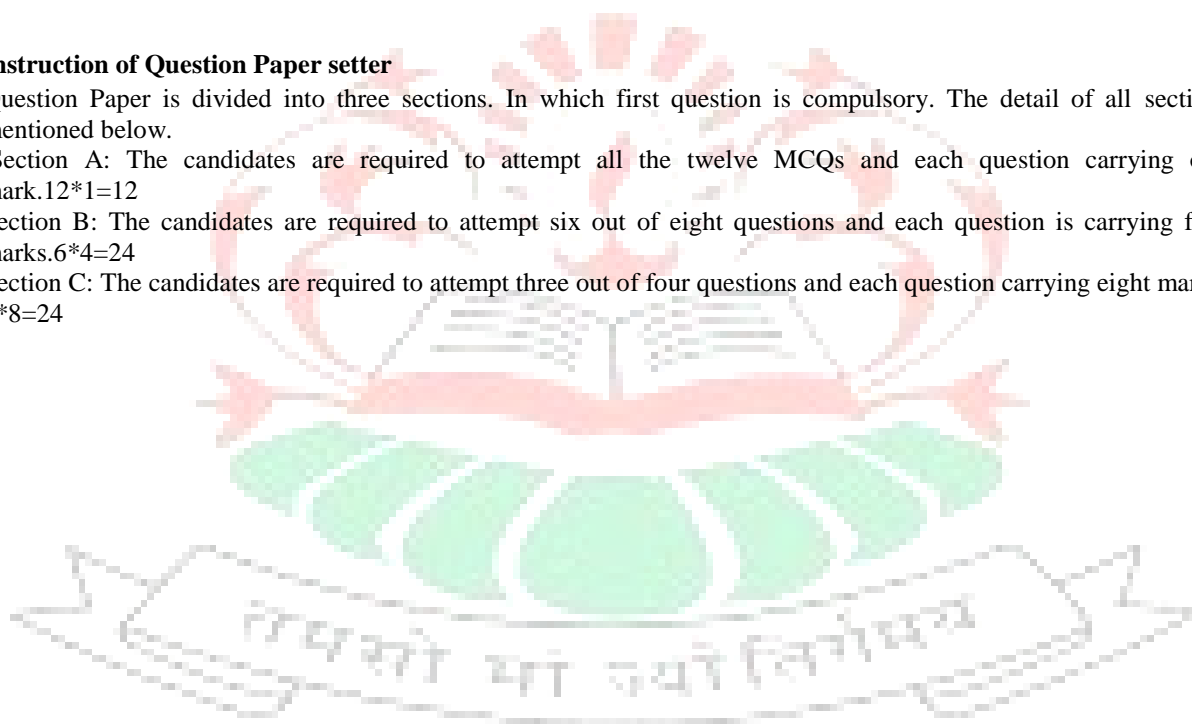
Instruction of Question Paper setter

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



SUBJECT TITLE: Drawing Illustration - I (Practical)

SUBJECT CODE: BFAA2305

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: 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 Develop the Understanding of light and shade

CO2 Analyzing the defiance between drawing and illustration

CO3 Develop the understanding of the perspective drawing

CO4 Develop the understanding of Perspective drawing

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

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SUBJECT TITLE: Graphic Design (Practical)

SUBJECT CODE: BF AA2306

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.

Course Outcome CO1 Understanding the demand and creating a product

CO2 Analyzing the product and creating advertisement Strategy

CO3 Packaging Design for the overall appearance of the product

CO4 Applying topography in the new Technology of Social Media

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, 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.	
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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

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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 Packaging Design for the overall appearance of the product

CO2 Applying typography in the new Technology of Social Media

CO3 Evaluating Social issues and creating Poster for the same

CO4 Creating an impactful poster design to attract maximum view

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.	

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.

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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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: Method and Materials – I (Theory)

SUBJECT CODE: BFAP2303

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: This course deals with the using of proper methods and materials to understanding the proper chemistry of medium and how to use and preserve it. In sculpting, medium plays a vital and huge role in composition. This course will provide the knowledge and facts about the different mediums.

CO 1: Explain the composition and role of the importance of the Study of Method and Materials.

CO 2: Analyze levels, role and responsibilities of the “Deterioration of painting and Beautiful Materials.

CO 3: Differentiate the nature and characteristics of various drawing Materials-Pencil and Pen drawing, Charcoal drawing, Black and red Chalk-drawing.

CO 4: Analyze and describe the development of Painting materials-water Colour Painting, Oriental Ink Painting and Oil Painting.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Importance of study of methods and materials of Painting. Rules of Permanence: Regarding Drawings and paintings with reasons of Deterioration and their remedy. Nature and Characteristics of various painting mediums in brief like water color, oriental ink painting, Gauche, Oil colors, colored inks and Acrylic colors.	
UNIT-II	Water color painting (transparent). Water color pigments, binding medias, brushes, support and stretching of paper. Mounting framing and presentation of Art work	
UNIT-III	Discuss various types of brushes, knives and spatulas etc their function, care,	

	selection, usage and taking care. Paper as support and other grounds for drawing and painting surfaces. Their preparation and usage for different mediums of drawing and coloring.	
UNIT-IV	Drawing mediums and various related techniques- Charcoal, Chalk, Conte, Pen-drawing, Crayons, Pencil, Inks, Pastels	

Recommended Books:

- A Hand Book of Method & Material- Ray smith
- Chitran Samagri – Dr. R.K. Singh (In Hindi Language)
- The Painter’s method and materials – A.P Laurie
- The Artist’s hand book of Materials and techniques by Ralph Mayer

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.

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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

SUBJECT TITLE: Drawing /Portrait (Practical)

SUBJECT CODE: BFAP2305

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: This course deals with the fundamentals of the portrait making processes which involve visual approach and then organizing the same for the intended purpose. The portraits capture essence of subject without being caught up in details. Anatomical study of the skull is a sensible part of portrait drawing.

CO 1: Understand the construction of skull, planes and masses of head.

CO 2: Create the details such as eyes, mouth, nose, bust from different angles and eye levels etc.

CO 3: Draw different shapes of different part of Portrait.

CO 4: Draw portrait using light and shades in different mediums.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Head Study:-basic head is flattened boll Begin With Simplified Planes, Render Head and Features,	
UNIT-II	Construction of the different age groups of skull, Planes, and masses of head, bust from different Angles and eye levels,	
UNIT-III	Adult Head Proportions, Construction of the different types of eyes, ears & nose with expressions.	
UNIT-IV	Construction of the different gender of skull, Planes, and masses of head, bust from different Angles and eye levels	

Recommended Books:

- Andrew Loomis - Drawing the Head and Hands

Instruction of Question Paper setter

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

SUBJECT TITLE: Digital Representation-I (Practical)

SUBJECT CODE: BFAP2306

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: 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.

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, 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 according to latest version available from time to	

	time.	
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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

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SUBJECT TITLE: Creative Painting (Practical)

SUBJECT CODE: BFAP2307

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: This subject imparts knowledge about creating compositions in a creative way to help students to generate ideas and concepts.

CO 1: Draw 2d & 3d paintings.

CO 2: Create figure drawing, as it is the act of drawing a living person. Normally this means drawing a nude model in real life.

CO 3: Explain line, drawing, color, texture, form & space, balance of parts, study of anatomy; various media; emphasis on delineation of character, various expressions and composition of figure in different settings and environment.

CO 4: Draw outdoor & indoor sketching. Study of eye level and perspective balance and Rhythms to be used in composition.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Composition exercises based on studies of objects and groups, on space, on studies of Local Scenes.	
UNIT-II	Compositional analysis of paintings exercises in the use of color and textural values.	
UNIT-III	Use of different forms in different shapes and sizes being more sensitive about your environment	

UNIT-IV	Compositional analysis of paintings exercises in the use of color and textural values with different perspective.	
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Recommended Books:

- A Contemporary Guide To Figure Drawing, Painting, And Composition By Zeller, Robert
- Basic Human Anatomy: An Essential Visual Guide for Artists Hardcover– October 18, 2016 by [Roberto Osti](#)

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-III (Generic Subject)

SUBJECT CODE: BFAP2308

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: European Art (Theory)
SUBJECT CODE: BFAA2401/ BFAP2401
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: Explain how changes in the history of Europe affected Western Art
- CO2: Explain the economical and political critical points in the history of Europe
- CO3: Can give information about the power of the church and the philosophy of that period.
- CO4: Explain how the European directors affected the art in Europe.

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

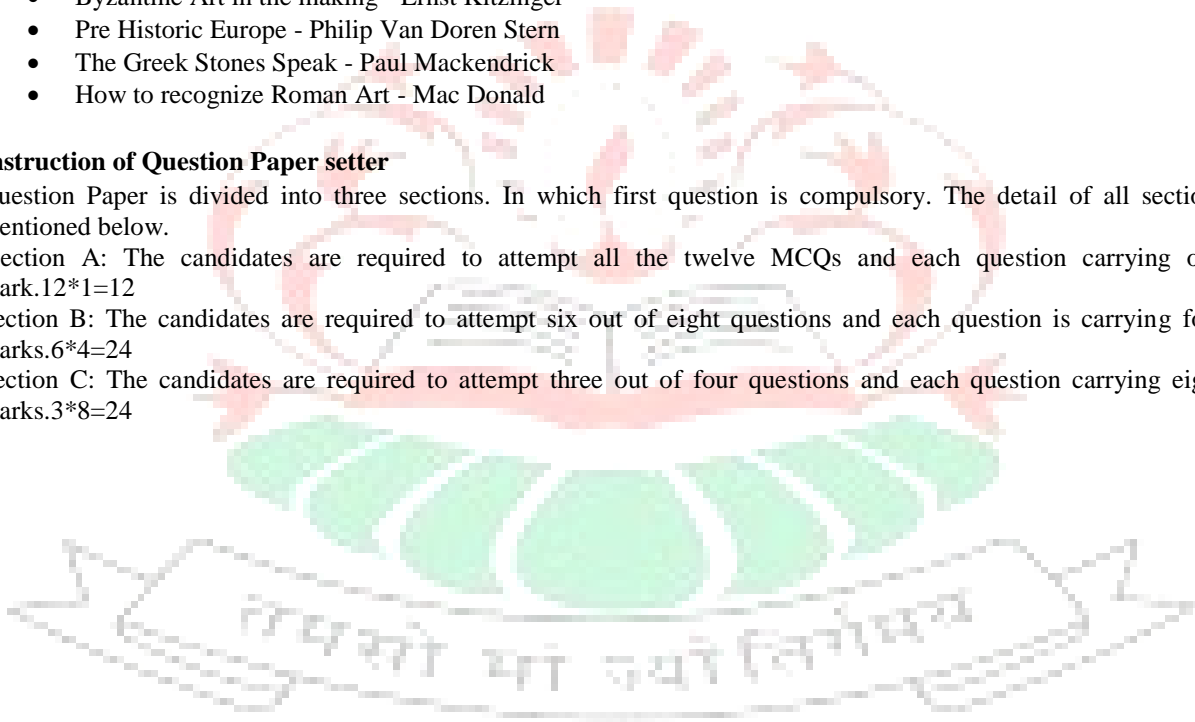
Instruction of Question Paper setter

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. $3 \times 8 = 24$



SUBJECT TITLE: Aesthetics-II (Theory)
SUBJECT CODE: BFAA2402/ BFAP2402
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.

CO 1: Explain the concept of Art. Art is the expression of a man's feelings and imagination on through a medium. When both are given a form, it is called art.

CO 2: Understand the meaning of “Artist has total freedom to deny reality because they are supposed to be the creator of beauty.”

CO 3: Differentiate the Theory of Rasa & Bhava given by different philosophers Anand Vardhan, Bharat Muni, Abhinav Gupta and Six limbs of Indian Paintings (Shadangas).

CO 4: Evaluate the Fundamentals in Indian Art as in Chitrasutra and Pratimalakshana of Vishnudharmottram, Shilparatna, Sukranitisara. They also understand Indian concept of Beauty according to Veda and Literatura

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Principles of Art Appreciation. Stylistic analysis of important works of Art.	
UNIT-II	The Six Limbs of Indian Art “Shadanga”	

	HinyanaBuddhis.	
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 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

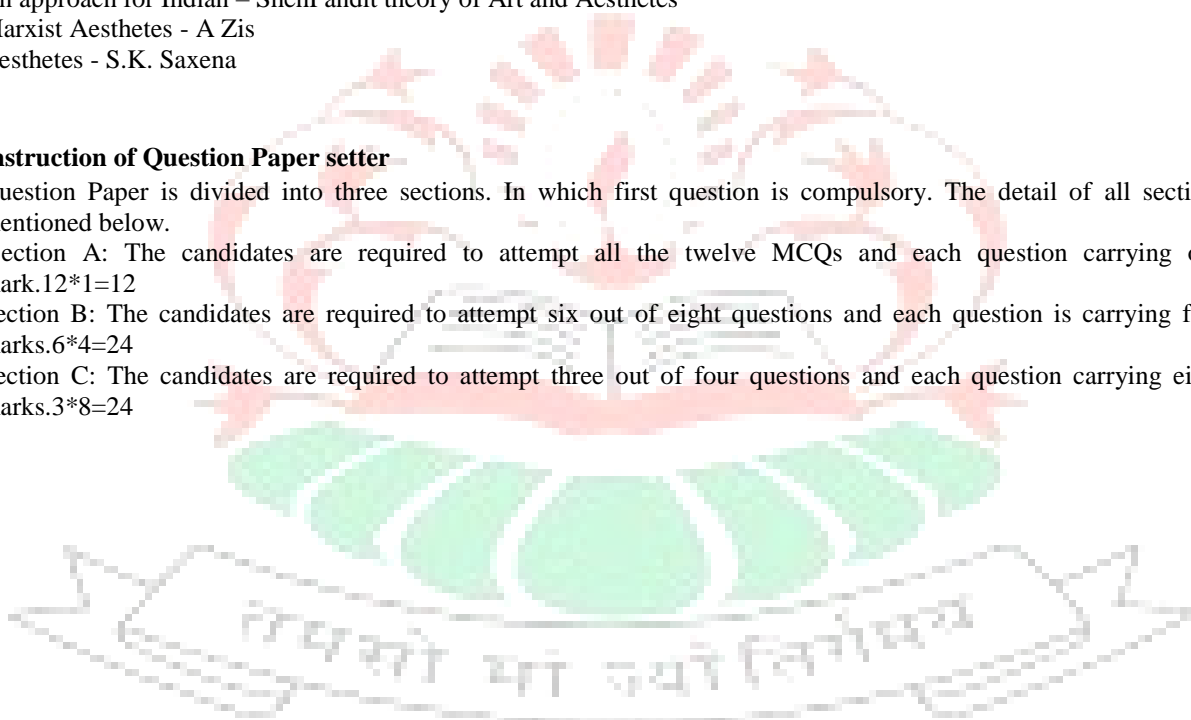
Instruction of Question Paper setter

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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: 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 Overall understanding of Advertisements

CO2 Origin of the Advertisements

CO3 About the earlier style of Advertisements

CO4 What were the first products that were advertised

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 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. Marnar, 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.

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: Verbal Communication (Practical)

SUBJECT CODE: BFAA2404

SEMESTER: IV

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: 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: Develop a resume for oneself

CO2: Ability to handle the interview process confidently

CO3: Communicate fluently and sustain comprehension of an extended discourse.

CO4: Demonstrate ability to interpret texts and observe the rules of good writing

Sr. No	Contents	Contact Hours
UNIT-I	Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.	
UNIT-II	Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations Greetings, requests, demands, instructions and enquiries	
UNIT-III	Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Reading comprehension strategies.	

UNIT-IV	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:

- Soft Skills- Know You and Know the World, Author-Dr.K.Alex.

Instruction of Question Paper setter

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

Contents of Syllabus:

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 Develop the Understanding of light and shade
- CO2 Analyzing the defiance between drawing and illustration
- CO3 Develop the understanding of the perspective drawing
- CO4 Develop the understanding of Perspective drawing

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	Figure drawing - study of human body as a form of life in different media, Sketching figures, groups, animal studies & Head Studies.	

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

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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: Evaluating Social issues and creating Poster for the same
 CO2: Creating an impactful poster design to attract maximum view
 CO3 Understanding different packaging design
 CO4 How environmental design effect the society

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**
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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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: Method and Materials – II (Theory)
SUBJECT CODE: BFAP2403
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: This course deals with the using of proper methods and materials to understanding the proper chemistry of medium and how to use and preserve it. In sculpting, medium plays a vital and huge role in composition. This course will provide the knowledge and facts about the different mediums.

CO 1: Explain the composition and role of the importance of the Study of Method and Materials.

CO 2: Analyze levels, role and responsibilities of the “Deterioration of painting and Beautiful Materials.

CO 3: Differentiate the nature and characteristics of various drawing Materials-Pencil and Pen drawing, Charcoal drawing, Black and red Chalk-drawing.

CO 4: Analyze and describe the development of Painting materials-water Colour Painting, Oriental Ink Painting and Oil Painting.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Importance of study of methods and materials of Painting. Rules of Permanence: Regarding Drawings and paintings with reasons of Deterioration and their remedy.	

	Nature and Characteristics of various painting mediums in brief like water color, oriental ink painting, Gouache, Oil colors, colored inks and Acrylic colors.	
UNIT-II	Water color painting (transparent). Water color pigments, binding medias, brushes, support and stretching of paper. Mounting framing and presentation of Art work	
UNIT-III	Discuss various types of brushes, knives and spatulas etc their function, care, selection, usage and taking care. Paper as support and other grounds for drawing and painting surfaces. Their preparation and usage for different mediums of drawing and coloring.	
UNIT-IV	Drawing mediums and various related techniques- Charcoal, Chalk, Conte, Pen-drawing, Crayons, Pencil, Inks, Pastels	

Recommended Books:

- A Hand Book of Method & Material- Ray smith
- ChitranSamagri – Dr. R.K. Singh (In Hindi Language)
- The Painter’s method and materials – A.P Laurie
- The Artist’s hand book of Materials and techniques by Ralph Mayer

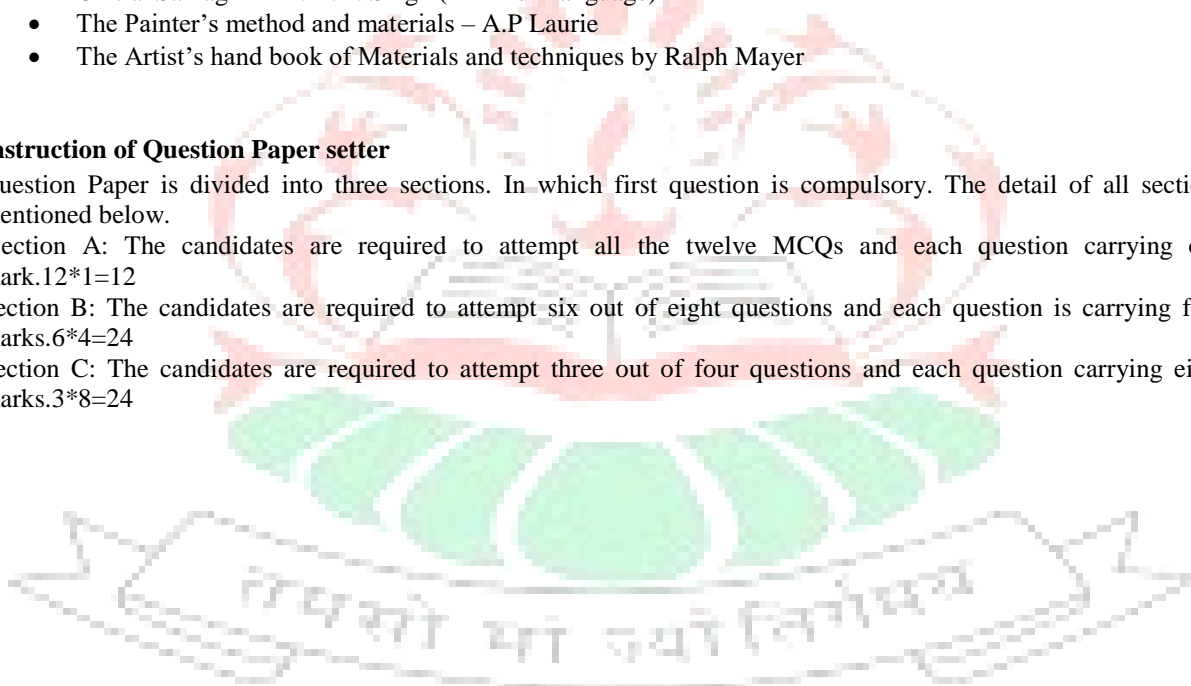
Instruction of Question Paper setter

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

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: Drawing Full Figure (Practical)

SUBJECT CODE: BFAP2406

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: This course deals with the fundamentals of Detailed study of the human form. Emphasis on rendering, mood, expression, and skeletal and muscular structure. Life Drawing II is a continuation of Life Drawing I with emphasis on special problems in drawing the human form in selected media. The student will review basic knowledge for the elements of art: line, value, shape, volume, texture and color to lead to their deliberate manipulation for different types of spatial illusion, composition, and expressive meaning and purpose.

CO 1: Create figure drawing, as it is the act of drawing a living person. Normally this means drawing a nude model in real life

CO 2: Explain life model to develop understanding of the human structure.

CO3: Volume in perspective and foreshortening proportion of male and female, rhythmic curves as uniting factors in all parts of the body; balance of parts, study of anatomy; various media;

CO4: Emphasis on delineation of character, various expressions and composition of figure in different settings and environment

.Contents of Syllabus:

Sr. No	Contents	Contact
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		Hours
UNIT-I	Demonstrate knowledge of the bone structure of the human skeleton and the body's muscle structure by drawing and by quizzes on the nomenclature of anatomy.	
UNIT-II	Draw the human figure accurately displaying normative proportional relationships of the body's parts to the whole. Depict the figure in a variety of poses using foreshortening (linear perspective).	
UNIT-III	Draw the figure so that the illusion of volume is achieved through a variety of shading techniques, such as, graduated continuous tones, cross contour lines and cross-hatching.	
UNIT-IV	Convey gesture, the illusion of expressive movement, when drawing the figure spontaneously in very brief periods of time.	

Recommended Books:

- Andrew Loomis - Drawing the Head and Hands
- Atlas of Human Anatomy for the Artist, by Stephen Peck
- The Human Figure: An Anatomy for Artists, by David Rubin

Instruction of Question Paper setter

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SUBJECT TITLE: Creative & Figurative Composition (Practical)

SUBJECT CODE: BFAP2407

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; 6 Hrs

Objective and outcome of course: This subject will impart knowledge about complete aspect of drawing and painting as a whole subject.

CO 1: Draw 2d & 3d paintings

CO 2: Analyze the elements of arts

CO 3: Differentiate among the line, drawing, colour, texture, form & space

CO 4: Understand the Compositional exercise based on objects

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Composition exercises based on studies of objects and group, on space, on studies of Local Scenes.	
UNIT-II	Compositional analysis of paintings exercises in the use of color and textural values. Use of different forms in different shapes and sizes being more sensitive about your environment.	
UNIT-III	Course of Study: Study from life model with emphasis on deliration of character Various expressions and composition of figure in different settings.	

UNIT-IV	Life drawing: Full Figure, Study of human anatomy, proportion, planes and masses, posture and rhythmic unity of body parts, foreshortening, quick time sketches and finished drawings.. Outdoor : Selection of spot, picture frame observation and study of variations in nature, additions and elimination, simplification, eye levels and perspective, balance and rhythms for use in composition	
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Recommended Books:

- Colour Therapy 2016 by [Chhavi Gupta](#)
- [Drawing & Painting: Materials and Techniques for Contemporary Artists](#) 1 February 2015 by [Kate Wilson](#) and Simon S. Laurie
- The Complete Book of Drawing and Painting Hardcover – May 2, 2006 by [Mike Chaplin](#)
- [Abstract Nature: Painting the natural world with acrylics, watercolour and oil](#) Waltraud Nawratil

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-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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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	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/BFAP3501

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.

CO 1: Explain modern art of India with special reference to Bengal School of Art.

CO 2: Understand new artistic activities in India with different styles of art in the early 20th century A.D.

CO 3: Understand the Rajput miniature painting

CO4: Explain the technique and style of kangra miniaturre painting

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 ab nd technique, Major schools Art:- Kishangarh, Bundi, Jaipur Alwar	
UNIT-IV	Kangra miniatrure 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 Chitrankan- R. K. Vishwakarma.
Arts and Architecture of India - Benjamin Rowland
History of Indian Art - Haumtinton
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*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: Aesthetics-III (Theory)
SUBJECT CODE: BFAA3502/BFAP3502
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](#).

CO 1: Understand the Theory of western aesthetics.

CO 2: Explain the study of aesthetics during Greek classical Period

CO 3: Tell about the Greek philosophers on beauty.

CO 4: Compare and contrast art & society Aesthetics

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Vatsayan:- Social & Psychological Aspects of Aesthetic Art & Beauty	
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. $12 \times 1 = 12$

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: Advertising & Sales Management (Theory)

SUBJECT CODE: BFAA3503

SEMESTER: V

CONTACT HOURS/WEEK:

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

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 Overall understanding of Advertisements

CO2 Origin of the Advertisements

CO3 About the earlier style of Advertisements

CO4 What were the first products that were advertised

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

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
SUBJECT CODE: BFAA3505, BFAP3505
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: Demonstrate artistry by creating images that evoke an emotional response.

CO2: Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.

CO3: Apply the mechanics of exposure to control light and influence the final product.

CO4: Apply principles of composition to produce professional images.

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 by Doug Harman

Instruction of Question Paper setter

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- 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	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 and posters making

CO1: Evaluating Social issues and creating Poster for the same

CO2: Creating an impactful poster design to attract maximum view

CO3 How environmental design effect the society

CO4 Multimedia design

Contents of Syllabus:

Sr. No	Contents	Contact Hours
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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

instruction of Question Paper setter

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SUBJECT TITLE: Post Production Advanced After Effect (Practical)

SUBJECT CODE: BFAA3507, BFAP3507

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

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: Advance understanding of designing and Advertising Campaign.

CO2 Visual Impact on the Design

CO3 How colors are important for good design

CO4 Understanding how advanced technology has changed the perspective of design

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

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

Contents of Syllabus:

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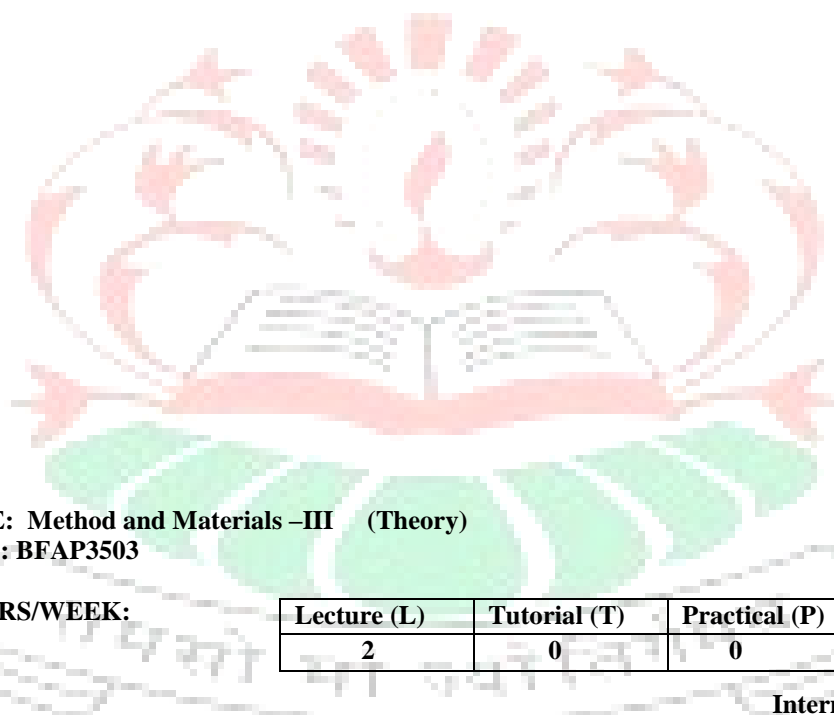
		Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

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: Method and Materials –III (Theory)

SUBJECT CODE: BFAP3503

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 substances or materials used in the creation of a work of art, as well as any production or manufacturing techniques, processes, or methods incorporated in its fabrication. This information includes a description of both the materials used to create the work and the way in which they were put together.

CO 1: Understand the meaning of Varnishes and its various types

CO 2: Explain Glues

CO 3: Explain the process of Preparation of Canvases

CO 4: Interpret the various techniques of Oil Paints and Oil, Drying oils, Thinners and their uses in the field of art especially in painting

Contents of Syllabus:

Sr. No	Contents	Contact Hours

UNIT-I	Gouache and oil paint Gums and glues Resin and Varnishes.	
UNIT-II	Drying oils, thinners and siccatives. Practical: Mounting and Pasting of Art Works/ coating surface on paper etc.	
UNIT-III	Preservation, Restoration methods and techniques	
UNIT-IV	Preparation of canvas, and other ground surfaces for the paintings.	

Recommended Books:

A handbook of method and Material – Ray Smith

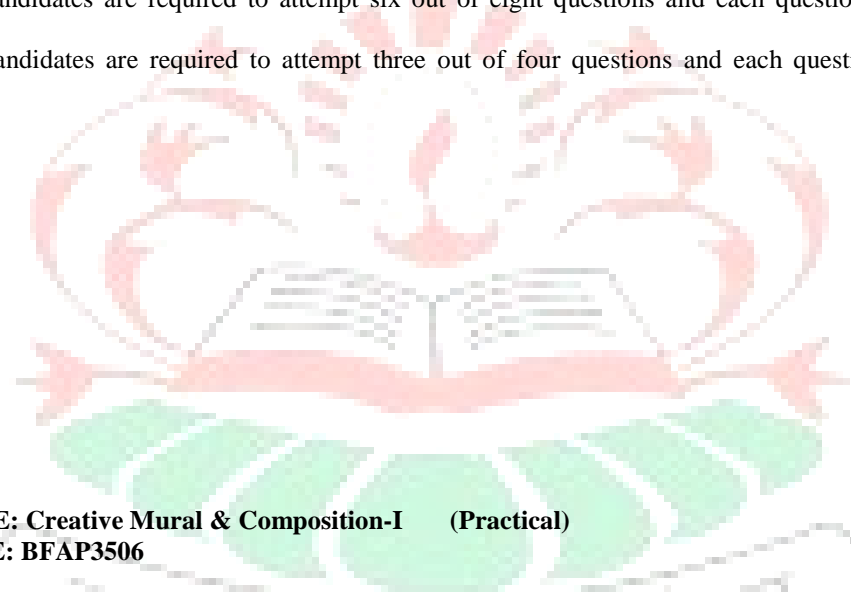
Instruction of Question Paper setter

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: Creative Mural & Composition-I (Practical)

SUBJECT CODE: BFAP3506

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: This subject will impart knowledge about complete aspect of creative drawing and painting as a whole subject

CO1: It will enable the students to understand the composition, Classical Mural tradition of Ajanta paintings & technique.

CO2: The students will learn how to create colored designs with regular irregular forms Mosaic/Mural/Flat Gradation effect.

CO3: The course will give the knowledge to learn how to create space through form and color.

CO4: They will learn how is useful in making any art work.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduce the creative painting, Course of Study: composition exercises based on studies of objects and groups on space, on studies of Local Scenes. Use it in making a mural composition. Introduction of mural painting, types of mural -tile mural (Ceramic, stone, glass, metal tiles)Study of method, techniques, tools related to mural making	
UNIT-II	Compositional analysis of abstract paintings exercises in the use of colour , textural values &uses of waste material both painting and mural. Study of wall mural painting (preparation, technique &how to finish wall mural)	
UNIT-III	Use of different forms in different shapes and sizes being more sensitive about your environment. Mosaic, Direct methods, Designs, Materials and Techniques.	
UNIT-IV	Use of different forms in different shapes and sizes being more sensitive about your environment.	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Colour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

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-V (Generic Subject)
SUBJECT CODE: BFAP3508
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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

Contents of Syllabus:

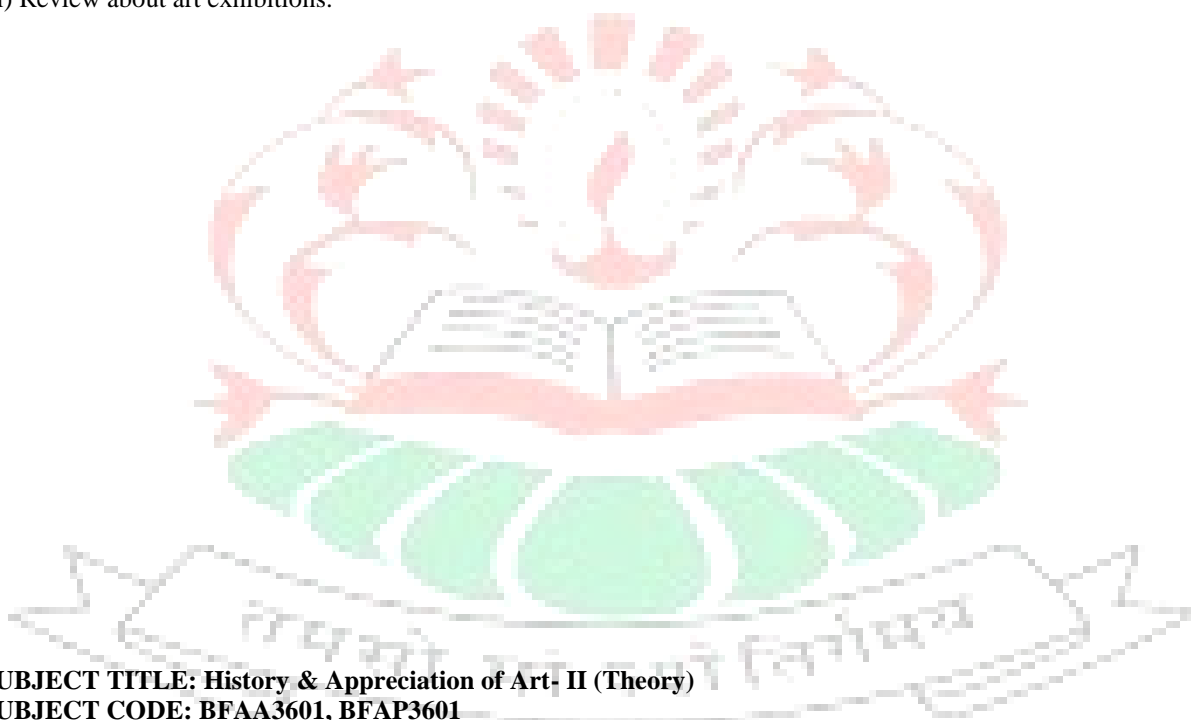
Sr. No	Contents	Contact
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		Hours
UNIT-I	Attend Art Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on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

SUBJECT CODE: BFAA3601, BFAP3601

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: Students will analyse the emergence of new artistic art movement Renaissance with detailed views on social political scenario of Europe.

CO 2: The students will learn about the artistic values and views of the genius of High Renaissance.

CO 3: It will help the students to enhance their knowledge about the emergence of Baroque art as new artistic activity

CO 4: Students will acquire the knowledge Rococo (18th C).

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 Reynolds.	

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

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-IV (Theory)

SUBJECT CODE: BFAA3602, BFAP3602

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](#).

CO 1: It will enhance the student's ability to understand the theories related to response and appreciation with empathy pleasure.

CO 2: They will be able to classify the appreciation in work of art.

CO 3: They will evaluate how narration is important in work of art from the prehistoric art to till contemporary art.
CO 4: They will learn to classify the term abstraction in art with examples of works of few artists.

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:

- 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

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: Advertising Profession & Practice-II (Theory)

SUBJECT CODE: BFAA3603

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: 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: To understand the nature and scope of Markets, Market Research and Marketing.

- CO2: To be able to identify and create Brand Image and Identity.
CO3: To apply appropriate research methodologies to Campaign planning and Strategy.
CO4: To apply appropriate selection of Media

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 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

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: To create appropriate layout designs.
CO2: Understanding client requirement and application of media accordingly.
CO3: To ideate and explore different ways of communication within the limitations present.
CO4: Understanding the constraints of space and creating effective communication.

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.	
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.

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: To integrate and combine visual and typographical elements to create unique visual communication.

CO2: To use the principles of design for aesthetic and effective communication.

CO3: To ideate, explore and create new approaches to visual design.

CO4: To be able to use technical and digital skills effectively in creation.

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.

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: Applying techniques of photography to graphic design.

CO2: Visualization and ideation of different media for Graphic Design.

CO3: Exploring the potential and applications of the Image in greater detail.

CO4: Using multimedia principles and applications in Design.

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

- 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: BFAA3608

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.

CO1: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: Method and Materials –IV (Theory)

SUBJECT CODE: BFAP3603

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 substances or materials used in the creation of a work of art, as well as any production or manufacturing techniques, processes, or methods incorporated in its fabrication. This information includes a description of both the materials used to create the work and the way in which they were put together.

CO1:Apply knowledge in the use of different mediums and Material.

CO2: Understand principles of creative process use in the Drawing &Design.

CO3: Explain the importance of visual art and its relevance with society and nature.

CO4: Use proper medium method for painting work

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Gouache and oil paint. Gums and glues Resin and Varnishes.	
UNIT-II	Drying oils, thinners and siccatives. Practical: Mounting and Pasting of Art Works/ coating surface on paper etc.	
UNIT-III	Preservation, Restoration methods and techniques	
UNIT-IV	Preparation of canvas, and other ground surfaces for the paintings.	

Recommended Books:

A handbook of method and Material – Ray Smith

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: Life Study (Practical)

SUBJECT CODE: BFAP3605

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: The subject will provide complete knowledge about figures anatomy human basic proportions.

- CO1 Create a portrait of the model in color (any rub media) with character .
CO2 Create a half figure study with anatomy and evoking of skin tone in it by mixing of colors.
CO3 Create a full figure study with anatomy and character of the model in it.
CO4 Create sketches from moving models

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Analytical Drawing: drawing as an art form, formation of style.	
UNIT-II	Life Drawing: study of features, drawings in various media with emphasis on manner of execution.	
UNIT-III	Full figure: Study of the female form and its features, proportion, line and mass.	
UNIT-IV	Full figure: Study of the male form and its features, proportion, line and mass.	

Recommended Books:

- Keys to Drawing by Bert Dodson
- Drawing for the Absolute Beginner by Mark and Mary Willenbrink
- Drawing on the Right Side of the Brain by Betty Edwards
- Drawing Manual by Vilppu
- The Natural Way to Draw: A Working Plan for Art Study by Nicolaides
- Figure Drawing for all it's Worth by Andrew Loomis

Instruction of Question Paper setter

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

SUBJECT TITLE: Creative Mural & Composition-II (Practical)

SUBJECT CODE: BFAP3606

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: This subject will impart knowledge about complete aspect of creative drawing and painting and Mural as a whole subject

- CO1: Identifying areas of individual interest.
- CO2: A basic understanding of traditional Mural techniques.
- CO3: Solving the fundamental technical problems.
- CO4: Understand the application of various materials.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduce the creative painting, Course of Study: composition exercises based on studies of objects and groups on space, on studies of Local Scenes,	
UNIT-II	Compositional analysis of abstract paintings exercises in the use of color , textural values &uses of waste material. Introduction of mural painting, types of mural -tile mural (ceramic, stone, glass, metal tiles) Study of method, techniques, tools related to mural making	
UNIT-III	Use of different forms in different shapes and sizes being more sensitive about your environment. Study of wall mural painting (preparation, technique &how to finish wall mural)	
UNIT-IV	Use of different forms in different shapes and sizes being more sensitive about your environment. Mosaic, Direct methods, Designs, Materials and Techniques.	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter

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SUBJECT TITLE: Drawing and Painting (Practical)

SUBJECT CODE: BFAP3607

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: This subject will impart knowledge about complete aspect of creative drawing and painting as a whole subject

CO1 Continue linear qualities but creation in color using any rub media like oil pastel, color pencil etc.

CO2 Use images including human figures in it to symbolize any occasion, Theme, Idea. And original color.

CO3 Utilize the knowledge acquired from studies based on Still lives, Studies from nature and drawing from life models for reflecting an idea different from what done earlier, and draw with color.

CO4 Give emphasize for major images drawn and color them accordingly using any rub medium

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Pictorial space and horizon line, arrangements in 2-D and 3-D, sub-division and grouping, compositions based on objects, figures, interiors and landscape.	
UNIT-II	Pictorial space and horizon line, arrangements in 2-D and 3-D, sub-division and grouping, compositions based on objects, figures, interiors and landscape.	
UNIT-III	Pictorial space and horizon line, arrangements in 2-D and 3-D, sub-division and grouping, compositions based on objects, figures, interiors and landscape.	
UNIT-IV	Pictorial space and horizon line, arrangements in 2-D and 3-D, sub-division and grouping, compositions based on objects, figures, interiors and landscape.	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter:

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SUBJECT TITLE: Integrated Project-VI (Generic Subject)

SUBJECT CODE: BFAP3608

SEMESTER: VI

CONTACT HOURS/WEEK:

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

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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	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, BFAP4701

SEMESTER: VII

CONTACT HOURS/WEEK:

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

Internal Assessment: 40

End Term Exam: 60

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

CO1: Impressionism, Manet, Monet, Degas, Renoir.

CO2: Cubism: Picasso and Braque. Futurism

Fauvism: Matisse

CO3: Post , Neo impressionism: Artists-Cezanne, Vangogh, Gaugin, Seurat.

CO4 : Expressionism, Fauvism, Cubism, Abstract Art, Futurism, Constructivism, De-Stijl, Fantastic Art. e. Mexican 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.
- Pevsnor – Pioneers of Modern Design, 1965.
- Zigrosser – Expressionism – A Survey of their Graphic Work, 1957.
- Seitz – The Responsive Eye, 1965.
- Myers – Medican 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, BFAP4702

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: VII
CONTACT HOURS/WEEK:

2	0	0	2
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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: Western Aesthetics Croce, Kant, Hegel, Baumgarten

CO2 Indian Aesthetics Theories on Riti, Guna, Auchitya, Alankara

CO3: Theories relating to origin of Art. Imitation, Play and Intuition

CO4: Role of Sub-conscious and conscious mind in artistic creation.

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

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: Advertising Profession & Practice-III (Theory)

SUBJECT CODE: BFAA4703

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: 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 course will provide in-depth knowledge of media, medium and advertising (basically print advertisements)

CO2: Students should be able to implement these concepts using software.

CO3: Students would be aware about the modern advertising and learning through real-life use cases.

CO4: Students would be aware about the Communication and its type.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Campaign Planning, appeal: Use of appeal in campaign planning, objectives, continuity. Different kinds of Campaigns : Social, Product	
UNIT-II	Corporate Image and Corporate Identity (Logo, Symbol, Logo type, Insignia etc.) Market Research & Analysis.	
UNIT-III	Types of copy and Design approach of campaigning.	
UNIT-IV	Communication and its type. Barriers in good communication.	

Recommended Books:

- Applied Art Handbook – Prof. S.K. Luthra
- Letter Assembly in Printing – D. Wooldridge
- Graphic Designing and Reproduction Techniques – Peter Croy.

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: Video Editing (Practical)

SUBJECT CODE: BFAP4704

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.

CO 1:-Analyze the different visual forms and styles development

CO2:- Trace the development of the art world in the post -modern world.

CO3:- Articulate, explain, analyze and critically think about the functions and purpose of art in contemporary times.

CO 4:- Acquire awareness and knowledge about the 21st century world art scenario.

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 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.

SUBJECT TITLE: Drawing Illustration-III (Practical)

SUBJECT CODE: BFAP4705

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: Understanding by observation of different forms and environments.

CO2: Understanding and being able to reproduce different forms , including human anatomy. C

O3: Developing skills of drawing from memory and rendering different environments.

CO4: Drawing of various products in different rendering mediums and techniques in a given space, and illustration for varied media

Contents of Syllabus:

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

SUBJECT TITLE: Digital Media (motion graphics) (Practical)

SUBJECT CODE: BFAP4706
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:To ideate and combine visual and typographical elements to create unique visual communication.

CO2: To use the principles of design for aesthetic and advanced communication.

CO3: To ideate, explore and create new approaches to visual design.

CO4: To be able to use technical and digital skills effectively in creation

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

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

SUBJECT TITLE: Print Production – II (Practical)

SUBJECT CODE: BFAP4707

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: To explore new approaches to Graphic Design and Print layouts.

CO2: To apply research methodologies as appropriate to create new design ideation.

CO3: Creating press communication for product promotion and public awareness.

CO4: Applying concepts of Graphic Design in Print Media creation

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
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Instruction of Question Paper setter

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

SUBJECT TITLE: Integrated Project-VII (Generic Subject)

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: Method and Materials –V (Theory)
SUBJECT CODE: BFAP4703
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: The substances or materials used in the creation of a work of art, as well as any production or manufacturing techniques, processes, or methods incorporated in its fabrication. This information includes a description of both the materials used to create the work and the way in which they were put together.

CO 1: Explain Fresco Wall, Plastering and its main types and technique of fresco.

CO 2: Analyze the techniques, material used in the Print Making Method.

CO 3: Differentiate the style and working process of Secco Painting

CO 4: Describe the term Mosaic its types and techniques.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Mural- Fresco Buono, Fresco Secco, Mosaic method: direct and indirect method, distemper and application of various techniques	
UNIT-II	Print making media- Silk-screen, Etching- Mezzotint, Aquatint, Lithography, woodcut, Lino cut	
UNIT-III	Photography: Manual & Digital, New Media- Video, Sound etc, Softwares like Photoshop	
UNIT-IV	Photography: Manual & Digital, New Media- Video, Sound etc, Softwares like Coral Draw	

Recommended Books:

- A handbook of method and Material – Ray Smith

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: Creative Mural & Composition- III (Practical)

SUBJECT CODE: BFAP4705

SEMESTER: VII

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: This subject will impart knowledge about complete aspect of creative drawing and painting as a whole subject.

CO1: pottery responsible for working on anything that is made of clay and is innovative and creative

CO2: Understanding the idea of positive and negative space to develop visuals from sketches and drawings.

CO3: Developing mural to practically understand the technicality of the medium.

CO4: Experimenting with various objects and surfaces to try murals

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	
UNIT-II	Methods of plastering and making grounds. Transfer of drawing and painting on wet and dry ground. Exercises in Italian wet fresco process..	
UNIT-III	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	
UNIT-IV	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter

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SUBJECT TITLE: Creative Drawing-I (Practical)

SUBJECT CODE: BFAP4706

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 creative drawing and painting as a whole subject

CO 1: Draw 2d & 3d paintings.

CO 2: Create figure drawing, as it is the act of drawing a living person. Normally this means drawing a nude model in real life.

CO 3: Explain line, drawing, color, texture, form & space, balance of parts, study of anatomy; various media; emphasis on delineation of character, various expressions and composition of figure in different settings and environment.

CO 4: Draw outdoor & indoor sketching. Study of eye level and perspective balance and Rhythms to be used in composition.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-II	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-III	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-IV	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter

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SUBJECT TITLE: Nature Study-I (Practical)

SUBJECT CODE: BFAP4707

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 Nature study as the whole subject.

CO1: Usage of water colors for Nature study regularly.

CO2: Monochromatic usage of water color for production of Nature studies.

CO3: More intensive study of nature with Monochrome colors for the surroundings.

CO4: Rendering with all basic elements of Nature study in Monochromes.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Natural scenery such as mountains , valleys , trees , rivers , and forests , especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-II	Natural scenery such as mountains , valleys , trees , rivers , and forests , especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-III	Natural scenery such as mountains , valleys , trees , rivers , and forests , especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-IV	Natural scenery such as mountains , valleys , trees , rivers , and forests , especially where the main subject is a wide view with its elements arranged into a coherent composition.	

Recommended Books:

- Handbook of Nature Study by Anna Botsford Comstock
- Keeping A Nature Journal by Clare Walker Leslie
- Landscape Drawing in Pencil by Frank M. Rines
- Fantasy Landscapes and Cityscapes by Rob Alexander
- Drawing Scenery: Landscapes by Jack Hamm
- Landscape in Coloured Pencils by Eileen Sorg
- Drawing from Nature by Jim Arnosky

Instruction of Question Paper setter

Program Name: Bachelor of fine arts Applied & Painting
Program Code:FAP 301

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

SUBJECT TITLE: Integrated Project-VII (Generic Subject)

SUBJECT CODE: BFAP4708

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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)

SUBJECT CODE: BFAA4801, BFAP4801

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

CO 1: Describe Indian Miniature Painting and its emergence in India with special reference to Bengal School of Art.

CO 2: Understand the Techniques used in different phases of Progressive Artist Group and its subject matter and coloristic approach.

CO 3: Analyze emergence of Calcutta Group in social scenario and in the artistic activities of Indian art.

CO 4: Explain the Madras and South and Delhi Shilpi Chakra artist , their techniques and emergence

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 Chitrankan- 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. $12*1=12$

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: Aesthetics-VI
SUBJECT CODE: BFAA4802, BFAP4802
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: 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](#).

CO 1: Understand the meaning of “Art”.

CO 2: Explain the role of art in human life.

CO 3: Differentiate between art & communication.

CO 4: Compare and contrast study of art & expression.

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.
- 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: Advertising Profession & Practice-IV (Theory)

SUBJECT CODE: BFAA4803

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: 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: Understanding organizational functions and roles in Advertising industry.

CO2: Understanding legal and ethical aspects of Advertising.

CO3: Exploring and ideating different media and spaces for Advertising.

CO4: Using digital and technical skills to create effective advertising material

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to marketing. 4P's of marketing.	
UNIT-II	Different functions of Advertising Business. Research and Motivational Research present and future action.	
UNIT-III	Importance of Marketing and Consumer Behavior in Advertising.	
UNIT-IV	Print media and electronic media Potential – Television and Radio in the light of Mass Communication. Future of Advertising Career options in Internet Advertising, web designing and Animation.	

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.

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: Digital Poster (Practical)

SUBJECT CODE: BFAA4803

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 part knowledge about the contemporary ways of digital poster making.

CO1:To ideate and combine visual and typographical elements to create unique visual communication.

CO2: To use the principles of design for aesthetic and advanced communication.

CO3: To ideate, explore and create new approaches to visual design.

CO4: To be able to use technical and digital skills effectively in creation.

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

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: Using research techniques for observation and recreation of different forms and environments.

CO2: Understanding and being able to reproduce different forms , including human anatomy with appropriate research methodologies.

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

CO4: Drawing of various products in different rendering mediums and techniques in a given space, and illustration for varied media.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<input type="checkbox"/> Analyze formal principles of drawing and explore how they relate to illustration <input type="checkbox"/> 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.	

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

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: To use the principles of design for aesthetic and effective communication.

CO2: To ideate, explore and create new approaches to visual design.

CO3: To be able to use technical and digital skills effectively in creation.

CO4: To be able to communicate with varied audiences using appropriate and effective visuals and text.

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 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-VIII (Generic Subject)

SUBJECT CODE: BFAA4807

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

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: Method and Materials-VI (Theory)

SUBJECT CODE: BFAP4803

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: The substances or materials used in the creation of a work of art, as well as any production or manufacturing techniques, processes, or methods incorporated in its fabrication. This information includes a description of both the materials used to create the work and the way in which they were put together.

CO 1: Explain Fresco Wall, Plastering and its main types and technique of fresco.

CO 2: Analyze the techniques, material used in the Print Making Method.

CO 3: Differentiate the style and working process of Secco Painting

CO 4: Describe the term Mosaic its types and techniques.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to Mural- Fresco Buono, Fresco Secco, Mosaic method: direct and indirect method, distemper and application of various techniques	
UNIT-II	Print making media- Silk-screen, Etching- Mezzotint, Aquatint, Lithography, woodcut, Lino cut	
UNIT-III	Photography: Manual & Digital, New Media- Video, Sound etc, Softwares like Photoshop	
UNIT-IV	Photography: Manual & Digital, New Media- Video, Sound etc, Softwares like Coral Draw	

Recommended Books:

- A handbook of method and Material – Ray Smith

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: Creative Composition (Practical)

SUBJECT CODE: BFAP4804

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 creative drawing and painting as a whole subject.

CO 1: Analyze the elements of arts

CO 2: Differentiate among the line, drawing, colour, texture, form & space

CO 3: Understand the Compositional exercise based on objects

CO 4: Draw outdoor & indoor sketching

Contents of Syllabus:

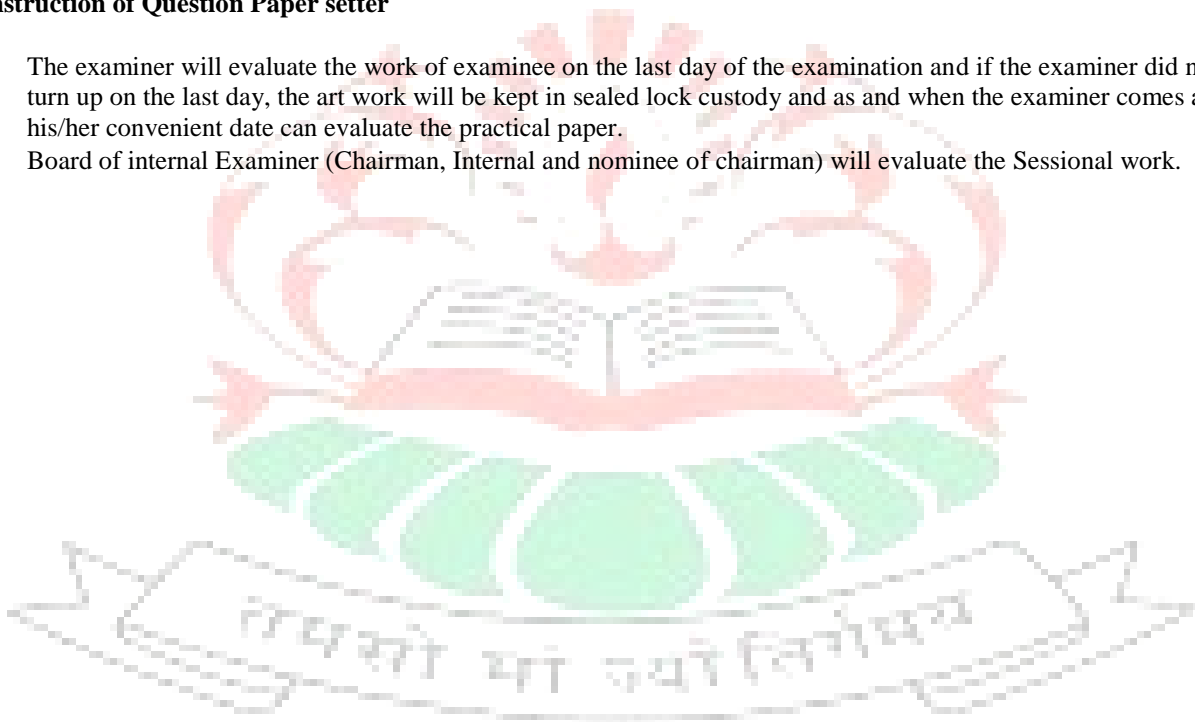
Sr. No	Contents	Contact Hours
UNIT-I	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	
UNIT-II	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	
UNIT-III	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	
UNIT-IV	Advancement of previous experience towards a complete pictorial interpretation, theme and expression of mood, symbolism, dramatization, distortion for emotional effect. Projects with emphasis on independent creative work.	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore
- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter's Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter

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SUBJECT TITLE: Creative Drawing-II (Practical)

SUBJECT CODE: BFAP4805

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 creative drawing and painting as a whole subject

CO 1: Explain the concept of drawing.

CO 2: Understand the process of perspective and foreshortening in figure.

CO 3: Demonstrate the handling of colors in various ways which suitable to portraiture.

CO 4: Create various features along with exercising various expression in facial and muscular form.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-II	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-III	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	
UNIT-IV	Study from objects, animals, and nature and human figures. Study of human head. Study of human figure groups	

Recommended Books:

- How to draw what you see by Rudy De Reyna
- Dynamic Composition by William F Powell
- The Elements and Principles of Composition for Drawing and Painting by John Bollenacher
- Pictorial Composition (Composition in Art) (Dover Art Instruction) by Henry Rankin Poore

- The Simple Secret to Better Painting: How to immediately improve your work with one Rule of Composition.
- Mastering Composition: Technique and Principles to Dramatically Improve Your Painting by Iran Roberts
- The Painter’s Secret Geometry: A Study of Composition in Art by Charles Bouleau
- Art Fundamentals: Clour, Light, Composition, Anatomy, Perspective, and Depth by Gilles Beloeil

Instruction of Question Paper setter

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SUBJECT TITLE: Nature Study-II (Practical)

SUBJECT CODE: BFAP4806

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 Nature study as the whole subject.

CO1: Composition based on studies of human / animal / bird figures and environment.

CO2: Compositional exercises to understand the use of real space, material.

CO3: Sketches for low, medium and high relief composition in relation to architectural spaces, enlargement of the composition to the suitable material sometimes it would be based on nature

CO4: Compositional exercises to understand the use Natural scenery such as mountains, valleys, trees, rivers, and forests

Contents of Syllabus:

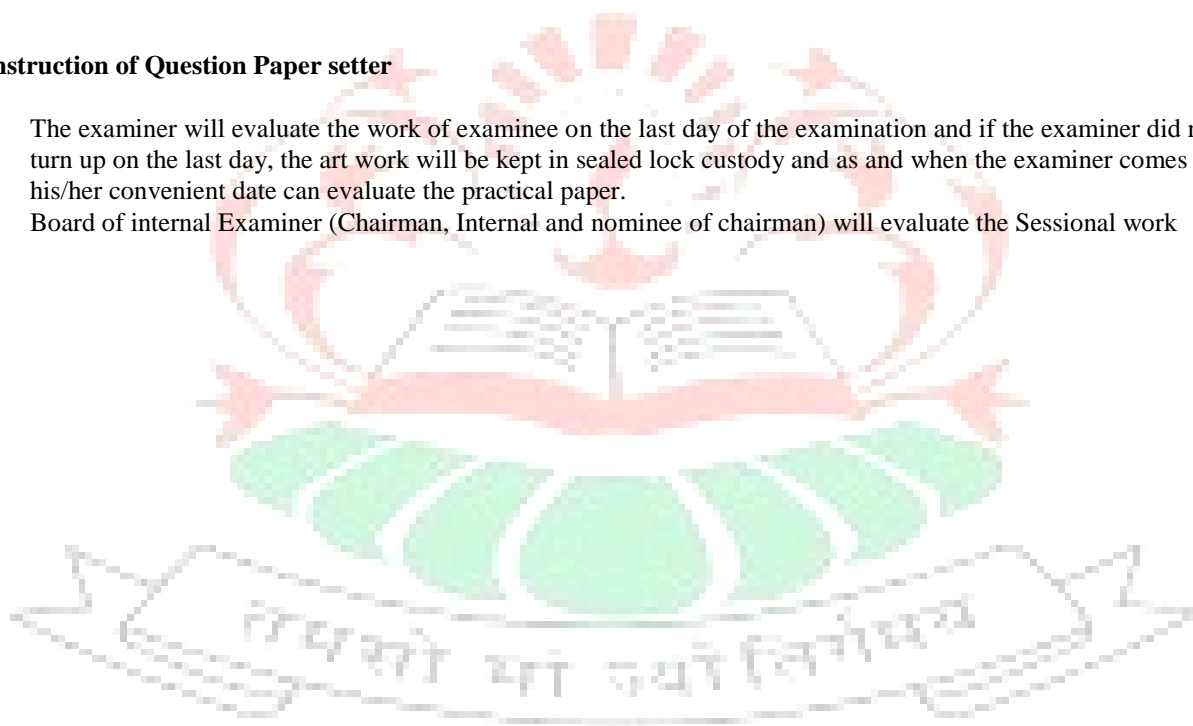
Sr. No	Contents	Contact Hours
UNIT-I	Natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-II	Natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-III	Natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view with its elements arranged into a coherent composition.	
UNIT-IV	Natural scenery such as mountains, valleys, trees, rivers, and forests, especially where the main subject is a wide view with its elements arranged into a coherent composition.	

Recommended Books:

- Handbook of Nature Study by Anna Botsford Comstock
- Keeping A Nature Journal by Clare Walker Leslie
- Landscape Drawing in Pencil by Frank M. Rines
- Fantasy Landscapes and Cityscapes by Rob Alexander
- Drawing Scenery: Landscapes by Jack Hamm
- Landscape in Coloured Pencils by Eileen Sorg
- Drawing from Nature by Jim Arnosky

Instruction of Question Paper setter

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



SUBJECT TITLE: Integrated Project-VIII (Generic Subject)

SUBJECT CODE: BFAP4807

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: Create Portfolio

CO2: Explore various art technique and style through visit of art gallery

CO3: Understanding the demand and creating a product

CO4: Develop their own style and technique

Contents of Syllabus:

Sr. No	Contents	Contact Hours
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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.

