



# RIMT

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# UNIVERSITY

**Scheme & Syllabus**

**(Choice Based Credit system)**

**BACHELORS OF FINE ART**

**(Applied Art)**

**Batch- 2020-21**

**Program Code-FAP 301**

**School of Art & Design**

**RIMT UNIVERSITY MANDI GOBINDGARH, PUNJAB**

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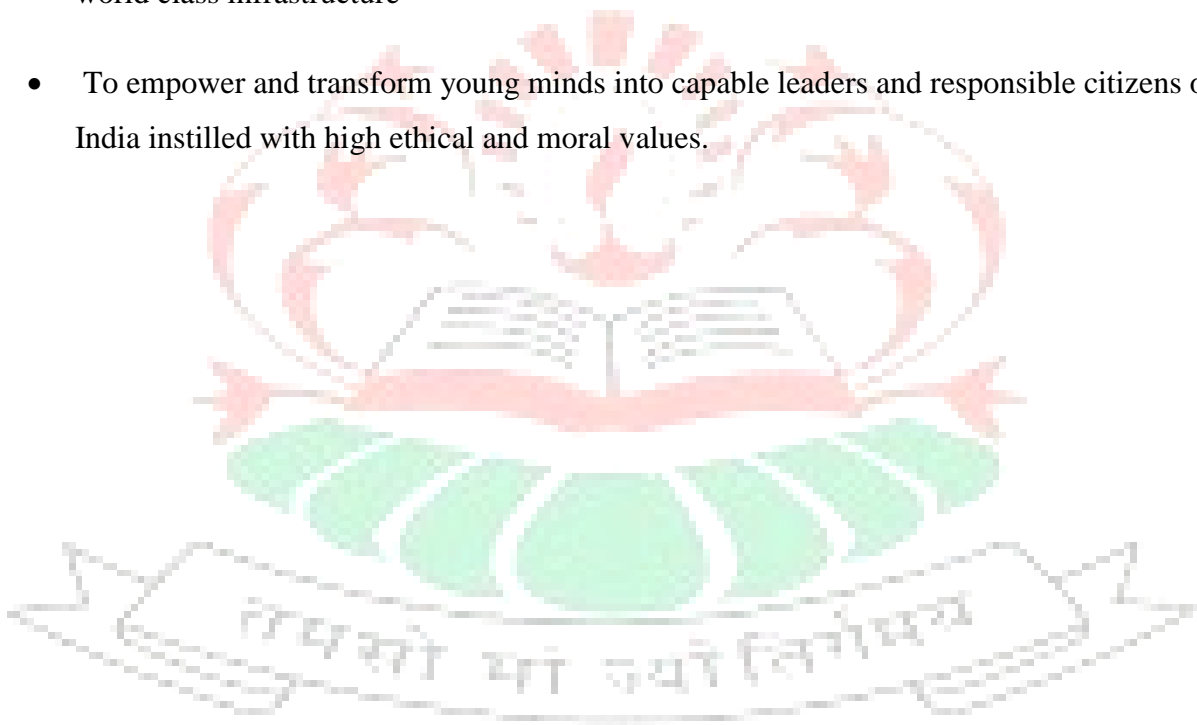


## VISION

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.



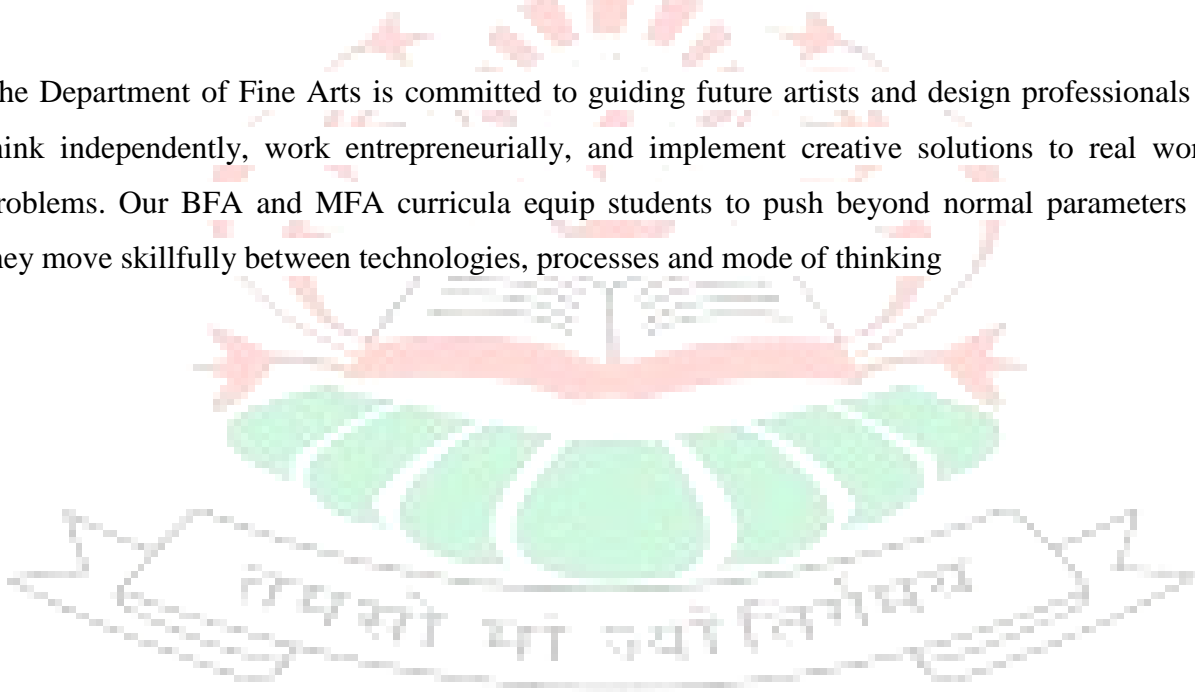
## DEPARTMENT OF BACHELOR OF FINE ARTS

### 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

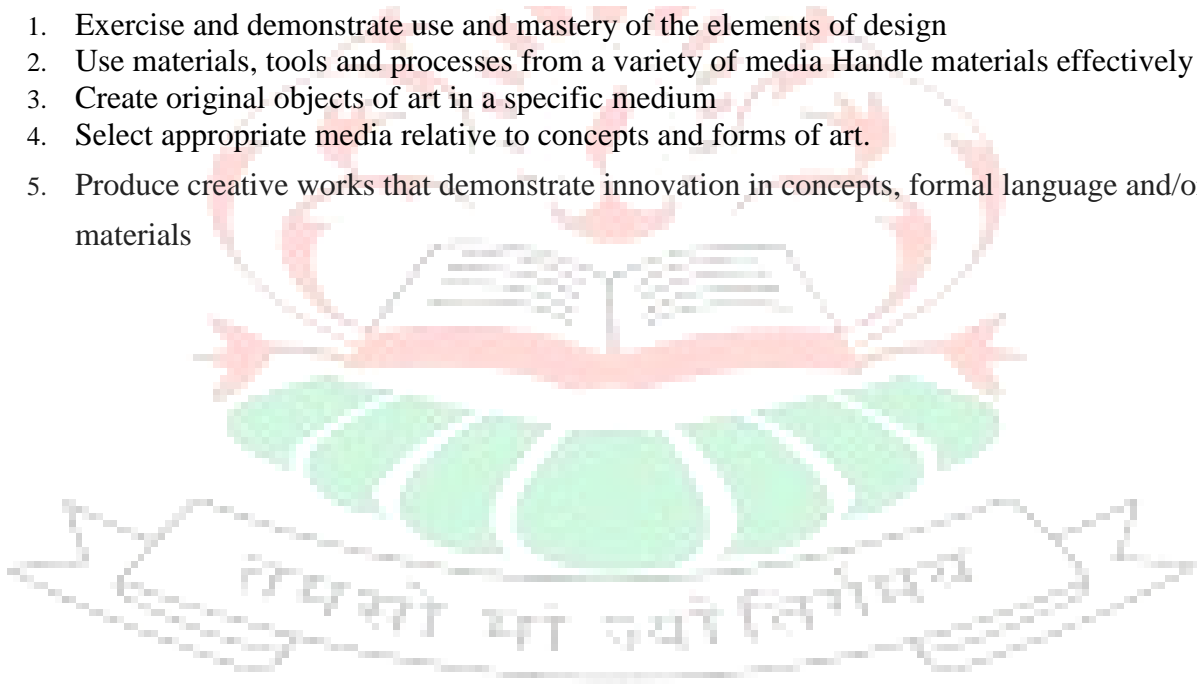


## ABOUT THE PROGRAM

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

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

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

#### PROGRAM OUTCOMES

**Programme Outcomes (POs)** are **attributes of the graduates** of the programme that are indicative of the graduates' ability and competence to work as a business professional upon post-graduation. Program Outcomes are statements that describe what students are expected to know or be able to do by the time of post-graduation. They must relate to knowledge and skills that the students acquire from the programme. The achievement of all outcomes indicates that the student is well prepared to achieve the program educational objectives down the road. POs designed for 'BFA Applied Art' are as follows:

<b>PO 1</b>	Students will be able to identify and pursue professional opportunities related to their fine arts practice, such as exhibitions, residencies, or further education.
<b>PO 2</b>	Students will be able to understand and respect diverse cultures and perspectives and apply this understanding to their work.
<b>PO 3</b>	Students will be able to develop and articulate creative concepts that are

	informed by research, critical thinking, and visual experimentation.
<b>PO 4</b>	Students will be able to demonstrate proficiency in various techniques, materials, and technologies related to applied art disciplines, such as graphic design, illustration, and advertising.
<b>PO 5</b>	Students will be able to identify and pursue professional opportunities related to their fine arts practice, such as exhibitions, residencies, or further education.
<b>PO 6</b>	Students will be able to work independently as well as collaboratively in a team environment.
<b>PO 7</b>	Students will be able to communicate effectively, both orally and in writing, about their work and ideas.
<b>PO 8</b>	Students will be able to understand the social and ethical implications of their work and apply principles of social responsibility to their art.
<b>PO 9</b>	Students will be able to develop and articulate creative concepts that are informed by research, critical thinking, and experimentation, and effectively express those ideas through their artwork.
<b>PO 10</b>	Students will demonstrate an understanding of historical and contemporary art movements and how they relate to social, cultural, and political contexts.
<b>PO 11</b>	Students will be able to demonstrate professionalism by developing a strong work ethic, collaborating with others, presenting work effectively, and meeting deadlines.
<b>PO 12</b>	Students will be able to understand the social and ethical implications of their work and apply principles of social responsibility to their art.

### PROGRAM SPECIFIC OUTCOMES

**Programme Specific Objectives (PSOs)** are **specific statements** that describe the professional career accomplishments that the program is designed for. The PSOs of the 'BFA (Applied Art)' are as follows:

<b>PSO1</b>	<b>Conceptual Development:</b> Students will be able to develop and articulate creative concepts that are informed by research, critical thinking, and visual experimentation.
<b>PSO2</b>	<b>Technical Skills:</b> Students will be able to demonstrate proficiency in various techniques, materials, and technologies related to applied art disciplines, such as graphic design, illustration, and advertising.

<b>PSO3</b>	<b>Design Principles:</b> Students will be able to apply principles of design, such as color theory, composition, typography, and visual hierarchy, to create effective visual communication.
<b>PSO4</b>	<b>Critical Thinking:</b> Students will be able to analyze and evaluate their own work and the work of others to understand how design decisions are made and how they impact the audience.
<b>PSO5</b>	<b>Professionalism:</b> Students will be able to demonstrate professionalism by developing a strong work ethic, collaborating with others, presenting work effectively, and meeting deadlines.





<b>Program : B.F.A (Foundation Course)</b> <b>Department : Department of Fine Arts</b> <b>Year : 1 (Semester 1)</b>															
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 : B.F.A (Foundation Course)**  
**Department : Department of Fine Arts**  
**Year : 1 (Semester 2nd )**

Program Name: Bachelor of Applied art  
 Program Code: FAP 301

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
<b>Total</b>				<b>18</b>	<b>4</b>	<b>-</b>	<b>28</b>	<b>-</b>	<b>-</b>	<b>32</b>	<b>360</b>	<b>48</b>	<b>120</b>	<b>240</b>	<b>800</b>

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**Program :B.F.A (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-I	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
		<b>Total</b>		<b>19</b>	<b>8</b>	<b>-</b>	<b>22</b>	<b>-</b>	<b>-</b>	<b>48</b>	<b>300</b>	<b>72</b>	<b>180</b>	<b>200</b>	<b>800</b>

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 (Applied Art)**  
**Department : Department of Fine Arts**  
**Year : 2 (Semester- 4)**

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	2	-	-	4	-	6	-	60	-	-	40	100
6	BFAA2406	Typography & Poster Making	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAA2407	Graphic Design- II	Practical	4	-	-	8	-	6	-	60	-	-	40	100
8	BFAA2408	Integrated Project- IV	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
<b>Total</b>				<b>18</b>	<b>6</b>	<b>-</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>48</b>	<b>300</b>	<b>72</b>	<b>180</b>	<b>200</b>	<b>800</b>

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3. MTE : Mid Term Examination  
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<b>Program : B.F.A (Applied Art)</b> <b>Department : Department of Fine Arts</b> <b>Year : 3 (Semester- 5)</b>															
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	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 Effects	Practical	3	-	-	6	-	6	-	60	-	-	40	100
8	BFAA3508	Integrated Project-V	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
		<b>Total</b>		<b>20</b>	<b>8</b>	<b>-</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>64</b>	<b>300</b>	<b>72</b>	<b>180</b>	<b>200</b>	<b>800</b>

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**Program : B.F.A (Applied Art)**  
**Department : Department of Fine Arts**  
**Year : 3 (Semester- 6)**

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
		<b>Total</b>		<b>21</b>	<b>8</b>	<b>-</b>	<b>26</b>	<b>-</b>	<b>-</b>	<b>48</b>	<b>300</b>	<b>72</b>	<b>180</b>	<b>200</b>	<b>800</b>

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 \* Subject Code will be allotted by Director Office

<b>Program: B.F.A (Applied Art)</b> <b>Department : Department of Fine Arts</b> <b>Year : 4 (Semester- 7)</b>															
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	-	3	-	60	-	-	40	100
4	BFAA4704	Video Editing	Practical	3	-	-	2	-	2	-	60	-	-	40	100
5	BFAA4705	Drawing Illustration- III	Practical	3	-	-	6	-	3	-	60	-	-	40	100
6	BFAA4706	Digital Media (Motion Graphics)	Practical	3	-	-	6	-	3	-	60	-	-	40	100
7	BFAA4707	Print Production II	Practical	3	-	-	6	-	3	-	60	-	-	40	100
8	BFAA4708	Integrated Project- VII	Generic subject	1	-	-	2	-	2	-	60	-	-	40	100
		<b>Total</b>		<b>18</b>	<b>4</b>	<b>-</b>	<b>28</b>	<b>-</b>	<b>-</b>	<b>32</b>	<b>360</b>	<b>48</b>	<b>120</b>	<b>240</b>	<b>800</b>
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 (Applied Art)**  
**Department : Department of Fine Arts**  
**Year : 4 (Semester- 8)**

<p style="text-align: center;"><b>Program: B.F.A (Applied Art)</b> <b>Department : Department of Fine Arts</b> <b>Year : 4 (Semester- 8)</b></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	BFA4801	History & Appreciation of Art- IV	Theory	2	2	-	-	3	-	16	-	24	60	-	100
2	BFA4802	Aesthetics-VI	Theory	2	2	-	-	3	-	16	-	24	60	-	100
3	BFAA4803	Communication Skills II	Theory	1	-	-	2	-	2	-	60	-	-	40	100
4	BFAA4804	Digital Poster	Practical	3	-	-	6	-	6	-	60	-	-	40	100
5	BFAA4805	Drawing Illustration IV	Practical	3	-	-	6	-	6	-	60	-	-	40	100
6	BFAA4806	Print Production-III	Practical	3	-	-	6	-	6	-	60	-	-	40	100
7	BFAA4807	Integrated Project- VIII	Practical	1	-	-	2	-	2	-	60	-	-	40	100
<b>Total</b>				<b>15</b>	<b>4</b>	<b>-</b>	<b>22</b>	<b>-</b>	<b>-</b>	<b>32</b>	<b>300</b>	<b>48</b>	<b>120</b>	<b>200</b>	<b>700</b>
<p>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>															



**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**

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

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

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

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

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

**Contents of Syllabus:**

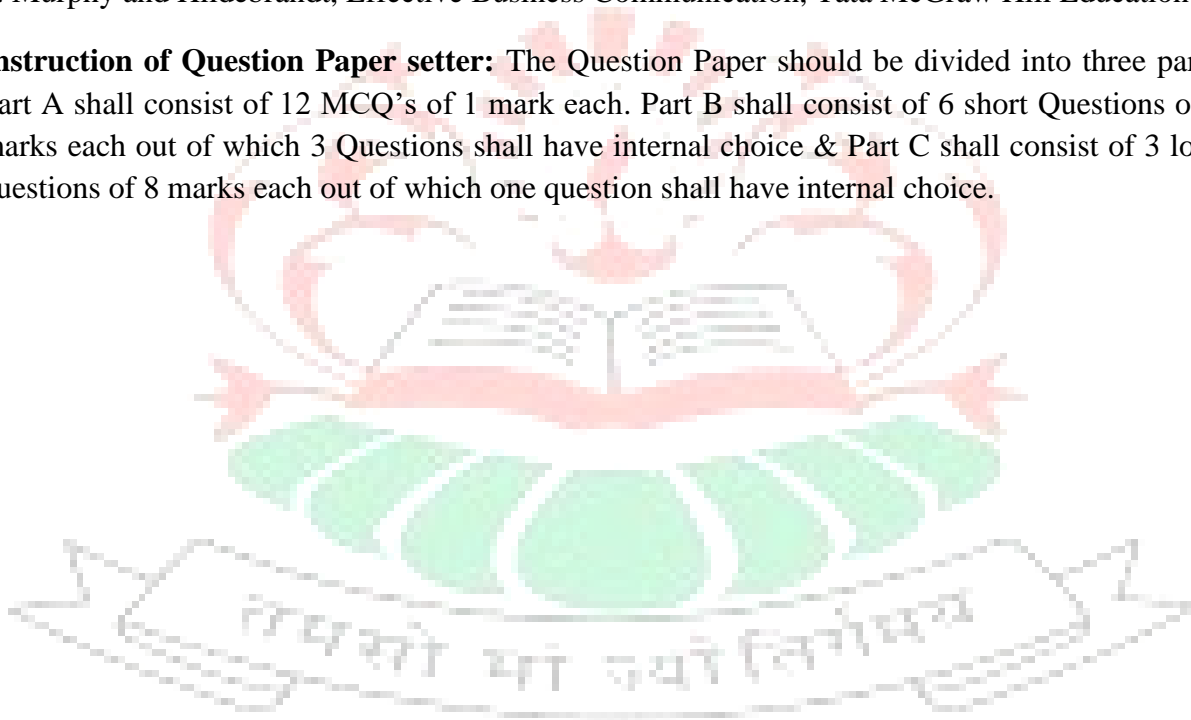
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive	<b>10</b>
<b>UNIT-II</b>	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	<b>5</b>
<b>UNIT-III</b>	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.	<b>5</b>
<b>UNIT-IV</b>	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	<b>5</b>

	communication.	
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**Recommended Books:**

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

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



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

**SUBJECT CODE: BFA1102**

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Students can learn the technical skills required to create various forms of Indian art, such as painting, sculpture, textiles, and pottery.

**CO2** Students can explore the complex relationship between Indian art and culture, including the ways in which art reflects and shapes cultural values and beliefs.

**CO3** Students can develop an appreciation for the aesthetic qualities of Indian art, such as its use of color, texture, and symbolism.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Various cults, schools (Buddhist, Jain, Brahmanical) Pre-Historic Art, Cave paintings at Bhimbetka Medium and subjects of cave paintings	
<b>UNIT-II</b>	Proto-Historic Art- Indus Valley Civilization, Mohenjodaro, Harappa Priest head, Dancing girl, Seals etc,	
<b>UNIT-III</b>	Maurayan Art, Stupa Sculptures- Bahrut, Sanchi, Amaravati, Nagarjunkonda, Buddhist Art, Brahmanical Art, Basic	
<b>UNIT-IV</b>	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.  $12*1=12$

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 – 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.

**CO1** Understanding the basic principles and techniques of clay modeling.

**CO2** Students can learn the fundamental principles of working with clay, such as shaping, carving, and joining.

**CO3** Clay modelling requires an understanding of spatial relationships and proportion.

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

**Contents of Syllabus:**

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

**CO1** Visual representation is a medium that allows for creativity and imagination.

**CO2** Studying visual representation can help students develop critical thinking skills, such as the ability to analyse and critique their own work and the work of others.

**CO3** studying visual representation, students can develop a personal artistic style that reflects their unique vision and voice.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	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.	
<b>UNIT-IV</b>	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**

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**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** Still life involves the observation of objects and their relationships to one another.

**CO2** By studying still life, students can learn the principles of composition, such as balance, harmony, and contrast, which can be applied to other areas of their artistic practice.

**CO3** students can develop observation skills that can be applied to other areas of their artistic practice.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	
<b>UNIT-II</b>	Arrangement of different objects (Geometrical and organic objects) from composition point of view.	
<b>UNIT-III</b>	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).	
<b>UNIT-IV</b>	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.

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**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.

**CO1** Understand the basic components of a computer system, including hardware and software.

**CO2** Demonstrate proficiency in basic computer operations, such as turning the computer on and off, using the mouse and keyboard, and opening and closing programs.

**CO3** Understand computer file systems and be able to navigate and manage files and folders.

**CO4** Understand the basics of computer networks, including the internet and intranet, and be able to connect to and navigate them.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	<b>10</b>
<b>UNIT-II</b>	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.	<b>10</b>
<b>UNIT-III</b>	Introduction to MS Power Point: Power Point Basics, Creating and Saving, Presentations, Inserting Pictures and Graphics, Inserting slides from other Presentations, Slide Show View.	<b>5</b>
<b>UNIT-IV</b>	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.	<b>10</b>

**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.

**CO1** Students should be able to use the principles of design and composition to create effective and aesthetically pleasing prints.

**CO2** Students should be familiar with the history of printmaking, including its role in the dissemination of ideas, as well as the cultural and social contexts in which different printmaking techniques have emerged and evolved.

**CO3** Understanding of balance, contrast, texture, and other elements of design.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction of materials and its use for making a design based on gathering impressions from various surfaces.	
<b>UNIT-II</b>	Drawings of simple sketches containing single or double object like flower and leave, fruit single or double for wood block printing and lino cut.	
<b>UNIT-III</b>	Engraving with tools and wood block cutting with reference of sketches. Different types of composition with experiments	
<b>UNIT-IV</b>	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**

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**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.

**CO1** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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** Explain the role and importance of communication in the business world.

**CO2** Identify the different types of business communication, including internal and external communication.

**CO3** Demonstrate knowledge of effective business writing techniques, such as creating clear and concise messages, using appropriate tone and language, and formatting documents correctly.

**CO4** Develop and apply active listening skills in a business context to better understand and respond to stakeholders.

#### **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	The main objective of the course is to introduce the concept and the essential elements of communication.	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	Enhance Group Discussion Strategies and Interview skills.	
<b>UNIT-IV</b>	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.

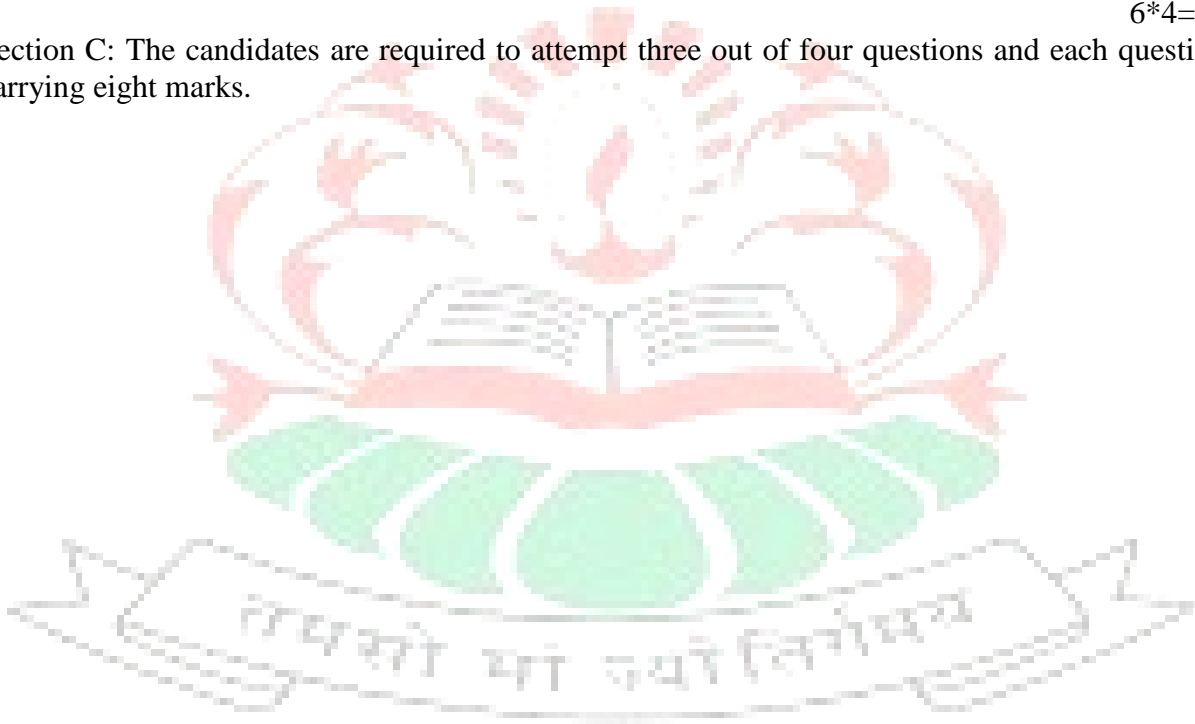
Section A: The candidates are required to attempt all the twelve MCQs and each question carrying one mark.

$$12*1=12$$

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.





**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** Students should be familiar with the historical and cultural context of temple art in India, including its evolution over time and its role in shaping Indian art and culture.

**CO2** Students should be able to analyze the symbolism and meaning behind different types of temple including sculpture, painting, and decorative arts.

**CO3** Students should be able to identify and analyze the regional styles and variations in temple art, including differences in materials, techniques, and design motifs.

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

#### **Contents of Syllabus:**

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

#### **Recommended Books:**

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

#### **Instruction of Question Paper setter**

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

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

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

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

**SUBJECT TITLE: Clay Modeling- II (Practical)**

**SUBJECT CODE: BFA1203**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

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

**CO1** Students can explore the relationship between form and content in clay modelling.

**CO2** Studying clay modelling can help students develop critical thinking skills, such as the ability to analyse and critique their own work and the work of others.

**CO3** Students can foster their creativity and imagination, which can be applied to other areas of their artistic practice.

**CO4** Students can learn the fundamental principles of working with clay, such as shaping, carving, and joining.

**Contents of Syllabus:**

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

**CO1** Visual representation is a medium that allows for creativity and imagination.

**CO2** Studying visual representation can help students develop critical thinking skills, such as the ability to analyse and critique their own work and the work of others.

**CO3** studying visual representation, students can develop a personal artistic style that reflects their unique vision and voice.

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

**Contents of Syllabus:**

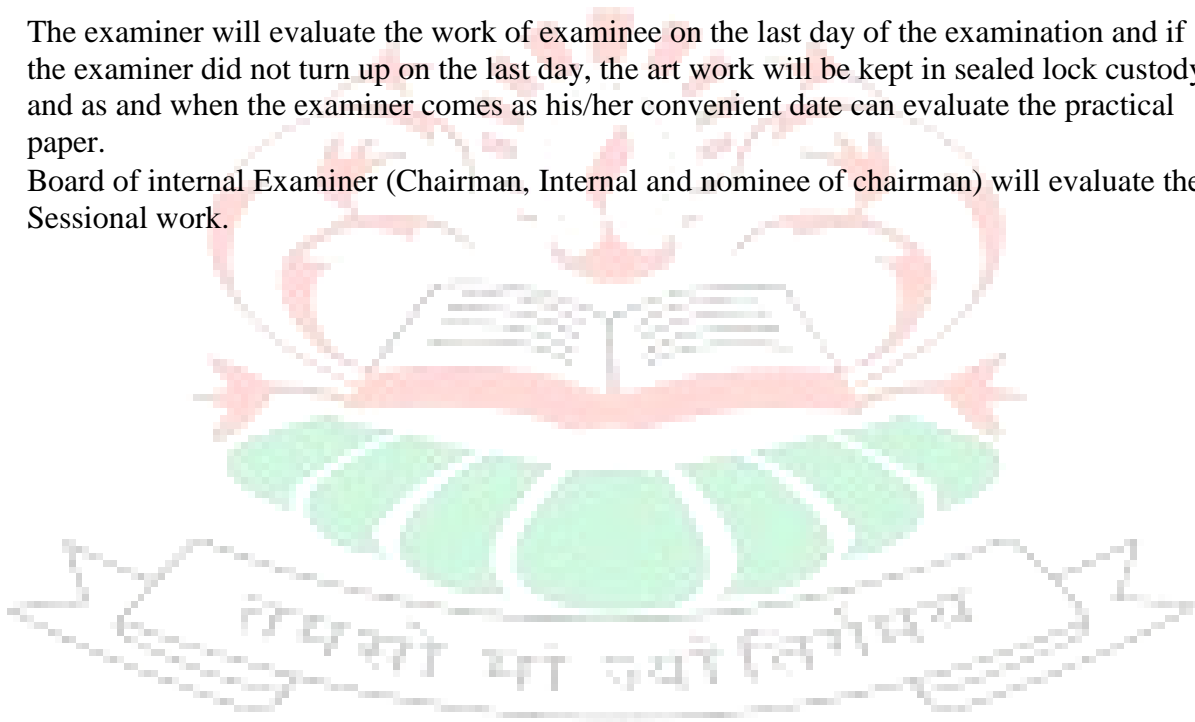
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	To understand basic principles of free hand drawing and Rendering in color media - a) Introduction to color application based on color theory (Pigment theory) b) Introduction to various color media Dry color media – color pencils, pens, crayons, oil pastels, dry pastels, Wet color media- water colors, poster colors, photo color inks etc.	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	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.	
<b>UNIT-IV</b>	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.	

### 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 .Different steps to draw a sketch.

**CO1** Drawing and painting require keen observation skills, which develop as you practice.

**CO2** Learning to draw and paint encourages creativity as you explore different techniques, styles, and mediums.

**CO3** Drawing and painting involve fine motor skills that require hand-eye coordination and dexterity.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Study of basic geometric objects. Study from day to day life objects	
<b>UNIT-II</b>	Drawing cubes, cones , cylindrical objects ,casts , drapery etc	
<b>UNIT-III</b>	Use different methods of rendering the still life. Detailed study of different rendering styles	
<b>UNIT-IV</b>	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.

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

**SUBJECT TITLE: Computer Application (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** Computer applications can automate many routine tasks, which can save time and improve productivity.

**CO2** Computer applications are designed to help solve specific problems, such as project management software or financial analysis tools.

**CO3** Computer applications such as email, messaging apps, and video conferencing tools can facilitate communication and collaboration with others, whether in a personal or professional setting.

**CO4** Learning to use these tools can help unleash creativity and bring ideas to life.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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	
<b>UNIT-II</b>	Tools and Palettes: (a) Selections and Channels (b) Saving, Importing and Exporting and (c) Image Editing	
<b>UNIT-III</b>	Using Layers, Transforming Images, Using Type, Painting and Coloring, Paths and Vector shapes	
<b>UNIT-IV</b>	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.

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





**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.

**CO1** Students should be able to use the principles of design and composition to create effective and aesthetically pleasing prints.

**CO2** Students should be familiar with the history of printmaking, including its role in the dissemination of ideas, as well as the cultural and social contexts in which different printmaking techniques have emerged and evolved.

**CO3** Understanding of balance, contrast, texture, and other elements of design.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Understand the history of printmaking as a distinctive form of art production. Understanding different aspects of print making	
<b>UNIT-II</b>	. 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.	
<b>UNIT-III</b>	. - The basic principles of plate making and ink transfer. - The basic techniques of color registration.	
<b>UNIT-IV</b>	. 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**

- 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-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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Ancient Indian art techniques such as stone carving, metalworking, and painting are unique and have influenced contemporary art forms.

**CO2** Indian art is full of symbols and metaphors that hold significant meanings in Indian mythology and religion.

**CO3** Studying ancient Indian art can provide insights into the Indian philosophy of life, spirituality, and the interconnectedness of all living beings.

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

**Contents of Syllabus:**

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

**Recommended Books:**

- Temples of South IndiaK.R. Srinivasan
- The wonders of EloraJohn B. Seely
- The DharamrajaRatha and - K.R. Srinivasan
- It's Sculptures- Mahabalipuram

### **Instruction of Question Paper setter**

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

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

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

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



**SUBJECT TITLE: Aesthetics –I (Theory)**

**SUBJECT CODE: BFAA2302**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Studying aesthetics can help individuals understand and appreciate the meaning, purpose, and beauty of art.

**CO2** Aesthetics involves the examination of concepts such as beauty, creativity, and expression, which requires analytical and critical thinking skills.

**CO3** Aesthetics involves exploring concepts such as morality, ethics, and personal values.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	An introduction to Indian Aesthetic and brief historic background. Understanding of terms and terminologies related to art. Rasa- Bhava, Mudra,	
<b>UNIT-II</b>	Indian view of Life and Art. Principles of Art, Form of content	
<b>UNIT-III</b>	Asana, Bhangima, Drishti, Chiaroscuro, Line, Color, Hue and Tint. . Theory of Color.	
<b>UNIT-IV</b>	Basic Religion System- Hindu Introduction to Iconography- Hindu	

**Recommended Books:** SaundryaSastraKeTatva (Hindi) - Kumar Vikal

Art Beauty and Creativity - Shyamala Gupta

Comparti Aesthetic - Dr. K.C. Pandey

Kala KeSidhant (Hindi) - R.G Kalingwood

SaundryaKaTatparya (Hindi) - Dr. Ram TirathShukal

Bhartya Kala Aayam (Hindi) - NiharRanjanRai

The dances of Shiva - AnandCoomarswamy

An approach for Indian – ShehPandit theory of Art and Aesthetes

Marxist Aesthetes - A Zis  
Aesthetes - S.K. Saxena

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

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

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: Marketing Management (Theory)**

**SUBJECT CODE: BFAA2303**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Marketing management involves understanding the behavior of consumers and their needs, preferences, and buying habits.

**CO2** Studying marketing management can help individuals develop an understanding of consumer behavior and use this knowledge to create effective marketing strategies.

**CO3** Marketing management involves developing and implementing effective marketing strategies to promote products or services.

**CO4** Studying marketing management can help individuals develop the skills and knowledge necessary to create successful marketing plans.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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,	
<b>UNIT-II</b>	Sales Management: Definition, Nature, Scope and Importance of Sales Management, difference Between selling and marketing and sales management and marketing, Evolution of Sales	
<b>UNIT-III</b>	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.	
<b>UNIT-IV</b>	Sales Force: Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information, Technology in Sales Management.	



**Recommended Books:**

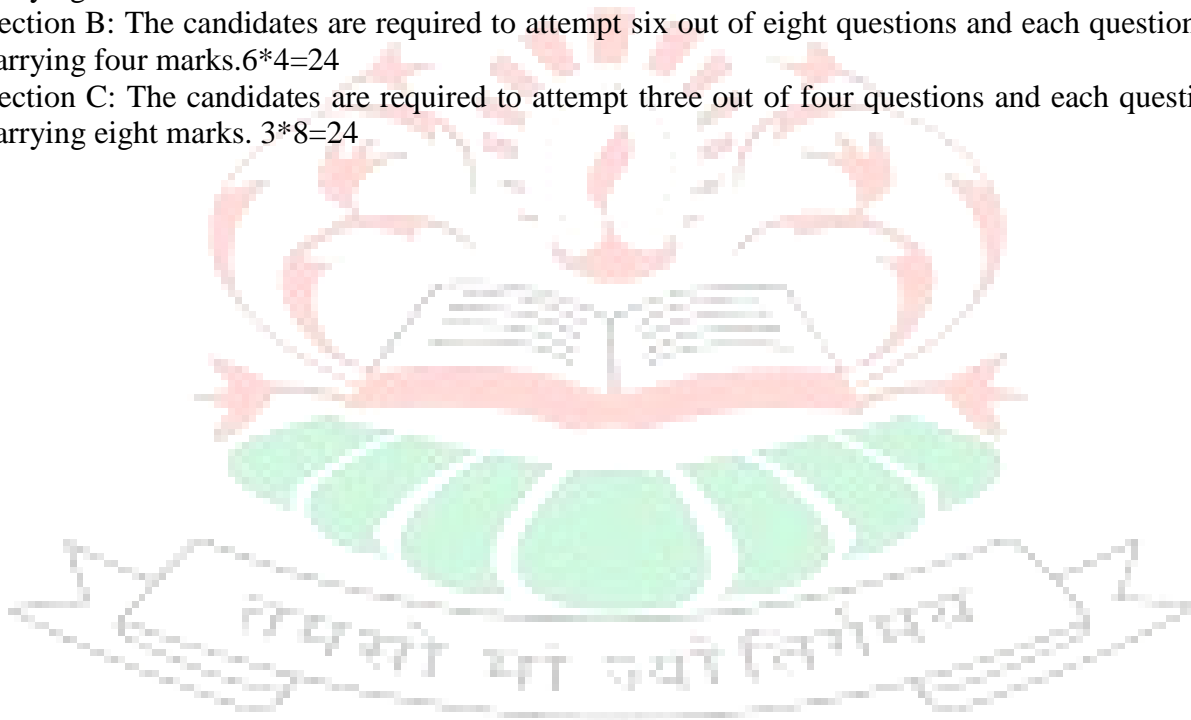
- Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
- Border, W.H, Advertising, John Wiley N.Y.
- Ogilvy D. Ogilvy on Advertising, Longman publication
- Chunnawala : Advertising Management, Himalaya Publishing
  
- **Instruction of Question Paper setter**

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

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

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: Professional Communication (Practical)**

**SUBJECT CODE: BFAA2304**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit
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** Studying professional communication can help individuals develop the confidence necessary to express their ideas and opinions clearly and effectively.

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

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

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li><b>Basics of Communication:</b> Meaning, Objectives Importance and Role of Communication; The Communication Process; Types of Communication: Oral &amp; Written, Internal &amp; External , Verbal &amp; Non verbal ,Upward &amp; Downward, Body Language &amp; Gestures Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch, Space, Time, color, Vocalization.</li> </ul>	
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li><b>Barriers and Gateways to Communication:</b> Overcoming Barriers. Group communication, <b>Tenses in a Nutshell</b> – Structures of Present, Past &amp; Future Tenses, Uses of Tenses in English, Punctuation: Commas, Semi-colons, colons, Hyphens &amp; Dashes, Apostrophes, <b>Vocabulary Building</b> - Antonyms and Synonyms; Prefixes and Suffixes, Tactful Use of Language: Asking for action, talking about errors, Techniques of Emphasis.</li> </ul>	
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li><b>Routine Business Letters:</b> Importance &amp; Essentials of Business Letters Types of letter-, formal/informal letters,</li> </ul>	

	Application Letter ,Complaint Letter , Inquiry Letter, Order Placing Letters.	
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• <b>Email &amp; Other Organizational Communication-</b> Email etiquette, Advantages &amp; Characteristics of Emails, E-mail–Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks &amp; Financial Institutions Reports, Essay Writing.</li> </ul>	

**Recommended Books:**

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

**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: 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** Drawing and illustration involve developing technical skills, such as line work, shading, and composition.

**CO2** Studying drawing and illustration can help individuals develop and refine these skills.

**CO3** Drawing and illustration involve exploring and expressing one's creativity.

**CO4** Observing the world around us and interpreting it visually.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Drawing exercises are to learn accurate observation and skills of graphic presentation. Introduction to various aspects and techniques of drawing Time bound exercises.	
<b>UNIT-II</b>	<b>Head Study:</b> Construction of the skull: planes and masses of the head from Different angles and eye levels; adding of details and finishing.	
<b>UNIT-III</b>	<b>Figure &amp; Outdoor:</b> Study of Human anatomy, proportion, planes and masses, Poster and rhythmic unity of body parts; foreshortening, quick time Sketches and finished drawings.	
<b>UNIT-IV</b>	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-I (Practical)**

**SUBJECT CODE: BFAA2306**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

**CO1** Studying graphic design can help individuals develop their creative abilities and apply them to various design projects.

**CO2** Understanding the principles of visual communication and how to apply them effectively.

**CO3** Graphic design involves problem-solving, such as how to visually represent a concept or idea.

**CO4** Graphic design is a critical skill in various fields, such as advertising, marketing, and publishing.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	
<b>UNIT-II</b>	<b>Principles of design</b> - 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	
<b>UNIT-III</b>	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.	
<b>UNIT-IV</b>	Introduction of Design Software (Coral & Photoshop) according to latest version available from time to time.	

**Recommended Books:**

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

### **Instruction of Question Paper setter**

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



**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** Students should be able to use the principles of design and composition to create effective and aesthetically pleasing prints.

**CO2** Students should be familiar with the history of printmaking, including its role in the dissemination of ideas, as well as the cultural and social contexts in which different printmaking techniques have emerged and evolved.

**CO3** Understanding of balance, contrast, texture, and other elements of design.

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

#### **Contents of Syllabus:**

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

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



**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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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**

**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** Analyze the influence of Egyptian art on Greek and Roman art, and identify similarities and differences between the different styles

**CO2** Studying European Art can develop critical thinking skills by analyzing the artistic techniques, styles, and meanings behind different works of art.

**CO3** Studying European Art can provide a broader understanding of European culture, its history, and its influence on other cultures around the world.

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

**Contents of Syllabus:**

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

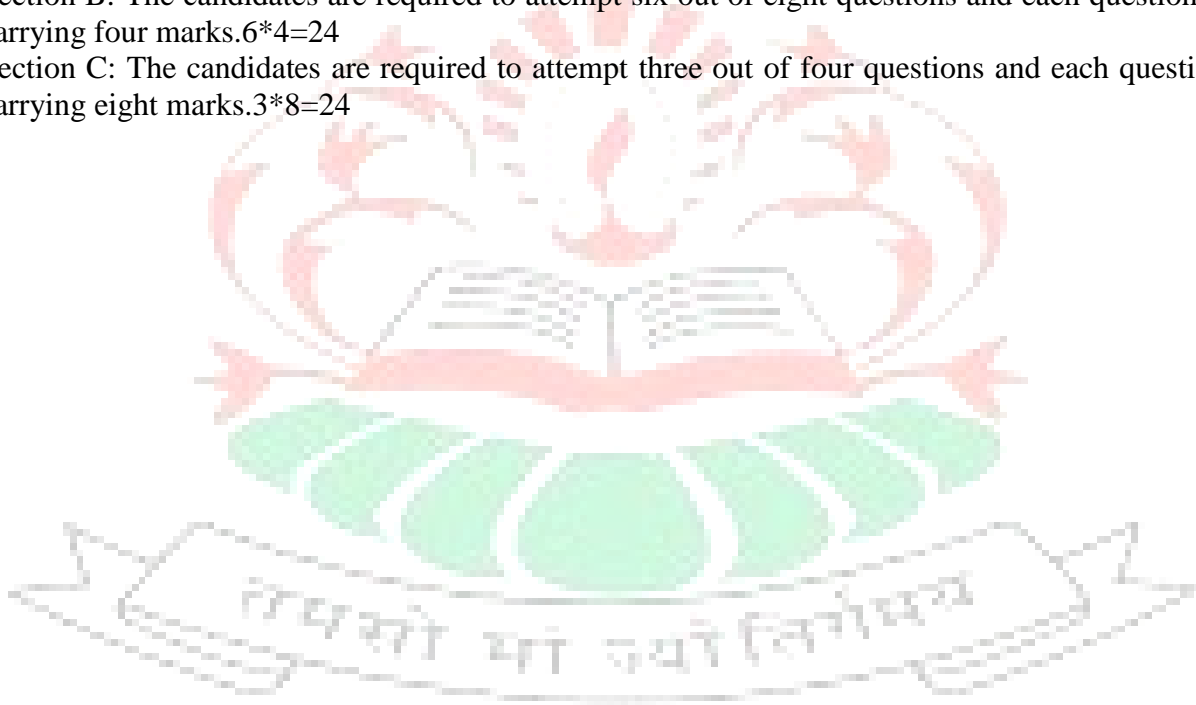
### **Instruction of Question Paper setter**

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.  $12*1=12$

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-II (Theory)**  
**SUBJECT CODE: BFAA2402**

<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>Credit (C)</b>
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**SEMESTER: IV**

2	0	0	2
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**CONTACT HOURS/WEEK:**

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Studying aesthetics can help individuals understand and appreciate the meaning, purpose, and beauty of art.

**CO2** Aesthetics involves the examination of concepts such as beauty, creativity, and expression, which requires analytical and critical thinking skills.

**CO3** Aesthetics involves exploring concepts such as morality, ethics, and personal values.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Principles of Art Appreciation. Stylistic analysis of important works of Art.	
<b>UNIT-II</b>	The Six Limbs of Indian Art “Shadanga” Hinyana Buddhism.	
<b>UNIT-III</b>	Art and Society Art and Religion	
<b>UNIT-IV</b>	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**

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-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** Understanding the history and evolution of advertising, from early printed advertisements to modern branding techniques.

**CO2** Knowledge of paper varieties and specifications, including ream, basic size, basic weight, gram-age, and thickness

**CO3** Ability to estimate the cost of advertising production and plan advertising campaigns effectively.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<b>History of Advertising:</b> Early Printed Advertising, The Industrial Revolution, Development in the 20 <sup>th</sup> 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.	
<b>UNIT-II</b>	<b>History of Writing:</b> 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	
<b>UNIT-III</b>	<b>Printing Technique:</b> 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	
<b>UNIT-IV</b>	Media for advertising: Types of media, Broadcast media, non-broadcast media, print media, outdoor media, Transit or vehicular media, specialty media, point of purchase or in-shop media, Internet (world wide web), Exhibition, trade show, Demonstration and local road Show, Directories and yellow pages, miscellaneous media.	

### Recommended Books:

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

### Instruction of Question Paper setter

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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: Verbal Communication (Practical)**

**SUBJECT CODE: BFD2404**

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

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

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

**CO4** Developing report writing and essay writing skills.

**Contents of Syllabus:**

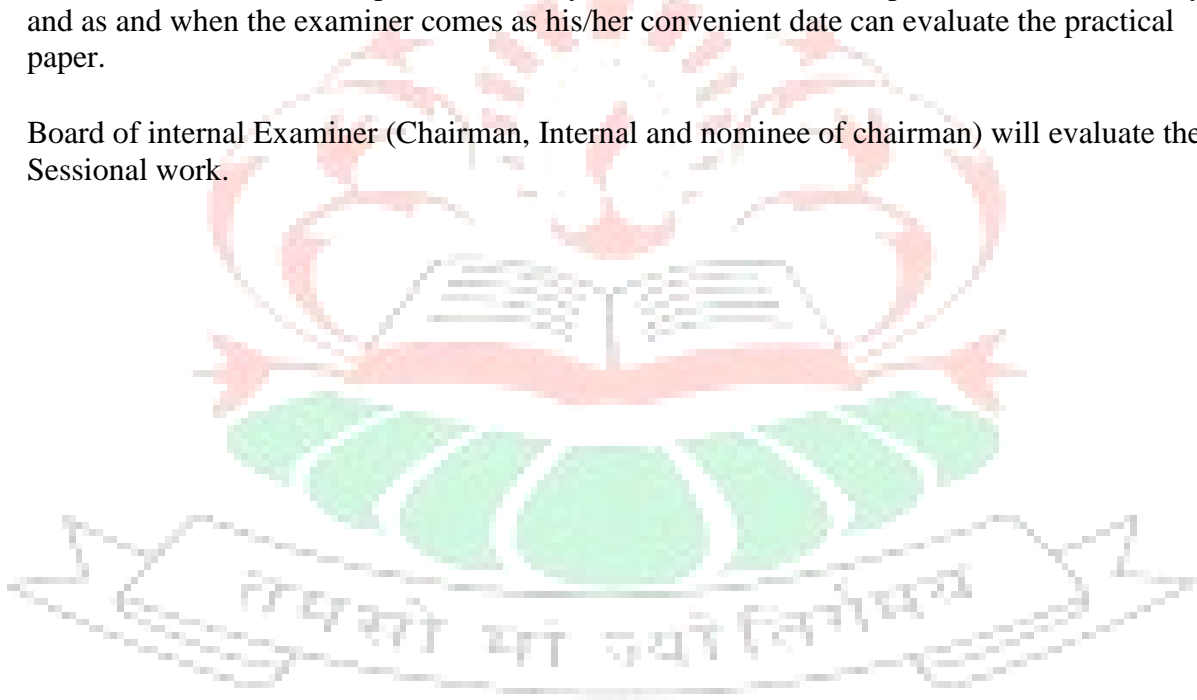
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.</li> </ul>	
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations Greetings, requests, demands, instructions and enquiries</li> </ul>	
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Reading comprehension strategies.</li> </ul>	
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-Email etiquette. Reports, Essay Writing.</li> </ul>	

**Recommended Books:**

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

**Instruction of Question Paper setter**

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**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** Understanding the different types of illustration, including editorial, advertising, and book illustration.

**CO2** Developing a personal style and voice in illustration.

**CO3** Creating a portfolio of professional-quality illustrations to showcase skills and knowledge to potential clients or employers.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
<b>UNIT-II</b>	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
<b>UNIT-III</b>	Illustrative Layout, product rendering in line, halftone and color from the reproduction point of view. Medium: Pen & Ink, Pencil, Poster Color and Water color	
<b>UNIT-IV</b>	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 & Ezahaslinda 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** Developing an understanding of typography, including typefaces, type families, and type anatomy.

**CO2** Understanding the basic principles of design, including layout, balance, contrast, color theory, and hierarchy.

**CO3** Understanding the professional practices and ethical considerations in poster design, including copyright laws and the role of design in social responsibility.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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.	
<b>UNIT-II</b>	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	
<b>UNIT-III</b>	History of poster/hoarding/campaign (Introduction, Mass Production, Developing Art Form, Golden Age of Posters Different influences on poster design (Commercial uses)	
<b>UNIT-IV</b>	Exercises to make different kinds of poster (Movie Posters, Travel Posters, Railway Posters, Event Posters - Boxing Posters,	

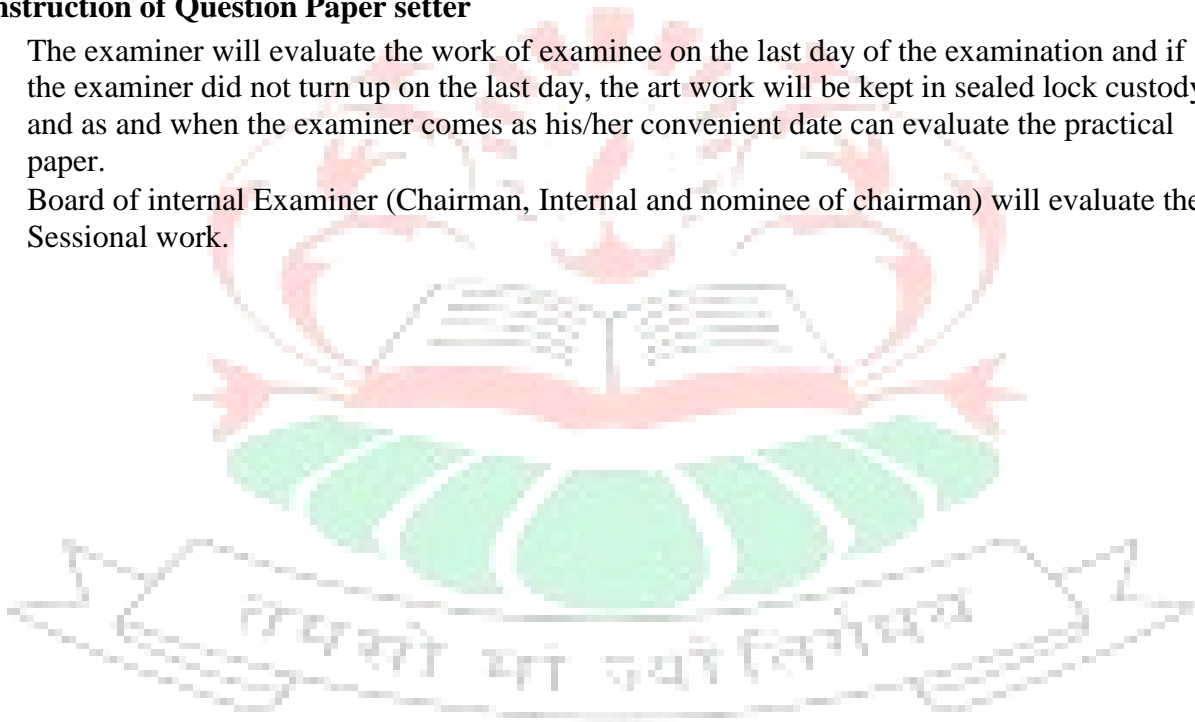
	Concert Posters)	
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### Recommended Books:

- [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: BF AA2408**

**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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	To Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	2

**Recommended Books:**

**Instruction of Question Paper setter**

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

(ii) Review about art exhibitions.

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

**SUBJECT CODE: BFAA3501**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

**CO1** Understanding the history and evolution of miniature painting as an art form.

**CO2** Developing an understanding of the techniques used in Pal and Jain Miniature **Painting**, including the use of brushes, paints, and pigments.

**CO3** Understanding the historical context of Kangra Miniature Painting, including the themes, techniques, and materials used in the Pahari schools of Basholi, Chamba, Guler, and Jammu.

**CO4** Developing critical thinking and analysis skills through the analysis of historical and contemporary miniature paintings.

**Contents of Syllabus:**

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

**Recommended Books:**

Bhartiya Chitra Kala Ka Itihas- Vachaspati Gairola.  
Bartiya Chitrakala Ka Itihas- Avinash Bahadur verma.



Rupa prada Kala Ke Muladhar- R. A. agrawal and S. K. Sharma  
Bhartiya Murtikala\_ Ramanath Mishra.  
Bhartiya Kala- A. L. Srivastava.  
Bhartiya Chitrangan- R. K. Vishwakarma.  
Arts and Architecture of India - Benjamin Rowland  
History of Indian Art - Haumtington  
Indian Sculpture - SteHakramrisch  
A History of far Eastern Art - Thames and Hudson

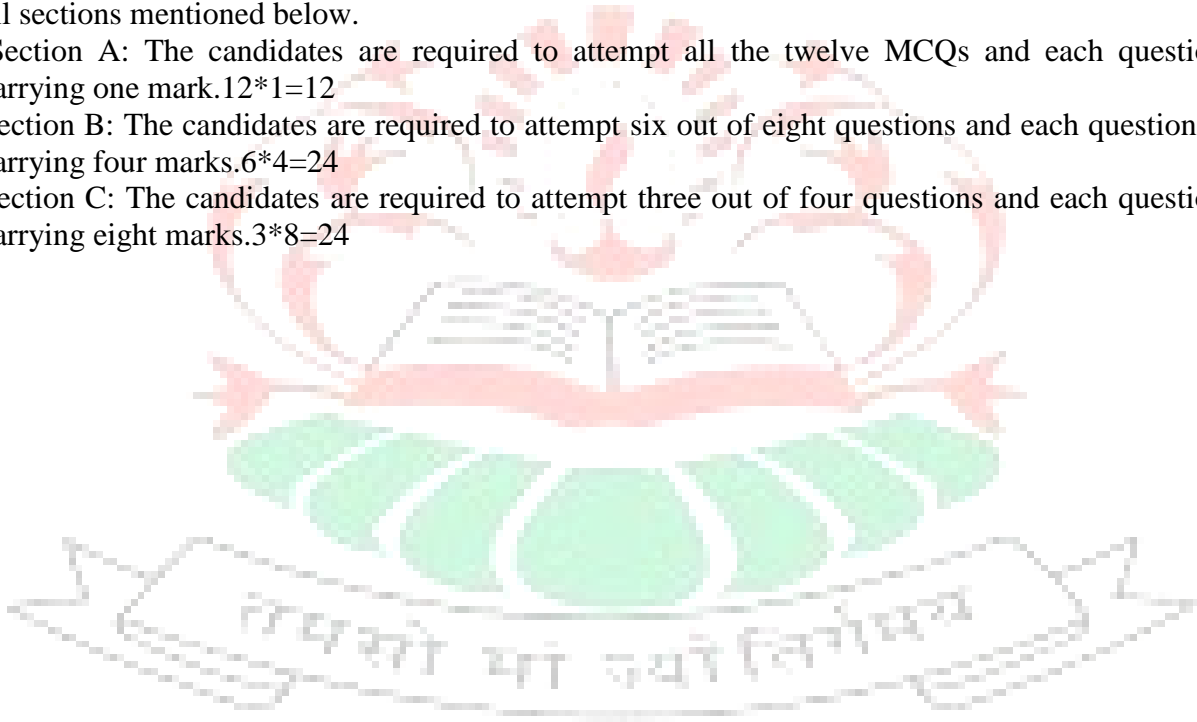
### **Instruction of Question Paper setter**

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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: Aesthetics-III (Theory)**

**SUBJECT CODE: BFAA3502**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Studying aesthetics can help individuals understand and appreciate the meaning, purpose, and beauty of art.

**CO2** Aesthetics involves the examination of concepts such as beauty, creativity, and expression, which requires analytical and critical thinking skills.

**CO3** Aesthetics involves exploring concepts such as morality, ethics, and personal values.

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

#### **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Vatsayan:- Social & Psychological Aspects of Aesthetic Art & Beauty	
<b>UNIT-II</b>	Fundamental of Indian Art based on Hindu silpa texts such as Vishnu Dharmotram purana, Shukranitisar, Samarana Sutracharana and silparatham	
<b>UNIT-III</b>	Art & Education	
<b>UNIT-IV</b>	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**

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**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	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Understanding the fundamental concepts and principles of advertising, including its purpose and ethics.

**CO2** Developing knowledge of different media platforms used for advertising and their benefits and drawbacks.

**CO3** Familiarization with technical terms and jargon used in the advertising industry, such as USP, burning, dodging, imposition, registration mark, CMYK, RGB, etc.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to Advertising, truth and fundamentals of Advertising, ethics in advertising. Media of Advertising. Technical terms of Advertising.	
<b>UNIT-II</b>	Principles of Design. Elements of design, its role and effect in Advertising layouts and its elements.	
<b>UNIT-III</b>	Printing: introduction of main printing processes such as Letterpress, Lithography, Gravure, Offset, Silk-screen, its history and development, latest techniques of printings.	
<b>UNIT-IV</b>	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

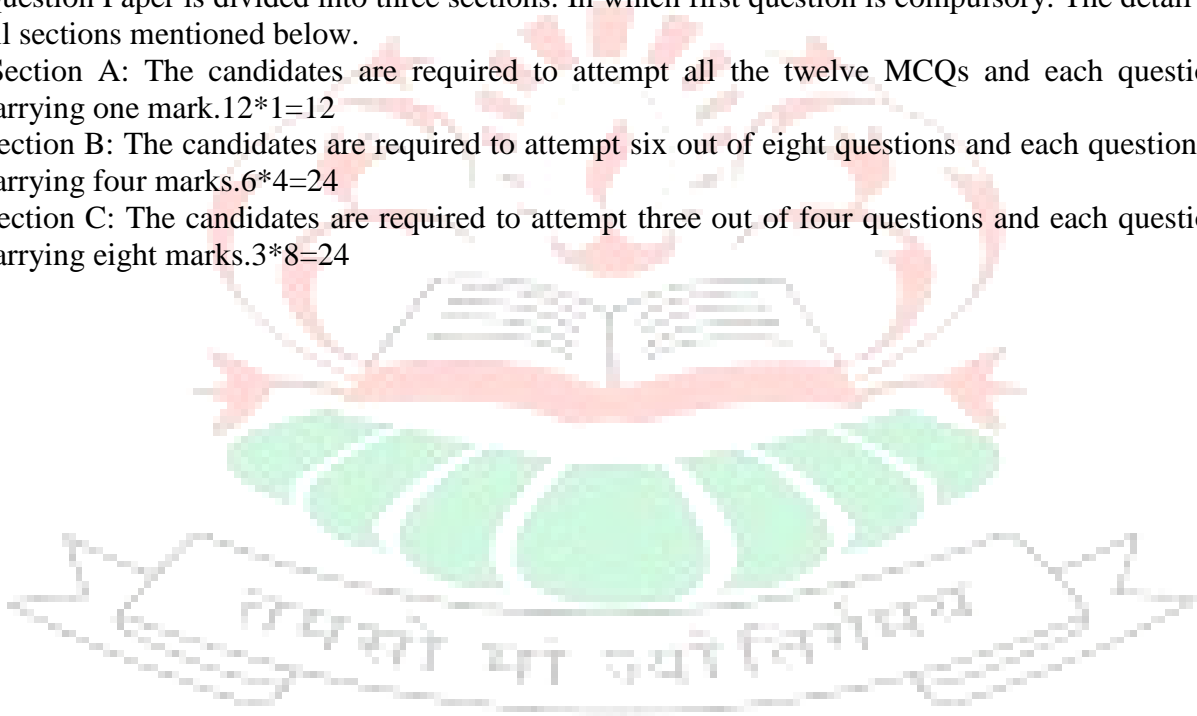
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**SUBJECT TITLE: Photography (Practical)**

**SUBJECT CODE: BFAA3505**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

**CO1** Develop an understanding of the technical aspects of photography, including camera settings and exposure.

**CO2** Understand the use of Photoshop and other software related to photography.

**CO3** Develop an appreciation for the role of photography in art and visual communication.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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	
<b>UNIT-II</b>	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	
<b>UNIT-III</b>	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. Subjective) Abstract Composition vi) Texture	
<b>UNIT-IV</b>	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.	

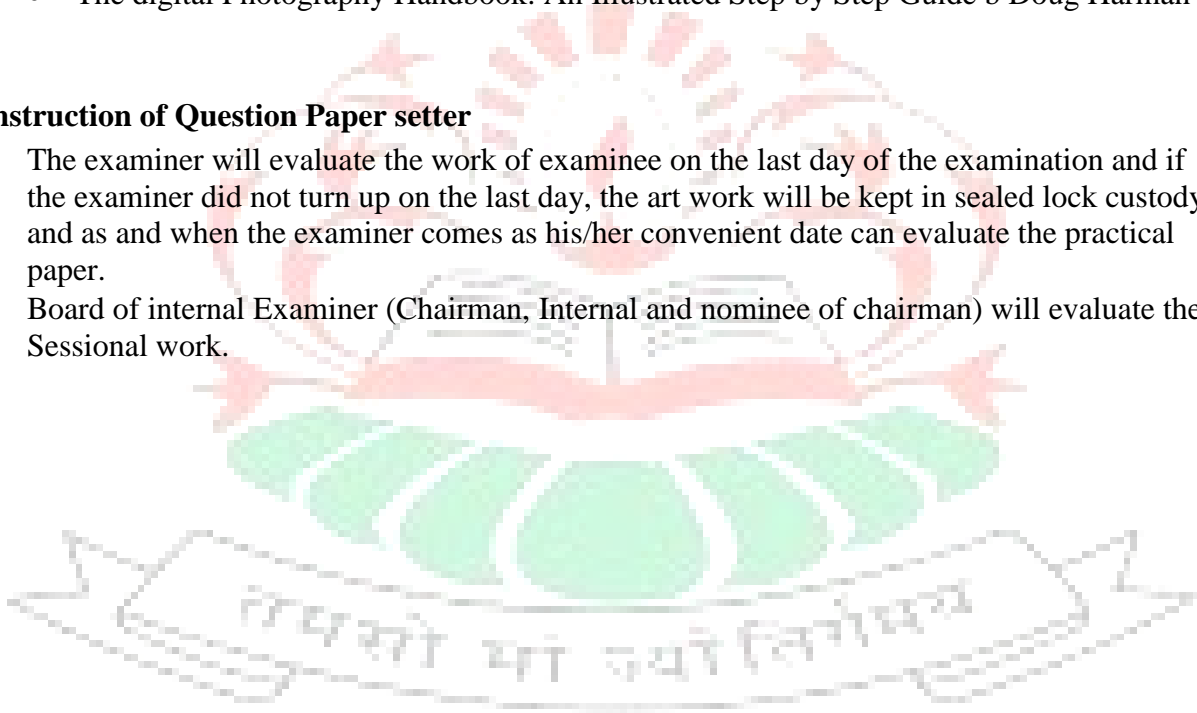
	Subject: vii) Digital Manipulation viii) Black & White Photography ix) Architectural Photography	
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**Recommended Books:**

- 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**

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**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** Develop a deep understanding of layout design principles and their application in different media formats, such as posters and magazines.

**CO2** Gain knowledge of printing processes and understand how to prepare files for printing.

**CO3** Develop skills in digital manipulation and creating black and white photography.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines and posters	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids and posters for social problems.	
<b>UNIT-IV</b>	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:**

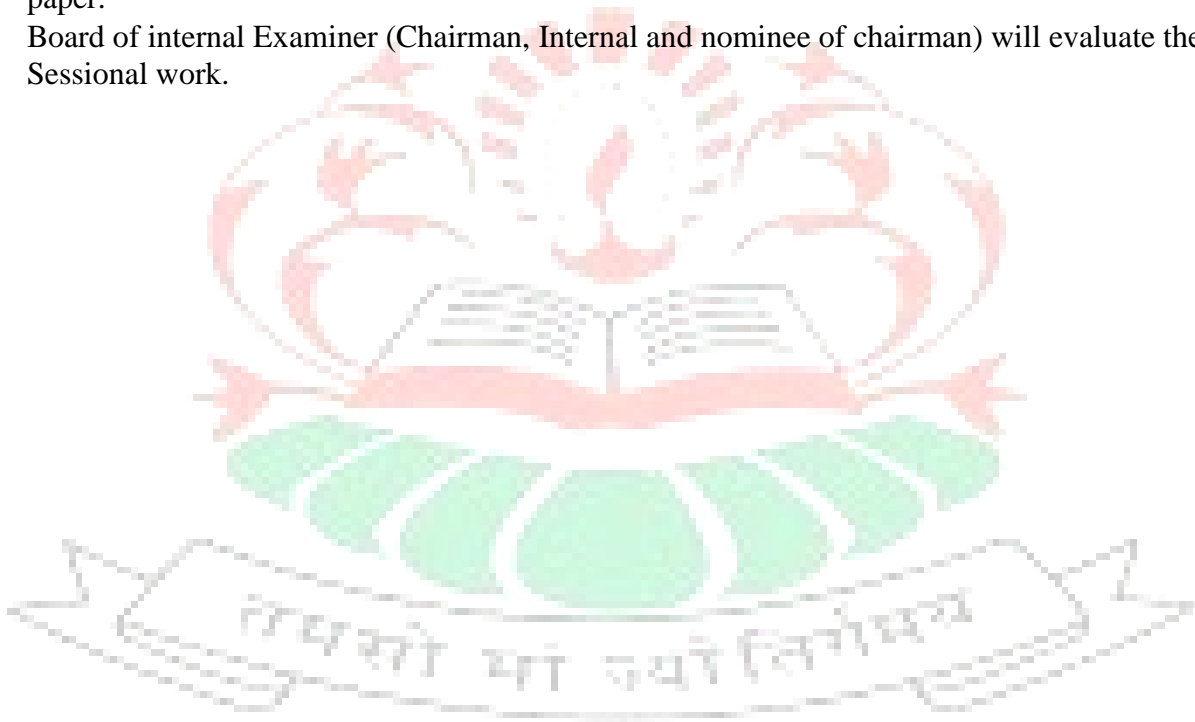
- [Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students](#) (Ellen Lupton)
- [Stop Stealing Sheep & Find Out How Type Works](#) (Erik Spiekermann)
- [The Anatomy of Type: A Graphic Guide to 100 Typefaces](#) (Stephen Cole)
- [On Web Typography](#) (Jason Santa Maria)
- [Why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

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



**SUBJECT TITLE: Post Production Advanced After Effects (Practical)**

**SUBJECT CODE: BFAA3507**

**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** Gain knowledge of different file formats and how to export designs for print and digital media.

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

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

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to Computer, Working with MS Word preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-II</b>	Introduction to Computer, Working with paint brush, preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-III</b>	Introduction to Computer, Working with PageMaker preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-IV</b>	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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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- II (Theory)**

**SUBJECT CODE: BFAA3601**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Understanding the key artists and movements of the High Renaissance, Mannerism, Baroque, and Rococo periods

**CO2** Developing an appreciation for the historical and cultural context in which these artists worked

**CO3** Analyzing the styles and techniques of major artists from each period

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	High Renaissance, Leonardo, Michelangelo, Raphael, Titian, Durer, Bruegel	
<b>UNIT-II</b>	Mannerism: (16th C): Painters: Rosso, Tintoretto, El Greco, Sculptors: Bologna, Cellini Baroque: (17th C): Carracci, Caravaggio, Frans Hals,	
<b>UNIT-III</b>	Rembrandt, Vermeer, Rubens, Velasquez,	
<b>UNIT-IV</b>	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.

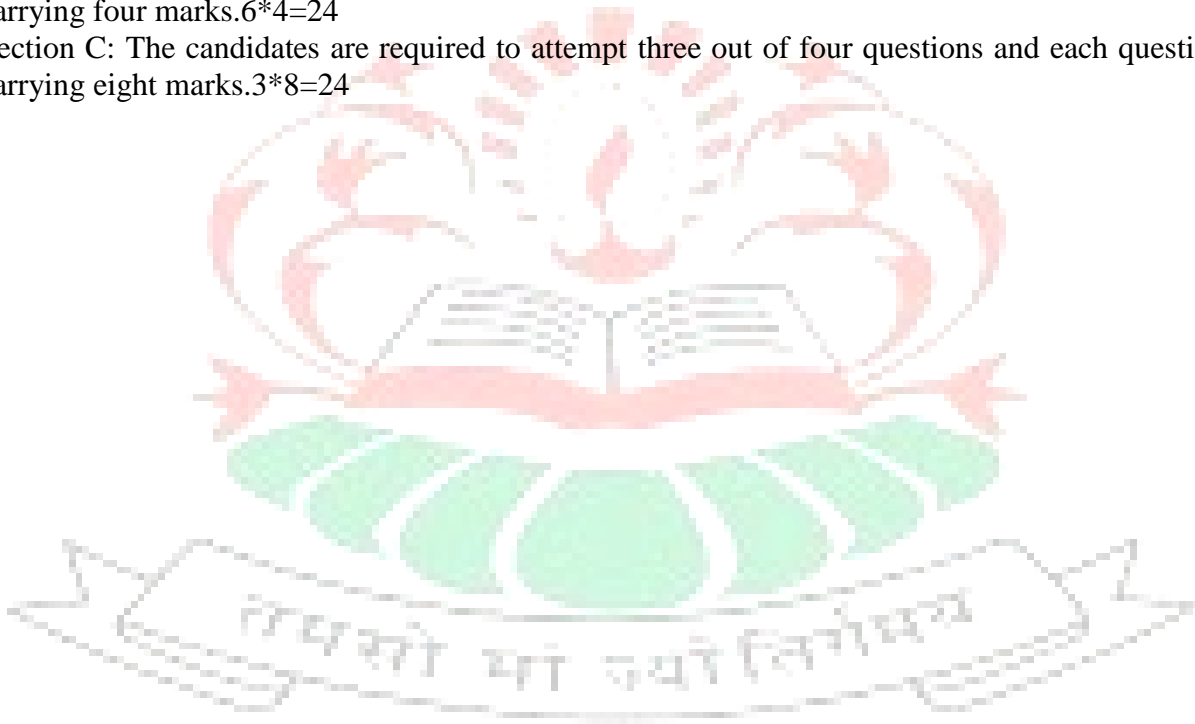
### **Instruction of Question Paper setter**

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.  $12*1=12$

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-IV (Theory)**

**SUBJECT CODE: BFAA3602**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Understand the social phenomenon of art and its role in society.

**CO2** Explore the role of perception in the creation and appreciation of art.

**CO3** Examine the relationship between art and emotions/feelings.

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

#### **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Plato: Art, Aesthetics & Theory of Imitation. Aristotle: Catharsis	
<b>UNIT-II</b>	Plotinus, Augustine, David Hume: Essays on Beauty & Ugly. Important Philosophers like Longinus, Burke & Bradley on Sublimation	
<b>UNIT-III</b>	Art as - 1) Social Phenomenon. 2) Perception.	
<b>UNIT-IV</b>	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)
4	0	0	4

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Understand the trends and developments in modern advertising, and the various media used for advertising.

**CO2** Explore the role of advertising in nation-building and social welfare.

**CO3** Develop skills in concept planning and creative research for advertising.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Trends and developments of Modern Advertising, Types of Advertising, Justification of Advertising for expenditure and growth.	
<b>UNIT-II</b>	Advertising for Nation-Building and Social welfare. Concept Planning and Creative Research.	
<b>UNIT-III</b>	Advertising Agency, its structure and different departments. Function of different departments. Role of art studio in the Agency.	
<b>UNIT-IV</b>	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: Workshop on Communication Skills ( Practical)**

**SUBJECT CODE: BFAA3604**

**SEMESTER: VI**

**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: Course Objective:**

The course aims at developing the desired English Language skills of Engineering and Technology so that they become proficient in communication to excel in their professional lives.

The student will acquire basic proficiency in English with special emphasis on listening and speaking skills both at social and professional platforms.

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

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

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

**CO4** Developing report writing and essay writing skills.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Communication through Art & design – Describing works of art, Describe various moods in art, How do you critique an art work?	6
<b>UNIT-II</b>	Vocabulary & Grammar : Idioms, One word substitution, Usage of Tenses, Translation in practice.	5
<b>UNIT-III</b>	Listening Skills - Comprehension & Note-taking Speaking Skills : Essentials of Good speech, Art of Public speaking, Seminar & Debate	8
<b>UNIT-IV</b>	Personality development : Intrapersonal Skills – Self-esteem, Self-confidence & Attitude.	6

**Recommended Books:**

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



**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** Develop a deep understanding of layout design principles and their application in different media formats, such as posters and magazines.

**CO2** Gain knowledge of printing processes and understand how to prepare files for printing.

**CO3** Develop skills in digital manipulation and creating black and white photography.

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

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Comparative study of different types and sizes of layouts; designing of simple illustrative and typographical layouts for magazines.	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	Exercises of illustration with the different media on stories, poems & myths for designing of books for kids.	
<b>UNIT-IV</b>	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**

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**SUBJECT TITLE: Computer Graphic (Practical)**

**SUBJECT CODE: BFAA3606**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

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

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

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

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to Computer, Working with MS Word preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-II</b>	Introduction to Computer, Working with paint brush, preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-III</b>	Introduction to Computer, Working with PageMaker preparation of graphic design like Press Layout, Magazine Ad, Logo and stationery etc.	
<b>UNIT-IV</b>	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.
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**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** Knowledge of lighting techniques for still life photography.

**CO2** Ability to use camera settings such as aperture, shutter speed, and ISO for landscape photography.

**CO3** Understanding of how to use texture to create interest in photographs.

**CO4** Ability to edit and enhance portrait photographs using software such as Photoshop.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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	
<b>UNIT-II</b>	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	
<b>UNIT-III</b>	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	
<b>UNIT-IV</b>	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	

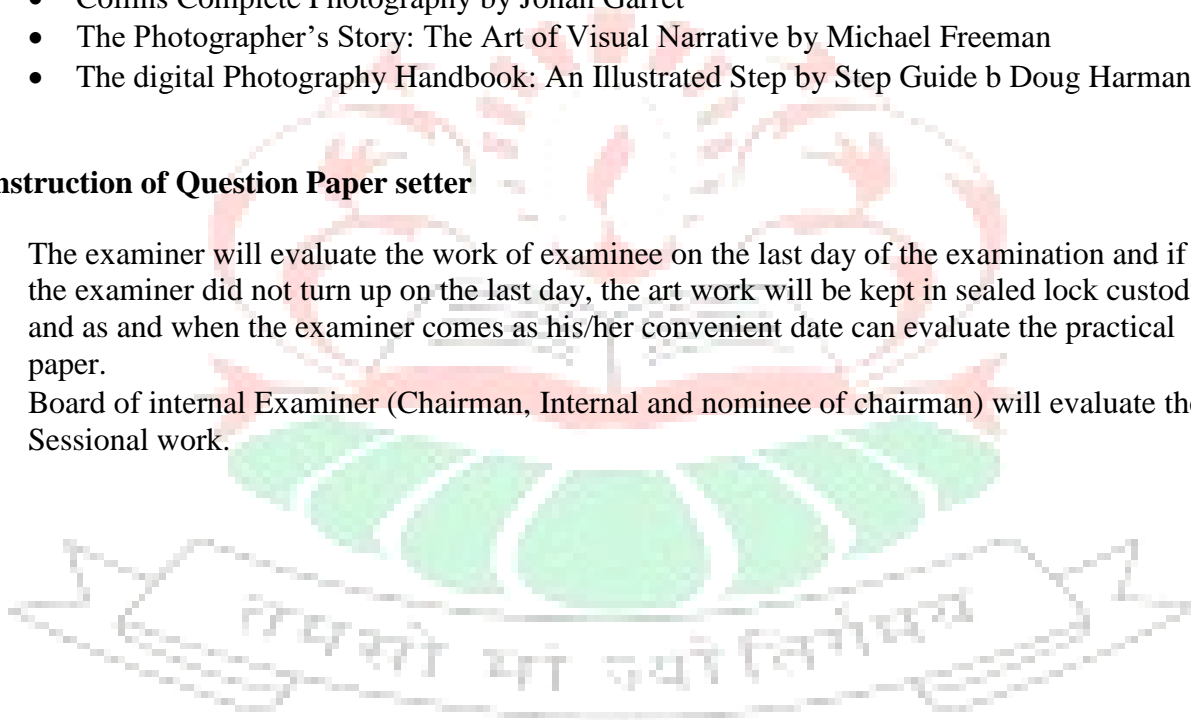
	related to photography. Subject: vii) Digital Manipulation viii) Black & White Photography ix) Architectural Photography	
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### Recommended Books:

- 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

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- 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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

**Contents of Syllabus:**

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

**Recommended Books:**

**Instruction of Question Paper setter**

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

(ii) Review about art exhibitions.

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

**SUBJECT CODE: BFAA4701**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Understanding of the key characteristics and techniques of the major art movements and artists listed, including Impressionism, Post-Impressionism, Neo-Impressionism, Cubism, Futurism, Fauvism, Expressionism, Dada and Surrealism, and Abstractionism, as well as the work of notable sculptors.

**CO2** Ability to create original artworks that incorporate techniques and characteristics of the art movements studied, as well as to discuss and critique the work of other artists using appropriate terminology and concepts.

**CO3** Ability to analyze and interpret the visual elements, themes, and meanings in artworks produced by these artists and movements.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Impressionism: Manet, Monet, Degas, Renoir. Post-Impressionism: Cezanne, Van Gogh, Gauguin Neo-Impressionism: George Seurat, Camille Pissarro	
<b>UNIT-II</b>	Cubism: Picasso and Braque. Futurism Fauvism: Matisse	
<b>UNIT-III</b>	Expressionism: Edvard Munch, Wassily Kandinsky, Paul Klee Dada and Surrealism: Duchamp, Dali, Miro.	
<b>UNIT-IV</b>	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 – Fantasio 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 – Median 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**

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

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

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

**SUBJECT TITLE: Aesthetics-V (Theory)**

**SUBJECT CODE: BFAA4702**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**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** Understanding the nature of beauty and how it has been conceptualized by philosophers such as Plato, Aristotle, Plotinus, Kant, Hegel, Alberti, and Ghiberti.

**CO2** Knowledge of different theories related to the origin of art, including theories of imitation, play, and intuition.

**CO3** Developing a deeper appreciation and understanding of art as a cultural and social phenomenon, and its role in shaping human experiences and perceptions.

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

### **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Nature of Beauty: Plato, Aristotle, Plotinus	
<b>UNIT-II</b>	Kant, Hegel, Alberti, Ghiberti	
<b>UNIT-III</b>	Theories relating to origin of Art. Imitation, Play and Intuition	
<b>UNIT-IV</b>	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

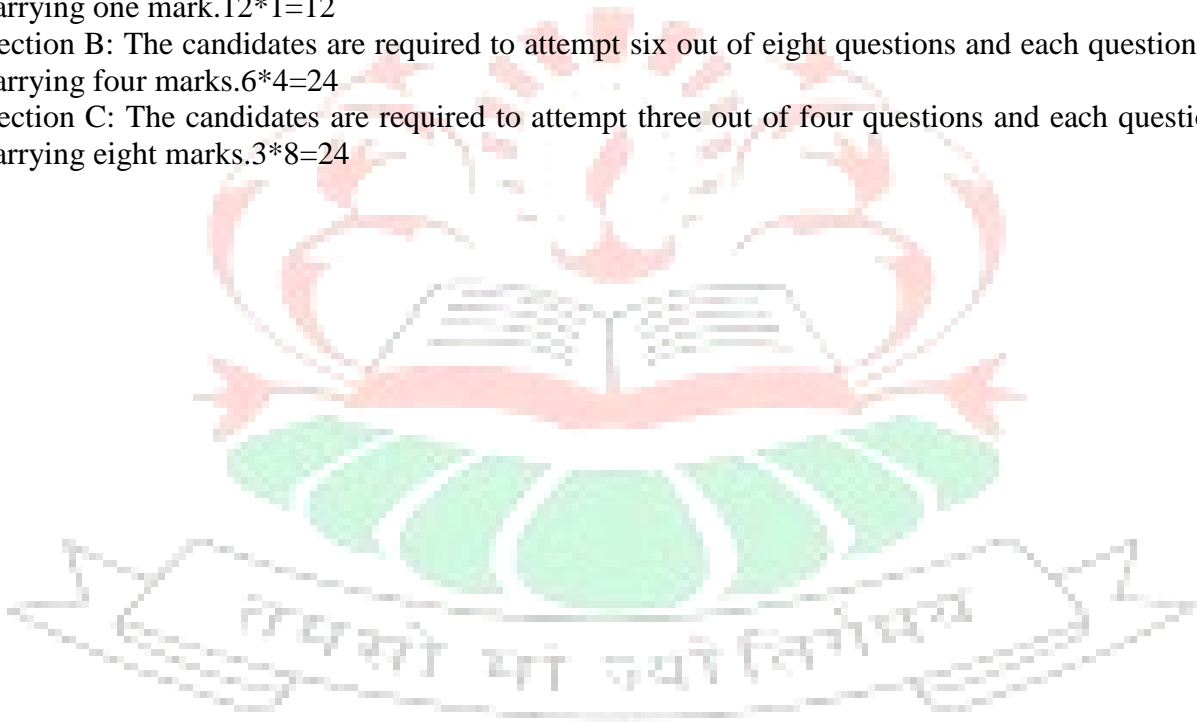
### **Instruction of Question Paper setter**

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: Video Editing (Practical)**

**SUBJECT CODE: BFAA4704**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

**CO1** Understanding the history and overview of video editing, and the importance of video editing in contemporary media production.

**CO2** Understanding the role of transitions, filters, titles, graphics, and color correction in video editing, and developing the skills to use these tools effectively

**CO3** Learning about the technical equipment and tools used in video editing, including cables, tapes, video tape recorders, monitors, and timelines.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to overview and History of Video Editing, Basic Concepts in Video Editing, Different Techniques in Video Editing, Importance of Video Editing	
<b>UNIT-II</b>	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.	
<b>UNIT-III</b>	Introduction to Sound Editing, Transitions and Filters, Understanding Titles and Graphics, Composition and Key Framing	
<b>UNIT-IV</b>	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: BFAA4705**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

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

**CO1** Understanding the different types of illustration, including editorial, advertising, and book illustration.

**CO2** Developing a personal style and voice in illustration.

**CO3** Creating a portfolio of professional-quality illustrations to showcase skills and knowledge to potential clients or employers.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"><li>Analyze formal principles of drawing and explore how they relate to illustration</li></ul>	
<b>UNIT-II</b>	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	
<b>UNIT-III</b>	Create illustration for story books	
<b>UNIT-IV</b>	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: BFAA4706**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

**Objective and outcome of course:** : Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital media. Knowledge of motion graphics. Motion Graphics is a basic motion design subject aimed at Motion Graphics majors. This subject teaches several different approaches to animation with the goal of refined movement to tell stories and deliver messaging while maintaining a highly designed approach. Students can apply skills learned in this class to other design and animation classes.

**CO1** The course also aims to teach students how to create a short visual story from a script.

**CO2** Additionally, students are expected to be able to recognize and define common animation techniques and apply them effectively in their work.

**CO3** This course is focused on teaching students how to create motion graphics

**CO4** Students can apply skills learned in this class to other design and animation classes.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Create motion graphics from a variety of static sources. Recognize and define common animation techniques	
<b>UNIT-II</b>	Apply common animation techniques to simulate realistic movement	
<b>UNIT-III</b>	Create a short visual story from a script	
<b>UNIT-IV</b>	Use audio, typography and design to make a visual production	

**Recommended Books:**

**Instruction of Question Paper setter**

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

**SUBJECT TITLE: Print Production- II (Practical)**

**SUBJECT CODE: BFAA4707**

**SEMESTER: VII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 60**

**End Term Exam: 40**

**Duration of Exam; 6 Hrs**

**Objective and outcome of course:** : Knowledge artistic and commercial of applications of digital photography and print making in respect of methods and techniques necessary to make successful digital photographs. Learn how to put together an aesthetically pleasing body of work using a basic digital camera, a computer and ink jet printer.

**CO1** Students will be able to demonstrate an understanding of the principles of advertising photography and its role in marketing.

**CO2** Students will be able to demonstrate an understanding of the principles of modeling and fashion photography and the ability to create images that meet industry standards.

**CO3** Students will be able to demonstrate an understanding of the principles of product photography and the ability to create images that showcase products effectively.

**CO4** Students will be able to create images that tell a story or convey a message in the context of advertising or other media.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Advance work for advertising in Photography Subject: Photography for advertising Photography for modeling /Fashion photography	
<b>UNIT-II</b>	Advance work for advertising in Photography Subject: Product Photography Digital Manipulation	
<b>UNIT-III</b>	Advance work for advertising in Photography Subject: Travel Photography Photography for Journalism Black & White photography	
<b>UNIT-IV</b>	Advance work for advertising in Photography Subject: Photo series / Photo essay (based on a particular theme) Photography for illustration /Story Board.	

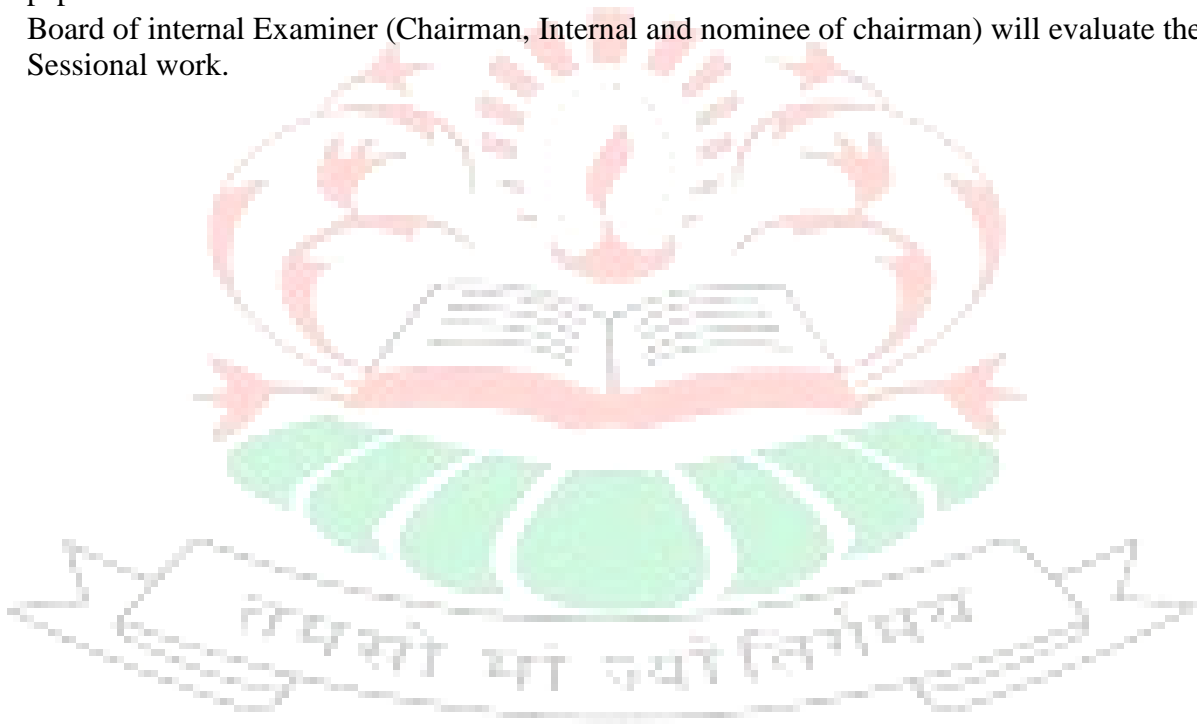
**Recommended Books:**

- 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-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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings

#### **Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Attend Art Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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**

**SEMESTER: VIII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

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

**CO1** Students will be able to identify and analyze independent developments and some contemporary trends in Contemporary Indian Art.

**CO2** Students will be able to demonstrate an understanding of these collectives of Indian artists, including their key figures, style, and themes.

**CO3** Students will be able to demonstrate an understanding of the Calcutta Group and its key figures, including Paritosh Sen, Bikash Bhattacharya, and Prodosh Das Gupta. Students will be able to analyze the style and themes of the art produced by the Calcutta Group and the impact it had on Indian art.

**CO4** Students will be able to analyze the impact these collectives had on Indian art.

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	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	
<b>UNIT-II</b>	Calcutta Group Paritosh Sen, Bikash Bhattacharya, Prodosh Das Gupta	
<b>UNIT-III</b>	Madras and South: KCS Panniker, Sultan Ali, Nandagopal, PT Reddy	
<b>UNIT-IV</b>	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 Chitrangan- R. K. Vishwakarma.
- Arts and Architecture of India - Benjamin Rowland
- History of Indian Art - Haumtington
- Indian Sculpture - SteHakramrisch
- A History of far Eastern Art - Thames and Hudson

### **Instruction of Question Paper setter**

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

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

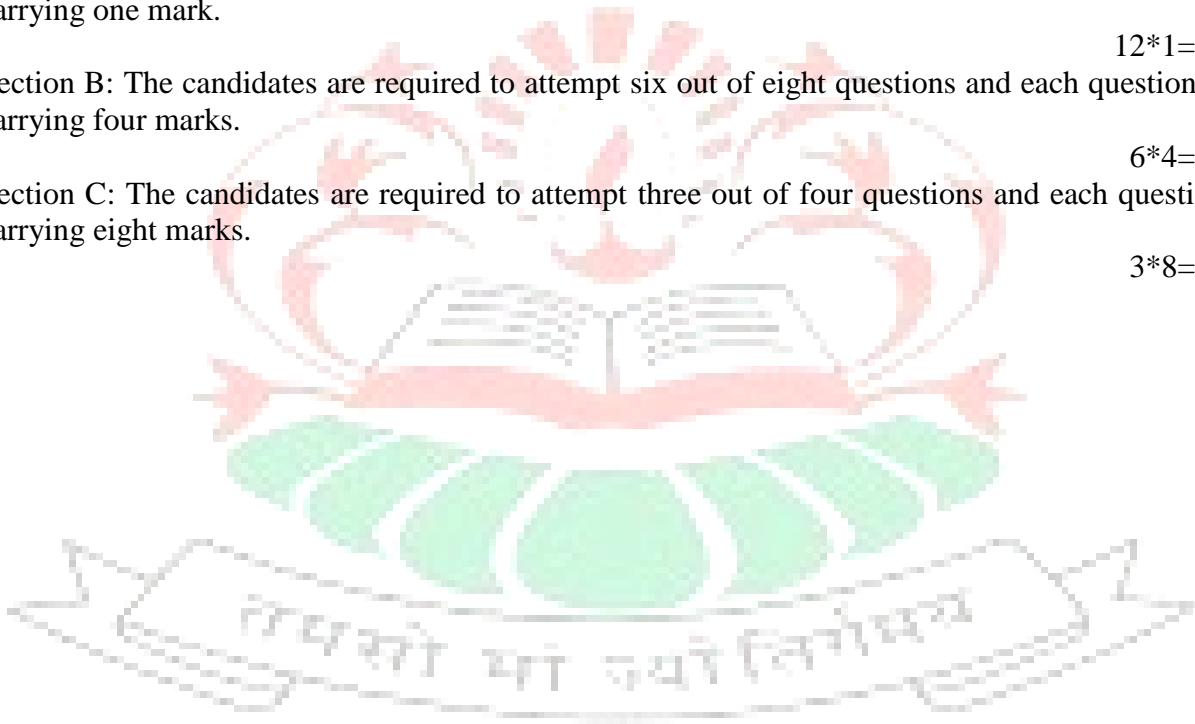
$$12*1=12$$

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 (Theory)**

**SUBJECT CODE: BFAA4802**

**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](#).

**CO1** These are theories that explore the relationship between art and society, including how art reflects and interacts with the social and political structures of its time.

**CO2** Aesthetics involves exploring concepts such as morality, ethics, and personal values

**CO3** The course also explores the relationship between art and the environment, including how artists engage with ecological issues

**CO4** These are theoretical concepts that relate to how we experience art. Psychological distance refers to the psychological space between the viewer and the artwork, while empathy relates to the viewer's ability to understand and identify with the emotions expressed in the artwork.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Theories related to works of Art: Form & Content, Organic structure, Expressiveness	
<b>UNIT-II</b>	Marx, Croce, Herbert Read, Art & Society	
<b>UNIT-III</b>	Globalization in Art, Art and Environment	
<b>UNIT-IV</b>	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. Gombrich.

- 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.

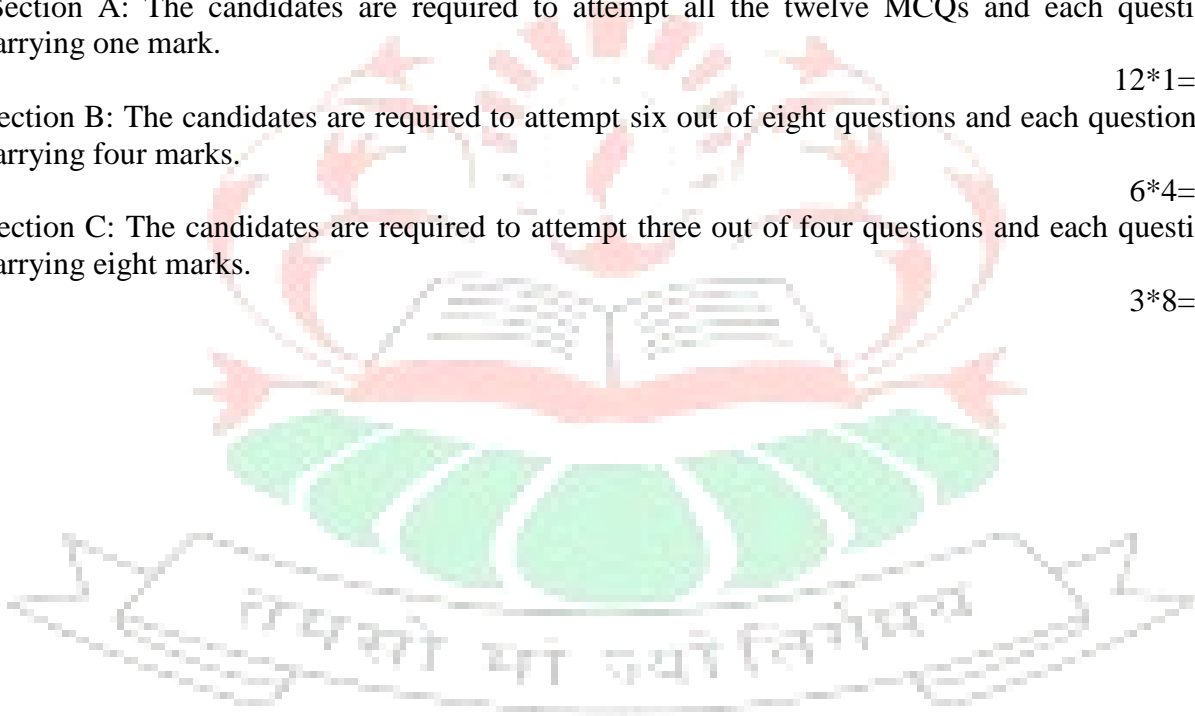
$$12*1=12$$

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: Communication Skills – II (Practical)**  
**SUBJECT CODE: BFAA4803**

**SEMESTER: VIII**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** To equip the students with Professional communication skills needed in professional/academic world and to inculcate human/ethical values in them. This course is designed to make student conversant with the basic forms, formats and techniques of Professional communication skills.

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

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

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

**CO4** Developing report writing and essay writing skills.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Communication through Art & design; Group Discussion – Introduction, communication skills in GD, Do's & Don'ts of GD.	5
<b>UNIT-II</b>	Interview Skills- Purpose of Interview, Various types of Interview, Do's & Don'ts of Interview; Presentation & Public Speaking Skills – Planning and Techniques of Presentation, Presentation in front of class; Telephone Skills	8
<b>UNIT-III</b>	Listening comprehension ; Professional writing skills : Job Applications, Resume writing & E-mail Writing	5
<b>UNIT-IV</b>	Work Place Success : Language Etiquette, Professional Etiquette, Professional relationship, Leadership & Team Management, Time Management & Stress Management	7

**Recommended Books:**

- Facing Job Interviews by Marry Stella, Lotus Press Publishers

- Soft Skills by Gajendra S. Chauhan and Sangeeta Sharma , Wiley Publications
- Business Communication by Varinder Kumar and Bodh Raj
- Personality Development and soft Skills by Achhru Singh and Dharminder Singh Ubha
- Business Communication by M.K. Sehgal and Vandana KhetarpalLesikar



**SUBJECT TITLE: Digital Poster (Practical)**  
**SUBJECT CODE: BF AA4804**

**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** The poster could speculate on the future of digital technology and its impact on various aspects of society, such as work, leisure, and human relationships.

**CO2** The poster could discuss how digital marketing has evolved over time, including the rise of social media marketing and influencer marketing, and how businesses can leverage these tools to reach their target audience.

**CO3** The poster could discuss how digital technology is transforming various industries, such as healthcare, finance, and education, and how organizations are adapting to this digital transformation.

**CO4** The poster could examine the impact of digital technology on society, including issues such as digital addiction, cyber bullying, and the digital divide.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Knowledge Using software for making digital posters.	
<b>UNIT-II</b>	Study of different kinds of digital posters	
<b>UNIT-III</b>	To study the contemporary poster making in the film industry	
<b>UNIT-IV</b>	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** Understanding the different types of illustration, including editorial, advertising, and book illustration.

**CO2** Developing a personal style and voice in illustration.

**CO3** Creating a portfolio of professional-quality illustrations to showcase skills and knowledge to potential clients or employers.

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

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>Analyze formal principles of drawing and explore how they relate to illustration</li> <li>Construct conceptual solutions for various applications, sizes, and formats</li> </ul>	
<b>UNIT-II</b>	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	
<b>UNIT-III</b>	Appraise and defend choice of media and technique appropriate for intended concept	
<b>UNIT-IV</b>	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** Students will be able to demonstrate an understanding of the principles of advertising photography and its role in marketing.

**CO2** Students will be able to demonstrate an understanding of the principles of modeling and fashion photography and the ability to create images that meet industry standards.

**CO3** Students will be able to demonstrate an understanding of the principles of product photography and the ability to create images that showcase products effectively.

**CO4** Students will be able to create images that tell a story or convey a message in the context of advertising or other media.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Advance work for advertising in Photography Subject: Photography for advertising Photography for modeling /Fashion photography	
<b>UNIT-II</b>	Advance work for advertising in Photography Subject: Product Photography Digital Manipulation	
<b>UNIT-III</b>	Advance work for advertising in Photography Subject: Travel Photography Photography for Journalism Black & White photography	
<b>UNIT-IV</b>	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** Developing an appreciation for different types of art and art forms by attending art exhibitions.

**CO2** Developing practical skills and knowledge by attending workshops and industrial visits related to the field of art.

**CO3** Building a portfolio of artwork to showcase progress and development throughout the course.

**CO4** Developing critical thinking and analysis skills through the report on previous paintings.

**Contents of Syllabus:**

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